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*The* TALKING  
MACHINE  
WORLD

For the  
makers &  
sellers of  
talking  
machines

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

# Victrola

REG. U. S. PAT. OFF.

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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.



THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL



## THE SONORA STORE

### *A National Institution*

Throughout the great cities of this country the best music stores are rapidly becoming *Sonora Stores*.

The "Sonora Store" has become a national institution—one of the landmarks of retail business.

Without universal recognition of Sonora Quality—Sonora Leadership—Sonora Profit—this result could never have happened.

For it has been the more substantial Dealers, and the Dealers most closely in touch with the public, whose combined efforts have made "Sonora Store" synonymous with *leadership* wherever you go.

Equipped with the highest class talking machine in the world—developed in the most attractive and popular models, the prestige of years of National Advertising—and a Dealer Service of real daily benefit—Sonora Dealers have the very finest proposition in the Phonograph Industry. *Hence their success.*

*Write for information—today*

### SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto



The Imperial  
\$140

*Two New Sonora  
Phonographs  
of wonderful value*



The Intermezzo  
\$175



# The Talking Machine World

Vol. 18. No. 1

New York, January 15, 1922

Price Twenty-five Cents

## "TALKER" INTERESTS INVENTORS

Articles Appearing in Scientific Magazines Indicate That Inventors and Theorists Are Watching the Talking Machine Trend These Days

That young inventors and persons with an original trend of thought are more and more considering the development of the talking machine as a field for their activities is evidenced from the number of new ideas both practical and fantastic which are appearing in a number of publications devoted to various branches of science and invention.

In a recent issue of Science and Invention there appeared no less than seven articles dealing with the talking machine. One article deals with a recordless talking machine, on which selected selections may be played by pressing a series of electrical buttons, which make contact with a central exchange, similar to the telephone exchange. At the exchange there are hundreds of miniature records electrically connected and any number of people can listen in.

Another article deals with a novel talking machine cabinet which was presented to E. C. Morse as a surprise by the joiner shop in his shipyard. Dr. Harry A. Knauss, inventor of a metal phonograph record, describes his invention and other articles deal with a home-made electric talking machine and a patented apparatus for recording and reproducing sound.

A lengthy article entitled "A Scientist's Dream of Future Movies" describes a motion picture theatre which is equipped with various electrical switches at the seats. Several different photoplays are flashed on the screen simultaneously and spectators can view either picture by simply pressing a button. This also has the effect of providing synchronized talking machine music for the picture which the spectator desires to see. The music is heard through an apparatus similar to a telephone receiver which fits over the head. Verily, the world does move!

## JONES CO. OPENS IN GRAND ISLAND

GRAND ISLAND, NEB., January 7.—The Jones Music Co. has recently opened a new music store at this point, carrying a complete line of Brunswick phonographs and records, and also the leading lines of pianos and sheet music. Mr. Jones is very well known throughout the Middle West, having formerly been connected with the Gaston Music Co. as manager of its Grand Island branch. He was connected in this capacity for a good many years, and has proved himself a real live musical merchandise man.

Mr. Jones has one of the finest music houses in Grand Island, and anticipates a wonderful amount of business from this new location. He has working with him in the business his two sons, who are both very aggressive salesmen.

## NEW VICTOR SHOP IN JOHNSON CITY

JOHNSON CITY, N. Y., January 6.—A new exclusive Victor establishment, to be known as the Music Shop, has been opened at 237 Main street here. This is one of the most attractive stores in this vicinity. Complete modern equipment, consisting of record demonstration booths and record racks and a complete stock of Victrolas and Victor records, has been installed.

## THE BRUNSWICK IN MOUNT VERNON

E. Brodbeck & Sons, the well-known music dealers of Mount Vernon, N. Y. have secured the representation of the Brunswick phonograph and records in addition to their other lines for the Mount Vernon territory.

The chronic kicker has a bootless occupation. Most generally he hasn't a leg to stand on.

## GETTING IDEAS THROUGH EMPLOYEES

Merchant Forms Idea Club and Awards Prizes to Employes Submitting Best Suggestions

There is great danger in every business establishment of getting into a rut. The talking machine business is no exception and when the manager or head of the business depends upon his own ideas exclusively and neglects to weigh the opinions and suggestions of the members of his staff he is soon operating his business on a stereotyped basis and that vital element which we know as originality is lost.

One merchant has overcome this danger by instituting an "Idea Club," of which all the employes of the establishment are members. Each employe is expected to submit a number of ideas in written form each month to the manager, the most practical of which are selected by the head of the firm and then discussed in a general meeting of the staff. Prizes are awarded each month to the three employes submitting the best suggestions. The success of the innovation is evident from the fact that out of thirty-five suggestions submitted twenty-one were adopted and put into immediate practice.

## NEW RAINBOW RECORD DISTRIBUTOR

Cabinet & Accessories Co. to Look After Wholesale Distribution of the Rainbow Records in Rapidly Growing Metropolitan Territory

The Rodeheaver Record Co., manufacturer of the Rainbow records, with headquarters in New York, announces the appointment of the Cabinet & Accessories Co., Inc., 145 East Thirty-fourth street, New York, as exclusive jobber for Rainbow records in the metropolitan district, and all orders from dealers will be handled through the new distributor in the future.

A. J. Heath & Co., recently appointed Rainbow record distributors in the Philadelphia and Baltimore territories, have done a substantial business in those records during and since the holiday season, according to reports received at the Rodeheaver Co. offices.

## URGE PATENT OFFICE PAY RAISE

Victor Talking Machine Co. and Edison Co. Notify Congressmen of Their Desire for Action on Patent Office Pay Raise Bill

The Victor Talking Machine Co. and the Thos. A. Edison Co. are actively engaged in the move to stimulate action on the bill providing for increases in the pay of patent office employes. In addition to a large delegation of patent attorneys and business men from New York and New Jersey which visited Washington to attend a conference with New Jersey Congressmen for the purpose of speeding up action on the bill, which is in committee in the House of Representatives, the Victor Talking Machine Co. and the Edison Co., as well as other business houses, sent letters to the Congressmen strongly urging that action be taken immediately.

## CONCERTS AID SALES CAMPAIGN

George M. Burt Co. Inaugurates a Series of Concerts as Part of Its Sales Campaign

ENDICOTT, N. Y., January 7.—The talking machine department of the George M. Burt Co.'s store here has been making an effective sales drive in the interests of Victor, Edison and Brunswick machines, which it handles. A series of concerts and extensive advertising in the local papers are proving of considerable value in increasing sales. In addition to the talking machines an extensive stock of Victor, Brunswick and Edison records has been installed for the benefit of patrons.

## AUTO OWNERS ARE GOOD PROSPECTS

Names of Automobile Owners in the Community Can Be Secured From Local Garages

A live prospect list is one of the most important adjuncts to a successful business; therefore the talking machine dealer should pay particular attention to the formation of these lists and he should be sure not to overlook any good tips. Automobile owners now form a large part of any community and as a rule this class of people have the money to indulge their tastes in music.

One way of getting the names of automobile owners is through the local automobile agencies and garages. Some of these may be reluctant to give out any information which they have, but the dealer can overcome this by making a trade; that is, by offering in return for the desired information a selected list of names which he already possesses and which might make good automobile prospects—with the understanding, of course, that the matter be entirely confidential.

## AN INGENIOUS ADVERTISING IDEA

Victor Dealer Gains Publicity and Stimulates Caruso Record Sales by Furnishing Musical Prologue to Moving Picture Show in His City

LYNN, MASS., January 2.—Some valuable advertising was obtained recently by John Z. Kelley, Victor dealer of this city, through an ingenious publicity stunt. Mr. Kelley persuaded the manager of the Waldorf Theatre in Lynn to allow him to furnish a free "act" consisting of Caruso records exclusively, to be used as a prologue to the regular moving picture show. Permission was granted and when the curtain was raised there appeared a room in the center of which was a Victrola. On one side of the stage was a sign bearing in letters large enough to be seen at the back of the theatre the announcement "Memories of Caruso," and beneath this, in smaller letters, the name of the dealer who furnished the instrument. In the lobby of the theatre was shown a large picture of Caruso.

The reception of this novelty was enthusiastic and the sale of Caruso records was considerably stimulated. The manager of the theatre, who operates several of them, is trying to arrange to have this same feature embodied as part of the program in his other theatres.

## MAKES RECORDS OF INDIAN MUSIC

Indian Songs and Chants of Seven Tribes Recorded by Native Singers for Miss Frances Densmore, Who Is Doing Much Good Work

RED WING, MINN., January 2.—A valuable and interesting series of records of Indian war songs, folk songs and chants has been made by Miss Frances Densmore here. Miss Densmore goes among the various tribes, selects the best and most typical musicians and persuades them to sing into her talking machine. The songs of seven tribes of Indians living on reservations have been gathered in this manner. These include songs of all phases of their every-day life, those used in treating the sick, dance songs, war songs and Indian drum playing.

## GOES AFTER TRADE AND GETS IT

BURGETTSTOWN, PA., January 3.—"If Mahomet won't go to the mountain the mountain will come to Mahomet." L. M. Lytton, of this city, believes in this proverb and is proving it every day by taking a Granby on the rear of his Ford and going out through the mud-roads to the mining communities. Mr. Lytton also believes in selling the higher-priced Granby, and is now introducing Granby consoles. He wastes no time in his store, but puts his faith in the above quoted proverb.



# Making Record Buying Too Easy for the Customer and Some of Its Obvious Dangers

A question that interests a number of talking machine dealers is just how far to go and when to stop in their efforts to make record buying easy for the customer and save him from the confusion that results when he is handed the complete catalog or a supplement and left to select the records that he may feel desirous of buying.

The practice of having close at hand, either as the part of a supplement or a separate hanger, a list of a dozen or more specially selected records calculated to appeal to the average talking machine owner is not a new one and has been found quite effective from the fact that the selections are changed at intervals and after a time give to the talking machine owner an insight into practically all the good things in the catalog.

The practice, too, of determining the particular musical taste of the customer and putting before him either by word of mouth or in printed form the titles of a half dozen or a dozen records of that particular type of music from which to make his selections has also been used effectively and is still a standby of many retailers.

In the way of publicity, of course, it has been found highly desirable to feature one or two records at a time, changing the titles sufficiently to enable the prospective purchaser to become acquainted with practically all the good things in the list before the next supplement appears. All these methods, of course, are used by the majority of record dealers and may be termed standard to the trade. In view of this fact, therefore, there is brought to light at intervals new ideas developed by various dealers for presenting the new records and particularly standard selections to talking machine owners in ways that will appeal by their originality and at the same time produce the desired results in the matter of sales.

As has been said before, however, there is a question as to just how far the dealer should or can go in limiting the list from which his customer may select without either killing all interest in the main catalog or at least interfering with the sale of the general line of records.

One retailer, for instance, conceived the idea of having a local musical authority of considerable reputation pass on the new records each month and select four or five of those which he considered to be the best along musical lines,

perfection in recording, etc. On the face of it the idea seems to be a good one, giving the average purchaser the benefit of expert opinion to guide him in selecting the new additions to his record library. From another angle, however, as has been pointed out by another retailer, the announcement that the musical authority considers three or four records to be the cream of the list, from both musical and mechanical standards, intimates that the balance of the records in the current month's list are below par. Meanwhile it may be that the great majority of those who read

## *Too Much Concentration on Special Numbers Liable to Force Main Record Catalog in the Background*

the announcements or have the expert opinion brought to them some other way may not stop to analyze the matter so carefully, but the thinking individual will naturally feel that after he has listened to or purchased the selected records the balance of the list are mediocre. It is self-evident that the average person is not enthusiastic over buying a product that is not the best in his own opinion and particularly one that is not the best in the opinion of the expert in the employ of the seller.

On the face of it the employment of an expert to give to the record purchaser the benefit of his mature and trained judgment regarding the offerings on the current record lists represents a highly commendable bit of service on the part of the dealer. But the question to be considered is just how far it is liable to react and affect the sale of records not among the chosen few.

On a straight merchandising basis all records are deemed to be well selected and salable and are issued on that basis. For a musical expert

to advise his particular friends, or to offer his opinion to those who seek it, is as it should be. For him to call attention to some of the special features of the list as being worth while from his viewpoint is also quite in order, but when he publicly announces a half dozen records or less as being far ahead of the rest of the list from every angle, then there is danger of killing possible sales of other records.

One has but to put himself in the position of the purchaser of some other article of merchandise. Say he is about to select a cravat from a line of a hundred or more all offered at the same price. The salesman does not tell him that only five of the cravats are worth while and far superior to the rest. He simply calls his attention to the desirable features of the design and texture of several of the line and lets him use his own judgment regarding the rest.

The services of a musical expert are highly desirable in the talking machine store, for his advice should prove of inestimable value to those who, being more or less in the dark regarding music, are somewhat at a loss about selecting records that will tend to improve their musical culture. In offering such advice he can do it without reflecting upon other records.

To have him make definite selections from the list, however, and advertise the fact seems to be a good idea gone wrong.

### HOSPE CO. ADDS BRUNSWICK LINE

Large Omaha Concern Adds Brunswick Line to Its Extensive Stock of Talking Machines

OMAHA, NEB., January 7. The Brunswick line was recently added to the talking machine department of the A. Hospe Co. of this city. This concern is one of the oldest and largest musical instrument houses in the Middle West, and for the past twenty-five years has been an exclusive Victor dealer and until recently also a Victor jobber.

This is quite an important addition to the list of Brunswick dealers as the Hospe Co. will naturally dispose of a great many phonographs and records in the Omaha territory. Mr. Zitzman, general manager of the Hospe Co., is very much enthused over the latest acquisition to his talking machine department.

## NYACCO RECORD ALBUMS for 1922

THE TALKING MACHINE'S HELPMATE



MEAN:

RIGHT PRICES  
SERVICE  
INCREASED SALES

QUALITY  
STRENGTH  
DURABILITY

Keep in mind our two factories and order from nearest point.

It means a saving in transportation to you.



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

## New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

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

CHICAGO  
415-417 S. Jefferson St.



# Victor Supremacy is lasting

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

And the success of every dealer in Victor products increases with every new development of this wonderful instrument.

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

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

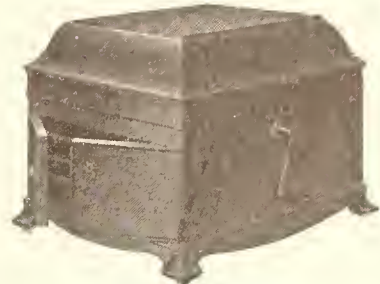
**Important Notice.** Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

## Victor Wholesalers

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



Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



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



Victrola No. 300, \$250  
Mahogany or English Brown



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

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



# What Is a Live Prospect and How Much Is He Really Worth to the Dealer? :: By G. H. Howe

What is a prospect and how much is he worth to the dealer? That was the question recently brought up at a meeting of talking machine dealers and proved a greater problem than appeared on the surface. One dealer, for instance, declared that he had practically 1,500 live prospects on his cards and stated that they had only cost him between \$75 and \$100, or a little over 5 cents apiece. Another said he had about 1,200 prospects and they had cost him something over 10 cents apiece. Finally an old veteran in the game declared that he had about 150 prospects, that they had cost him over \$1 apiece, and were worth the money.

The difference between the various figures offered by the dealers naturally brought forth some quick questioning. It resolved itself into the query, "What is a prospect?" The old-timer, who has been selling musical instruments for a quarter of a century or more, practically settled the matter when he gave as his definition of a prospect a person who, to the best of the dealer's knowledge and belief, is going to buy a talking machine and some records from that particular dealer. When it comes down to lists, he declared, "I have lists of probably 3,000 names and out of these 3,000 names I have one thousand that may be considered in the selected class, and of that thousand there are at least 500 who are worth following up right now, but when it comes down to prospects I have only about 150, but these people are going to buy from me within the next few months. I know in most cases what they desire, what they want to pay and how. I know their financial standing to be satisfactory and I am all ready to deliver the goods when the opportune moment arrives.

Some are waiting for birthdays—some are going to move into new homes—some are waiting for this event or that, but they know what they want and I know what they want, and it is simply a question of getting together. Those are what I call prospects.

"A good list of several thousand names is not to be sneezed at, because it gives the dealer some basis upon which to work, but that list is simply a directory of possible customers. A careful weeding out will bring the list down to a

## How One Veteran Salesman Differentiates Between Lists of Names and Lists of Definite Prospects

few hundred or a thousand names of those who probably will buy talking machines some day, and then the process of elimination is carried out until we have the final list of those who have committed themselves definitely as to price, terms and style, have agreed that we have what they want and are simply waiting. It may be a few days or several months.

"When I was a younger man I worked for a

piano dealer, and finally one day ran across a woman who said she had no piano, but hoped to buy one some day in the future. I came in very cheerfully and reported to the dealer that I had discovered a prospect. 'When will she be in to buy?' he said. 'Oh, some time when she has the money,' was my answer. 'In other words, son, what you got is a name,' and I have never mixed names and prospects since that time.

"I can best describe my idea this way: When a man puts an advertisement in a newspaper the entire circulation of that newspaper represents his list. The answers to the advertisement represent his selected list and those who eventually get down to the closing point, or to the point that promises a definite closing within a reasonable time, are his prospects. Perhaps my idea may appeal more to the pessimist than to the optimist, but at the same time it does not raise false hopes and gives the dealer a better and more certain working basis."

### ARTHUR HAMANN OPENS BUSINESS

Former Manager of Starck Piano Co. Returns to Old Home in Sheboygan to Open Store

SHEBOYGAN, Wis., January 2.—Arthur Hamann, who for the past eighteen years has been manager of the Starck Piano Co. in Chicago, has returned to Sheboygan, his old home, to open a talking machine business at 922 Michigan avenue. Although Mr. Hamann will specialize in talking machines he will eventually branch out into the piano business. His plans include the erection of a modern building on the site now occupied by his present store.

## JANUARY SALES



The large distribution of records over the holidays makes this the one month of the year to develop the "home library of records" idea among your customers.

This set of Peerless Classification labels is designed to sell Peerless albums in your store.

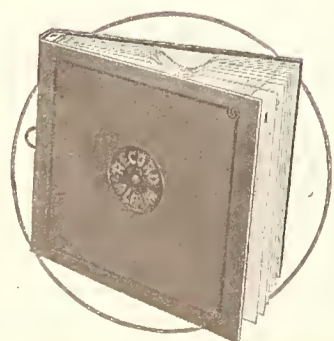
Every labeled Peerless album you sell to-day paves the way for the sale of twelve more records later on.

A set of Peerless album labels is furnished free with each set of albums lettered for Victrolas Nos. 80, 90 and 100.



Peerless albums are covered and bound with Interlaken cloth.

Write for Our Reduced Prices



## Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York City

Boston Representative  
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative  
WALTER S. GRAY CO., 942 Market St.

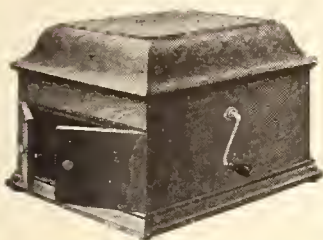




Victrola IV, \$25  
Oak



Victrola VI, \$35  
Mahogany or oak



Victrola VIII, \$50  
Oak



Victrola IX, \$75  
Mahogany or oak



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



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



# Victor Supremacy

Victor supremacy points the way to success for every music retailer.

It marks the "path of least resistance."

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## Victor Talking Machine Co.

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



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



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



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



# The TALKING MACHINE WORLD

*For the makers & sellers of talking machines*

(Registered in the U. S. Patent Office)

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**NEW YORK, JANUARY 15, 1922**

## VIEWS RETROSPECTIVE AND PROSPECTIVE

WE have turned over a new leaf—we have started a new chapter—1922 is with us. It is a period for retrospective and prospective thought. We have just witnessed the passing of one of the most trying years in the history of the industry—a year in which every manufacturer, distributor and merchant had to fight strenuously to score any kind of accomplishment. This striving has brought with it many evils consequent upon the unusually keen competition in the price field, due to overproduction and overstocking. Indeed, the closing months of the year witnessed a veritable orgy of price-cutting in machines and selling on terms that can only be considered unhealthy and dangerous to the stability and progress of the industry.

Such a condition should not be allowed to continue during the year 1922. It should be the aim of every business man to discard those policies which work to the detriment of his business and the industry as a whole. The talking machine industry has long been recognized for its splendid trade practices—its adherence to price-maintenance and the utilization of business methods that have come in for no inconsiderable amount of commendation. A departure from this high standard is to be deplored, and it is time that manufacturers, distributors and dealers arrived at a common understanding that this price anarchy in the retail field should cease.

There must be a close line of demarcation drawn as to the kind of men who are entrusted with the retailing of talking machines. A man has the right to be a free agent, but he has no right to endanger the entire industry in his desire to make money at the expense of the well-being of the entire trade. The situation in the retail field to-day needs remedial action, and the question arises: What policy can best be adopted to make the talking machine business better for 1922? Are there weaknesses discoverable when we analyze the several policies and systems now in vogue? These and other queries are timely and worth considering by talking machine men everywhere.

There is something more in life than the mere acquisition of money—there is honor and reputation. The dealer who desires to build a business that will be enduring must have a definite selling policy—one that will augment the reputation of his house for correct business methods. It is not a time to inject any methods which detract in any way from the stability of the trade. There is no good reason why dealers should announce that a talking machine can be purchased for so many cents a day, or no initial payment on a time

sale. Such publicity has the effect on the public mind of cheapening the talking machine, and that is the very thing that men interested in its future should avoid.

When we consider the wonderful strides made by the talking machine musically and commercially within recent years it seems criminal for any member of the trade to indulge in practices that cheapen this instrument and undermine the industry. To our mind the public should not be encouraged in the belief that a talking machine can be purchased in this way. It is much more advisable to educate the public to a higher conception of trading ethics.

The Talking Machine World has always preached and believed that price-maintenance is the foundation upon which the security of this industry rests. It believes that the trade should oppose strongly the attempt on the part of any of its members to shatter this foundation by indiscriminate price-cutting.

## NO ROOM FOR THE MAN WHO DRIFTS IN 1922

SOME members of the industry, both manufacturers and dealers, have drifted into the new year without any fixed plans, and have simply waited for developments, hoping for the best. Others have entered the new year with a comprehensive program elastic enough to meet any conditions, but sufficiently firm to permit of development and the carrying out of definite plans calculated to bring in the maximum amount of the business available.

During some of the past years in the trade the drifter has managed to get along without any great difficulty because there was more business than all the dealers combined could take care of, and he naturally got a substantial share simply through accident. The dealer who drifts along to-day, however, and has not developed a definite advertising and selling campaign is putting an awful burden on Lady Luck.

We have found retailers who have talked a good deal but have not had one concrete idea regarding special exploitation plans for the year; meanwhile they dwell upon the things they are going to do when "the time is right." On the other hand, we have run across dealers who have mapped out regular advertising campaigns; have arranged for concerts and recitals; have surveyed new fields which they hope to conquer and, altogether, are in a position to give an outline of what their activities are going to be for every month of the year.

It may be that conditions will cause a switch in the program, either in the matter of curtailment or expansion, but at least there is a definite foundation upon which the dealer may work. He is not spending his money for exploitation work in spurts, but has a fixed schedule, knows what it is going to cost him each month and realizes how much business he will have to do to cover that cost, in addition to his other overhead. It is simply a necessary factor in conducting all modern business, whether in selling talking machines or carpets. No merchant can simply drift along. He must have his trade compass and his business charts and be prepared to steer a straight course.

## THE TREND IN CABINET DESIGNING

THE putting on the market in recent years of many new styles of talking machine cabinets, including those known as period styles, and particularly the various console models, has naturally encouraged the seekers after new business to endeavor to evolve case designs which would have a strong appeal through their distinctiveness.

For years the trade, and public for that matter, were satisfied with the ordinary upright type of talking machine. Everyone knew what it looked like and recognized it in the home. Eventually it was felt that distinctive designs would make an appeal to those who, although in a position to spend substantial sums for talking machines, found that though they could buy more elaborate cabinets of an accepted design they could not secure anything that was really exclusive and emphasized the fact.

Then came the craze for something different—something that was a talking machine and yet was not a talking machine so far as appearances went, with the result that the console models and the other new styles that have become familiar to the trade were evolved.

It is now maintained, however, that, in the effort to get away from sameness in cabinet design, the pendulum has been swung too far in the other direction, and we are now faced with the danger of seeing a number of freak styles offered to the public. In fact, there already have been evidences of a tendency in this direction.



It is very likely that a variety of styles of talking machine cabinets is to be desired in order that all tastes may be satisfied, but it is a grave question whether the talking machine revealed by the opening of a desk or the moving of a shelf of books, or the sliding of a wall panel, is calculated to help trade development.

There is a wide difference between the artistic and the freak styles. There are so many opportunities for casing the talking machine mechanism so that the result will be distinctive and artistic, while still remaining a talking machine, that there seems to be no real reason to resort to camouflage. It is much better for the industry to offer something that is recognized as a talking machine, although beautifully and expensively cased, than it is to offer some article of furniture or equipment that unexpectedly turns into a talking machine.

Bitter medicine is sugar-coated in order to fool children and placate elders, but the talking machine of to-day is too well known and too widely appreciated to require this coating of camouflage. It is all right to have it different, but at least have it sensible and artistic.

**MUSICAL EDUCATION BY MEANS OF RADIO**

THE transmitting of talking machine music by radio has become so prominent and so universal within the past few months that the stories of such events have been crowded off the front pages of the newspapers and are now handled as ordinary events, but the opening of this new field for the exploitation of the talking machine is a matter that is of general interest to the trade, for it all means publicity and publicity means business.

The Westinghouse Co. has been for some time past holding a series of nightly radio concerts from its sending stations in Newark, N. J.; Pittsburgh, Pa., and other cities, covering a radius of practically a thousand miles and interesting many thousands of amateurs and radio enthusiasts and their friends.

The sending of music by radio may be considered in the nature of a novelty and without any great value, but the fact that the talking machine has been so closely associated with such work at the outset is a matter of congratulation.

**THE NEEDS OF THE PATENT OFFICE**

FOR a number of years there has been a persistent demand for Congressional attention to the needs of the United States Patent Office, but the demand has been neglected to such a degree that a situation has developed that represents a real menace to the business life of the country. Two years ago, for instance, the Patent Office was 15,000 applications in arrears, and to-day, according to the Commissioner of Patents, it is 56,000 applications in arrears. These figures offer convincing proof of the seriousness of the situation.

The efficient handling of the business at the Patent Office is a most important matter, for both the development or the ruination of a business may depend upon the decision of the Patent Office regarding the strength of patents under which it operates. There

is no question but that the revival of business is hindered to a material extent as a result of this situation, for, of the thousands of patents being handled, there are unquestionably many that, put into force, would mean the establishment of new industries, the employment of many new workers and a material increase in the business activity of the country.

Expert examiners in the Patent Office are paid only from \$1,500 to \$2,700, ridiculously small salaries in the face of existing conditions and the work the men are called upon to perform. The result is that skilled examiners are resigning from the Patent Office service and finding more profitable employment elsewhere.

In view of the situation, which is now so generally recognized, it would seem that members of the music industry, as well as business men generally, should support strongly the bill now before Congress providing for fair increases in the salaries of Patent Office employes. The fact that the bill provides for an increase of \$5 in the patent fee (from \$35 to \$40) should not serve to weigh against the great relief that the passage of the bill may be expected to afford to industry as a whole.

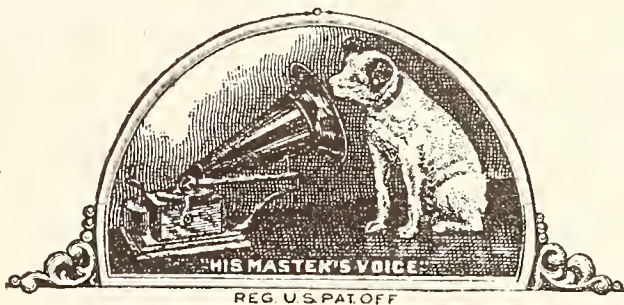
**AIDING SELLING ABILITY OF RETAILERS**

WHEN the word school is mentioned in connection with business there is, naturally, a feeling that it is intended for the instruction of the amateur—the man who is seeking to break into the field. It has been demonstrated most impressively, however, during the past couple of years that the veteran salesman and dealer is in a position to gain quite as much from a course in salesmanship as is the beginner and, in fact, to gain more, because he has been drilled in the fundamentals of the business and can profit the greatest from the suggestions offered in the selling course.

The Victor Red Seal School is perhaps an outstanding example in this trade, for not only has it served to add immeasurably to the selling ability of retailers, but it has offered instruction that has proven profitable to leading wholesalers—men who have been in business almost from the time of its inception. Other salesmanship courses and classes have been conducted by various manufacturers and wholesalers, with excellent results in every case, where the instruction is based upon actual experience, and where the classes provide for an interchange of ideas. The individual is handicapped, indeed, who cannot secure from that mass of practical information ideas that can be introduced immediately and advantageously into his own business.

Many of the general salesmanship courses represent simply a mass of theory which depends upon the natural intelligence of the student to put into practical use; but in this industry, at least, the selling instruction has been practical and has, without doubt, proven a tremendous factor in not only keeping the business going as well as it has during the past few months, but it has helped to give many retailers handling talking machines a proper conception of the importance and dignity of the industry.

NEW TELEPHONE NUMBER  
FITZROY 3271—3272—3273



**VICTOR SUPREMACY**

meant much to the Victor retailer during the past year—particularly the retailer who was exclusively Victor.

We believe that the Supremacy of Victor merchandise, plus the wholehearted efforts of the retailer, will make 1922 the biggest and best Victor year.

To this end we extend our services.

**ORMES, Inc.**

*Wholesale Exclusively*

15 West 37th Street

New York



# Developing a Valentine Music Campaign and Other Business-Building Means :: :: By W. B. Stoddard

"Say It With Music," one of the most popular songs of the past season, suggested to the Rudolph Wurlitzer Co. store in St. Louis, Mo., the idea for a Valentine Music Campaign, which proved very successful as a sales maker. Through the papers a special Valentine concert was announced, scheduled to take place a week before St. Valentine's Day. To all of the company's patrons who had purchased machines or records during the past year special invitations were issued. These were heart-shaped, red in color and bore the invitation in gold letters on the first page. Inside was the program: "Little Gray House in the West," Gluck; "Last Rose of Summer," Tetrassini; "Sunshine of Your Smile," McCormack; "Call Me Thine Own," Garrison; "Mighty Lak a Rose," Farrar and Kreisler; "Roses of Picardy," McCormack; "A Dream," Caruso; "Kiss Me Again," Garrison; "For You Alone," Caruso; "When You Look in the Heart of a Rose," McCormack.

The newspaper invitation was a double-column ad, with a border simulating a lace paper valentine, and after extending an invitation to the concert, the date and hour being mentioned, the ad concluded: "Real Love Messages of All Sweethearts—Victor Love Records in Valentine Envelopes. Come and hear these tender songs by the world's greatest artists and then pick out one or more of them and let them be your valentine. Say it with music."

The concert lasted an hour, with an intermission of twenty minutes, during which the operation of the machine was explained, special request records played and any questions answered. No one was asked or expected to buy, but many were anxious to avail themselves of

the opportunity, especially after hearing some of the concert records played. Particular interest centered in the valentine records, which were displayed on a table in a bower of red and white, set off with a number of hearts and darts. All of the records played at the concert, and fully a hundred other ballads, ancient and modern, were included in the list. Each was enclosed in a stout manila envelope, with lines for the address of the recipient, and in the corner a fat Cupid and the little verse:

I wish you'd be my Valentine, I haven't words to say it;  
I'm sending you this record, so put it on and play it.

The window that complemented the other publicity features showed an outline heart six feet high, the wire frame being completely covered with red paper roses. Inside the heart was a Victrola, and red ribbons ran from it to a number of records set in racks down close to the glass. Each record had a red heart pasted to the center, on which in black letters was the name of the selection, and all of them were records to be played at the Valentine concert. A card set on an easel and bordered with red hearts extended a cordial invitation to the general public to attend the concert.

#### Catering to the American Legion

The glorious American Legion is an organization that will have to be reckoned with from now on. Its numbers are increasing daily, as more and more of the boys join, and it will pay dealers to make an occasional special appeal to its members. Of course, the most advantageous time to do this is when there is a district or State meeting and large numbers of them are gathered together. Such a plan was adopted during the national gathering at Kansas City last Fall. In order to make a more forcible appeal,

instead of individual advertising, all of the leading music dealers joined together in a full-page co-operative ad:

**BOYS OF THE AMERICAN LEGION**  
Here's the best thing you've seen or heard since you first caught sight of the Statue of Liberty. While P. W. L. drop into any of these dugouts and hear the new Legion song, "Hurrah, American Legion!" It's a whiz bang!

Then followed the list of firms: Paul Talking Machine Shop, J. W. Jenkins Sons' Music Co., Eddie Kuhn Song Shop and S. S. Kresge Co. Of course, any other desired records could be substituted for the one advertised here.

#### Hamburger Gives Wireless Concerts

Hamburger's, Los Angeles, Cal., recently introduced a distinct novelty in the way of increasing the sales of its phonograph department. A short time ago wireless operators, both amateurs and professionals, were surprised to get the following announcement through their receivers: "This is experimental station 6XAK speaking, Hamburger's wireless station, located on the roof of the store. Commencing to-day and continuing for an indefinite period there will be various concerts and other announcements. We will now have a selection from the phonograph." Then followed one of the latest records and thousands of radio operators—there are 10,000 within reach of the instrument—listened in while Hamburger's gave a concert lasting from 4 to 5 p. m. Announcement of the new service was made in the papers, with the statement that in addition to the afternoon concerts the store will give concerts on Monday, Wednesday and Saturday nights, from 8 to 9 o'clock, and will later establish a service between 8 and 9 o'clock in the morning.

#### Linking Up With the Concert Artists

Now that so many of the world's most famous artists are making records for talking machines, it is very easy to tie up their names with the records. Comparatively few can hear the original artist, even when he appears in the city, but everyone who possesses a talking machine can hear his music. This was the argument advanced by the Powers Co., Portland, Ore., at the time of the recent appearance in the city of Jascha Heifetz, the brilliant young violinist. At the time of his appearance this concern arranged a window fitted up as a sun parlor, with wicker furniture and cretonne draperies in maroon and black. The entire background was given over to a bust painting of Heifetz of heroic size—six feet square. At one side was a talking machine and on a long, low mound, draped with maroon silk, were shown a number of his records. A card advised: "Hear Jascha Heifetz, the wonder violinist, and then come down and make a selection of his records, so that you can continue to enjoy his music regularly until he comes again."

#### NEW GRANBY DISTRIBUTORS

HIGH POINT, N. C., January 6.—The Granby Phonograph Corp., Norfolk, Va., has announced that the Shipman Organ Co., of this city, has taken on the Granby line in the South as distributors. W. J. Shipman, treasurer and vice-president of the Shipman Organ Co., recently spent a few days at the factory of the Granby Phonograph Corp. at Newport News, Va., and consummated the deal. Through the large business in organs which this company does through the South, it is well known to practically every music dealer, and it is expected that this new connection will greatly increase Granby prestige throughout the Southern States.

The good will of customers is the greatest asset a merchant can have. Without it he is in danger of going on the rocks.

## SEND FOR YOUR SAMPLE TO-DAY



#### Mr. Victor Retailer—

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

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

*YOUR ad inserted without extra charge.*

## KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City

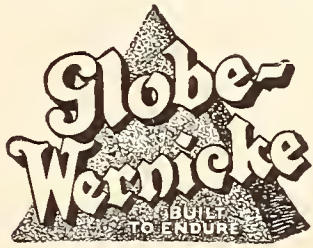


*Clip out, pin to your business letterhead and mail to*

The Globe-Wernicke Co., Cincinnati, Ohio:

Please send me information on your cabinet which will interest the people steadily buying records of me. This without obligation. P.W.1

## A coupon that opens new profits to you—



When people accumulate books they buy extra bookcases. Today the very same people are looking for something to keep their surplus phonograph records in, records bought steadily for the past two years. You should be equipped to fill this ever-growing demand.

The popular console machines hold about eighty records. Think how quick a family assembles eighty records!

Brown Disc Record Cabinets made by The Globe-Wernicke Company will fill this need in thousands of homes. Their construction is completely unique. Like all Globe-Wernicke products, they are "built to endure."

Nowhere can be found such an adequate method for filing records. The Brown Disc Record Cabinet is very simple, but tremendously serviceable. The mechanical features form real selling points. You will find both men and women appreciate them.

Brown Disc Record Cabinets come in varying sizes, from two to twelve drawers. They are finished to match any talking machine. As a neat, useful piece of furniture they can find a place in any home. Some with bevelled edges permit of a small machine fitting into the cabinet.

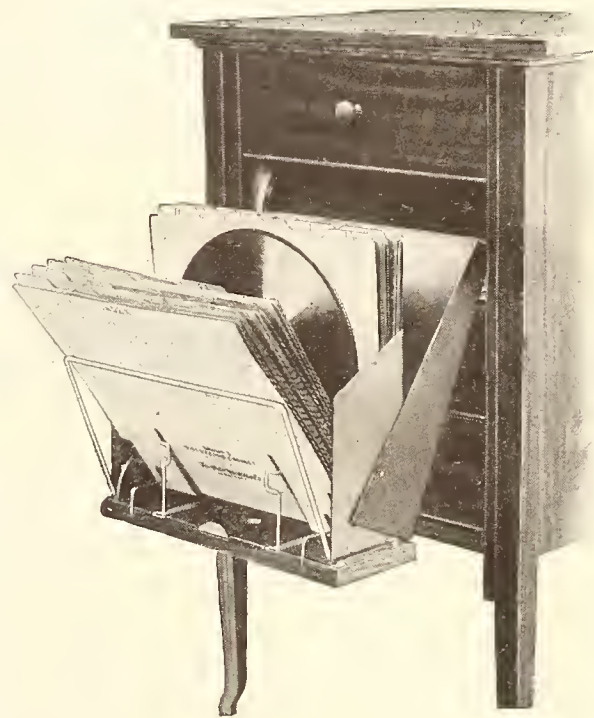
Clip out the coupon above. It will bring you details of a plan that means extra profits for you. Such a cabinet is marketable NOW.

*Makers of Sectional Bookcases, Filing Cabinets in Wood and Steel, Office Furniture, Steel Safes, Stationers' Supplies, Filing Cabinet Supplies and Disc Record Cabinets*

**The Globe-Wernicke Co.**  
CINCINNATI



*Winter is the time when folks buy records. You can sell them cabinets, too, if you'll try.*





## COLUMBIA PRIZE-WINNERS

Harry R. Lamoreaux Wins First Prize in Columbia Dealers' Advertising Contest

The judges in the dealers' advertising contest sponsored by the Columbia Graphophone Co. announced their decision recently and the winner of the first prize was Harry R. Lamoreaux, Columbia dealer at Cherokee, Ia. Hundreds of advertisements were received by the judges and Columbia dealers in all parts of the country participated in this unique advertising idea. The contest started on November 1 and finished on December 1, and the only provision was to the effect that all advertisements entered in the contest must be devoted exclusively to Columbia products and carry the Columbia trade-mark.

Mr. Lamoreaux, in the winning advertisement, offered the farmers 40 cents a bushel for their corn, to be applied as payment for a Grafonola. Mr. Lamoreaux offered to deliver the Grafonola by truck and cart away the corn with the same truck. As winner of the first prize this enterprising dealer will receive free advertising in his

local newspaper totaling six times the space of the winning advertisement, which was a full page.

The Hook Drug Co., Indianapolis, Ind., was the winner of the second prize, which consisted of free advertising space totaling five times the space of the winning advertisement. The Type-writer Supply Co., Ft. Worth, Tex., won the third prize, consisting of free advertising space totaling four times the space of the winning advertisement. The Haverty Furniture Co., Houston, Tex., was the winner of the fourth prize, which consisted of free advertising space totaling three times the space of the winning advertisement. H. B. Vanosdall & Bro., Ashland, O., was the winner of the fifth prize, consisting of free advertising space totaling twice the space of the winning advertisement. The Farrar Furniture Co., Bangor, Me., was the winner of the sixth prize, consisting of free advertising space totaling the same size as the winning advertisement.

Optimism is a fine thing, but it doesn't count for much without a little hustle behind it. Pessimism and laziness often travel together hand in hand, and they're going down hill all the time.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

## Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

### Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

### Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

### Fifty Sample Cards FREE

With every initial order we give 50 cards of Tonepens FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.

# THE TONEPEN CO.

217A Center Street

New York

**NYOIL**  
FOR YOUR PHONOGRAPH

**Made in Our Watch Oil DEPARTMENT**

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

**The Best Oil For Any Talking Machine**

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

**Colorless, Odorless and Stainless.**

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

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.  
For Sale by all Talking Machine Supplies Dealers  
**WILLIAM F. NYE, New Bedford, Mass., U.S.A.**

### HOPE TO EFFECT A REORGANIZATION

Creditors of the Remington Phonograph Co. Meet in Philadelphia—Disposition Manifested to Effect Reorganization of Business

PHILADELPHIA, PA., January 3.—At a meeting of the stockholders of the Remington Phonograph Co., held at the Continental Hotel, this city, during the past month, a committee of five of the most active stockholders was selected with instructions to make all the necessary investigation relative to the advisability of continuing the business and report back to a full meeting to be held some time during this month. The meeting was attended by more than 400 stockholders. Addresses were made by Louis Jersawit, receiver in equity; James S. Holmes, vice-president; B. H. Stern, attorney, and P. E. Remington, president. A general disposition was manifested to effect a reorganization with as little delay as possible.

### VOCALION DISTRIBUTORS ACTIVE

Both in Detroit and Cleveland Territories Many New Dealers Have Been Appointed

Oscar W. Ray, head of the wholesale Vocalion record department of the Aeolian Co., returned recently from a trip through the Middle West in the course of which he visited the Lind & Marks Co., Vocalion distributors in Detroit, as well as the Vocalion Co. of Ohio, distributors in Cleveland. Mr. Ray was enthusiastic over the progress being made in both territories.

The Vocalion Co. of Ohio, which is among the newer distributors, has provided commodious and elaborate quarters for handling the Vocalion line, including over 4,000 square feet of store-room space. The company has already established seventeen new dealers for the Vocalion in Cleveland and vicinity.

### ABOUT A CERTAIN SALESMAN

Two business men were talking about a salesman who had made a record.

"Yes," said one, "he has made big sales this year, but I wonder how long he can continue doing the work."

"Why?"

"Because he makes people buy instead of making them want to buy."

In that last sentence is a whole book of wisdom for every salesman.

Every salesman should ask himself: "Am I making them buy my goods or am I making them want to buy my goods?"

It is one thing to cram goods down the throat of the customer. It is another thing to handle him so that he will reach for the goods himself, says the Treasure Chest.



## NEW REGULATIONS REGARDING CLAIMS FOR TAX REFUNDS

Excess Payments Will Be Returned to Taxpayer Immediately Under New Ruling Issued by Internal Revenue Bureau—No Change in Rules Regarding the Taking of Inventories

WASHINGTON, D. C., January 5.—New regulations regarding the procedure to be followed by the Internal Revenue Bureau in dealing with claims for refund and abatement of Federal taxes have been issued by Commissioner David H. Blair and will result, it is declared by officials of the Bureau, in the more prompt adjustment of such claims.

Heretofore, when an overassessment or overpayment was disclosed by the Bureau in auditing a tax return, the taxpayer was invited to file a claim for the abatement of the overassessment or the refund of the overpayment. When received the claim was filed until reached in due course for consideration, which often meant a delay of many months.

Hereafter taxpayers will not be advised of their privilege of filing such claims, but instead will receive a certificate of overassessment and a check in correction of the error, or, if an assessment is outstanding against the taxpayer for income or excess profits tax, the overpayment will be applied against the assessment and any balance remaining immediately refunded. Although it will no longer be necessary for taxpayers to file such claims when they themselves discover errors, they may continue to do so if they wish.

This action on the part of the Bureau is taken as a result of the inclusion in the new revenue law of a provision requiring the Government to pay interest upon claims for refund in an effort to reduce the amount which must be paid in that way. This provision, according to business men and tax experts, will do more to bring the work of the Bureau up to date and bring about the prompt settlement of claims than any other method which has yet been devised for this purpose.

Instructions for taking inventories under the new revenue law have been prepared by the

Bureau of Internal Revenue and transmitted to collectors throughout the country. Merchants, manufacturers and business men generally, it is pointed out, need experience no difficulty in taking their inventories for 1921, as no change has been made in that section of the revenue law relating to inventories.

Present Treasury regulations provide that inventories must now be valued at "cost or market, whichever is lower," the Bureau explains. Taxpayers were permitted, regardless of their past practice, to adopt the "cost or market, whichever is lower" basis in taking their inventories for 1920, but thereafter, the regulations provide, changes can be made only after permission is obtained from the Commissioner of Internal Revenue.

"In the case of a merchant," it is pointed out, "cost" means the invoice price less trade or other discounts, excepting strictly cash discounts approximating a fair rate of interest, which may be deducted or not at the option of the taxpayer, provided a consistent course is followed. To the net invoice price should be added the cost of transportation and other necessary charges incurred in acquiring possession of the goods.

"In the case of a manufacturer 'cost' means the cost of raw materials and supplies, expenditures for labor and indirect costs incident to production, including a reasonable proportion of management expenses, but not including any cost of selling or securing return on capital.

"Market" means the current bid price prevailing at the date of the inventory for the particular merchandise. The burden of proof as to the correctness of the price rests upon the taxpayer in each case. Where no open market quotations are available the taxpayer must use such evidence of a fair market price at the dates nearest the inventory as may be available, such as specific transactions or compensation paid for can-

cellation of contracts or purchase commitments. Where, because of abnormal conditions, the taxpayer has regularly sold merchandise at prices lower than the market bid price the inventory may be valued at such prices. The correctness of such prices will be determined by reference to the actual sales of the taxpayer for a reasonable period before and after the date of inventory. Prices which vary materially from the actual prices so ascertained will not be accepted as reflecting the market.

"The value of each item in the inventory may be measured by cost or market, whichever is lower. An entire stock may not be inventoried at cost and also at market price, and the lower of the two inventories used. Inventories on whatever basis taken will be subject to investigation by the Commissioner of Internal Revenue, and the taxpayer must satisfy the Commissioner of the correctness of the prices adopted. He must be prepared to show both the cost and the market price of each article included in the inventory.

"In the conduct of modern business it is of the utmost importance that every business, large or small, whether corporation, partnership or individual, shall maintain an exact record of receipts and expenses. No special system of accounts is prescribed by the Bureau of Internal Revenue, but the books should show in detail inventories, purchases, sales, capital investments, depreciation and similar items required in making up income tax returns."

Forms for the making of returns of 1921 income will be available at an early date.

### ROGERS & FISHER IN NEW HOME

WASHINGTON, D. C., January 2.—The firm of Rogers & Fisher, local Victor wholesalers, is now established in its new home at 1219 I street, Northwest. The structure is modern throughout and one of the most attractive in the city.

The man who really "delivers the goods" doesn't have to knock at back doors.

# Sherman, Clay & Co.

## Pacific Coast Distributors



### Victor Victrolas Victor Records Victor Accessories

*Main Wholesale Depot:*

741 Mission Street, San Francisco

*Branch Wholesale Depots:*

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.,  
Seattle, Washington

427 West First Ave., Spokane, Washington



# Emerson Records

always have been, and still are, predominantly popular for dancing.

Each month the latest hits are carefully selected and recorded with the inimitable tone depth and clarity that make Emerson dance records superior.

## Ten Latest Fox Trot Releases

- 10480 { THE SHEIK. Fox Trot ..... Lanin's Roseland Orchestra  
KA-LU-A. From the Musical Production, "Good Morning, Dearie." Fox Trot.  
Natzy's Biltmore Hotel Orchestra
- 10481 { BLUE DANUBE BLUES. Medley. From the Musical Production, "Good  
Morning, Dearie." Fox Trot.....Natzy's Biltmore Hotel Orchestra  
I AIN'T NOBODY'S DARLING. Fox Trot.  
Ray Miller's Black and White Melody Boys
- 10477 { WHEN BUDDHA SMILES. Fox Trot..... } Rudy Wiedoeft's Californians  
LEAVE ME WITH A SMILE. Fox Trot..... }
- 10482 { IT'S YOU. Fox Trot..... } Sherbo's Little Club Orchestra  
IN SOMEBODY'S ARMS. Fox Trot..... }
- 10483 { STARS. Fox Trot..... } Glantz and His Orchestra  
DA-DA-DA-MY DARLING. Fox Trot..... }

## VOCAL NUMBERS

- 10479 { WHEN SHALL WE MEET AGAIN? Male Quartet. Orchestra Acc.  
Broadway Quartet  
BIRDS OF A FEATHER. Tenor Solo. Orchestra Accompaniment.... Vernon Dalhart
- 10478 { WEEP NO MORE, MY MAMMY. Tenor Duet. Orchestra Accompaniment.  
Charles Harrison and Everett Clark  
SOMEBODY'S MOTHER. Tenor Solo. Orchestra Accompaniment..... Sam Ash
- 10484 { I'VE GOT THE RED, WHITE AND BLUES. "Blues" Novelty..... Noble Sissle  
Piano Accompaniment, Eubie Blake  
I'M A DOGGONE STRUTTIN' FOOL. "Blues" Novelty..... Noble Sissle  
Piano Accompaniment, Eubie Blake
- 10485 { BROTHER LOW DOWN. "Blues" Char. Song. Orchestra Acc..... Al Bernard  
DOWN IN MIDNIGHT TOWN. Character Song. Orchestra Acc..... Billy Jones
- 10490 { APRIL SHOWERS. From the Musical Production, "Bombo." Novelty Song.  
Orchestra Accompaniment ..... Arthur Fields  
THOSE OLD-FASHIONED DAYS. Tenor Solo. Orchestra Acc..... Richard Bold

## STANDARD SELECTIONS

- 10486 { POOR BUTTERMILK. Piano Solo..... } Zez Confrey  
KITTEN ON THE KEYS. Piano Solo..... }
- 10487 { MELODY IN F. Instrumental Trio..... } Adler Trio  
SALUT D'AMOUR (Love's Greeting). Instrumental Trio..... }
- 10488 { SPRING SONG. Violin Solo. Piano Accompaniment..... } Maximilian Rose  
CANZONETTA. Violin Solo. Piano Accompaniment..... }
- 10489 { A PERFECT DAY. Contralto Solo..... Louise Terrell  
THEN YOU'LL REMEMBER ME. From "The Bohemian Girl." Tenor Solo  
Stassio Berini

*Emerson foreign records for the new year  
are paramount in their respective languages  
All Emerson Records play on any phonograph*



## Emerson Phonograph Co., Inc.

New York City  
206 Fifth Avenue

Chicago  
315 So. Wabash Avenue



# The "Musical Instrument Theory" of Talking Machine Salesmanship Works Out in Practice

The merchant who reads each month a whole magazine full of articles intended to tell him how to run his business must sometimes think that trade papers are run entirely by men who never sold a thing in their lives. The more abstract, the more general a salesmanship article may be, the less readily is it likely to be swallowed by the merchant who is hungering for something "practical"; that is to say, who wants to know some definite thing which he can do, here and now, to bring in new business, improve collections, move his stationary stock and make himself feel happier generally.

No one writer, of course, possesses any magic key to unlock the secrets of salesmanship. After all, there is a plaguey lot more in selling to an unresponsive public than can be summed up in any course of lectures in salesmanship. It is, no doubt, true that salesmanship is the power (in the words of an authority on the subject) "to persuade people to purchase goods at a profit," but there are a great many possibilities wrapped up in that definition, and a great many of what may rightly be termed impossibilities, too.

### The Fundamental Fact

The value of salesmanship articles, of discussions of salesmanship, or of anything else of the kind, rests upon the fact that in modern conditions of life the task of discovering and meeting the needs of the people is often not easily disentangled from the parallel task of inventing articles for sale and then creating a demand for them. The two ideas are not on the same level. But they are parallel.

Now, when the merchant says that he is annoyed by what he calls "theoretical" advice, he is making two different and separate mistakes. He is supposing that general principles cannot be easily applied to concrete cases, and he is confusing the marked difference between the salesmanship that fills acknowledged needs and the salesmanship which has first to prove that the need exists before it can begin to seek that which will fill the need.

### Creating the Need

What, for instance, is the talking machine, and what are the records it uses but excellent examples of this second great class of commodities? Before the talking machine was invented its usefulness may, indeed, have been dreamed of by some prophetic-minded writer or thinker, but until it actually came into existence the general public was not so much as conscious that any need, use or place for it existed or could exist. There was not merely indifference, there was complete ignorance. So, from the start, in the talking machine business it has always been necessary to demonstrate the need for the

machine and its accessories, to show that the industry itself is legitimate and has its place as a beneficial, indeed an actively benevolent force, not merely for entertaining society, but for helping to make life better worth living. That idea has had to be beaten into the consciousness of the people by slow and persistent effort. To accomplish this task has called for the best brand of salesmanship, whether by the printed or the spoken word. But it has had to be theoretical salesmanship from the start.

That is to say, it has had to be based on some definitely conceived and deliberately worked-out plan, originally deduced not from experience, but from analogy, imagination and logic. When there is no actual previous experience to go upon the man who undertakes to work out a plan of salesmanship must be able to draw upon a wide

*Proper Advertising Is a Force Which Gradually but Steadily Pulls Its Object Along with It to Fullest Success*

knowledge of the workings of parallel though different branches of business. He must know what other men, creating demand for other articles, have had to discover, to experience, to achieve. He must know how their plans were conceived, how they were worked out and what lines of reasoning guided those who devised them. He must, therefore, be able to reason according to sound logical processes, and must possess a large fund of historical knowledge (as it may rightly be called) of business processes, upon which to build the new structure of salesmanship which he is planning to erect.

### A Theory of Salesmanship

In a word, he must have the materials for a theory of salesmanship and the ability to construct a workable theory out of these materials. He must, therefore, be a "theorist," horrid-sounding as the word may be in the ears of the man who delights in calling himself practical. All salesmanship in the talking machine business began as purely theoretical and was only changed as the terms of the theory were found

to agree with the facts actually developed. Where the reasoning was sound the theory remained unchanged; where the reasoning was seen to be unsound it was changed. Finally, in the consciousness of the biggest men of the industry arose the generally perfected theory on which all high-class talking machine salesmanship has been built. This theory may be called the "musical instrument theory" of selling talking machines and records.

Upon this theory, developed in various ways, enlarged here and contracted there, sometimes modified in one way and sometimes in another, has been built up the extraordinary success which has greeted the talking machine during the last fifteen years. It would be highly absurd to reject this theory because one does not understand it or because it is not quite so simple a matter as it seems to be at first sight.

It is, however, evident, from what one hears among dealers and the retail trade generally, that this great theory, which has been so marvelously carried to success by the great manufacturers who have made our industry what it is, finds itself in grave danger. It is in danger from neglect and in equal danger from that impatient earnestness which wants to understand everything in a moment and is always rejecting ideas because they cannot be brought under this momentary yoke.

### The Chill Breath of Neglect

Now is the time when the merchants throughout the country who have talking machines and records to sell are asking themselves how they may get larger returns from their efforts. Let them pause and think. A structure built on public confidence and public interest is slow a-building, yet quickly disappears under the chill of neglect. It took fifteen years of advertising according to a carefully developed theory of salesmanship to bring the talking machine to the position it was occupying when the great war-time prosperity was at its height. But the structure thus built up is a structure which cannot be made permanent by any wishing. It must be kept up constantly, it must persistently be built on, over and over again; for it vanishes as a dream before the cold breath of neglect. Advertising is a force which gradually, very slowly but very steadily, pulls its object along with it to success. But advertising is like a gas engine. It must be constantly replenished with fuel. The finest motor car ever made is useless on a rainy night, ten miles from anywhere, with an empty gasoline tank.

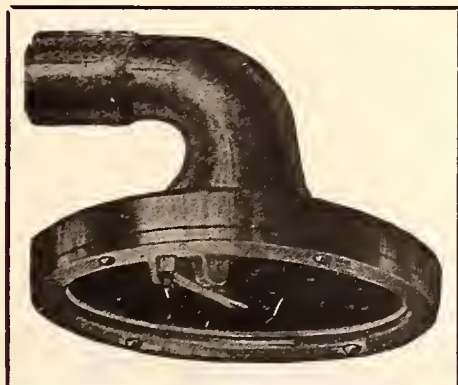
Now we accuse the retail trade of failing to replenish their gasoline. They are in danger, that

(Continued on page 18)

**Quality**

## The "VICSONIA" Reproducer

**Distinction**



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

Fitted with permanent jewel point. No loose parts.

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

**Meet the demand—Serve your customers**

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

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

**VICSONIA MFG. CO., Inc.**

**313 E. 134th STREET**

**NEW YORK, N. Y.**



# Helping You to Sell

*A Happy New Year 1922*

Make a mental inventory of your present and future this New Year — and remember to include music.

The Columbia Grafonola and Columbia Records bring you all the music of all the world.

A small first payment delivers any Grafonola to your home. You pay for it as you and your family, and friends enjoy it.

**Inventory!**

DEALER'S NAME

Keep home

You can dance

needn't "dress" for the opera

home in shirt sleeves and slippers if Relax in your easiest chair.

your favorite selections from opera and as sung by the great artists of the day.

Columbia Grafonola and Columbia Records bring all the music of all the world to your living-room. A small first payment delivers any latest model Grafonola to your home. You pay for it as you and your family and friends enjoy it.

You can start at once, tomorrow.

(DEALER'S NAME)

Another year has rolled around. Resolve to have music this year.

Start now with a Columbia Grafonola and your favorite records from all the music of all the world.

A small first payment delivers any Grafonola to your home. You pay for it as you and your family and friends enjoy it.

(DEALER'S NAME)

Resolved

ng, to ert on

# Columbia



# Records for the Grafonolas You Sold at Christmas

New Columbia Grafonolas in thousands and thousands of homes—the Grafonolas that were sold at Christmas!

You sold some of these Grafonolas. Now sell the records that people want, and must have, in order to get real enjoyment, all through the year, from the Grafonolas they bought at Christmas.

Don't wait till they find out for themselves that they want new records. Tell them, in your circulars, your hangers, your window displays, and in the newspapers, all about Columbia Records. Use the newspaper advertisements which we offer to you in the Columbia Dealers'



Advertisement Service for January—shown on the opposite page. Order from us today electrotypes of the ones you want.

These advertisements will remind your customers of the new Columbia Records they can get from you, to give them increased enjoyment from their Christmas Grafonolas.

Of course these advertisements will help you to sell more Grafonolas, too—nearly all of them mention the easy-payment plan. Order your electrotypes at once, and use these attractive advertisements to bring customers to your store.

COLUMBIA GRAPHOPHONE COMPANY  
New York

# Grafonola



## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



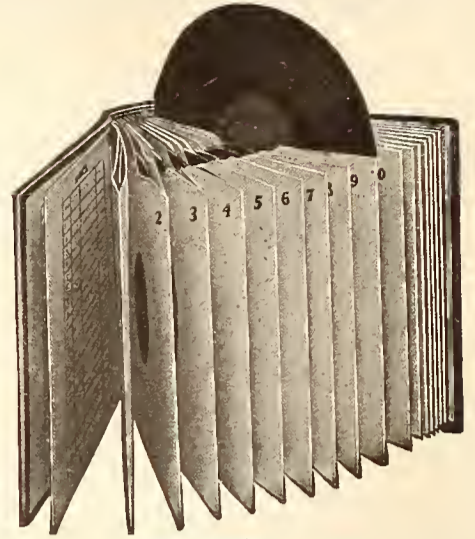
SELECTING THEIR FAVORITES

### We are at your service for 1922

In wishing our customers business prosperity, we also add that our aim and desire will be to serve them satisfactorily in every way—the very best possible in exchange for their money, ethical business co-operation included.

May 1922 be a year during which we can all say our dealings together have been enjoyable as well as satisfactory.

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



THE PERFECT PLAN

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

### TALKING MACHINE SALESMANSHIP

(Continued from page 15)

is to say, of forgetting that a structure has been built up of public confidence and public interest in the talking machine. They are actually forgetting that the "musical instrument" theory is the only one which has ever sold talking machines profitably. They are forgetting how to sell music and are trying to sell furniture, terms and talk. They are making a mistake. This trade needs to forget consideration based upon temporary panic and to go back to the well-tested and sound theories of salesmanship already described. Then we shall have that revival for which we are all asking.

Theories of salesmanship, then, are not nonsense. When they are based upon sound principles they are simply systematic rules for practical application. All great work is done on the basis of sound theory; and the "musical instrument" theory of talking machine salesmanship, the theory which has made the names Victor, Edison, Columbia, Brunswick, Sonora names of world-wide import, known from North to South, from East to West, is the only theory which has ever worked or ever will work. We want more "theory," not less of it; and we want it to be sound theory, unshrinkingly applied.

The road of failure is strewn with merchants who didn't believe in advertising.

### MATHUSHEK ADDS VOCALION LINE

Meriden, Conn., Branch of the Mathushek Piano Mfg. Co. Occupies New Store and Secures Aeolian-Vocalion Agency

MERIDEN, CONN., December 20.—The local retail branch of the Mathushek Piano Mfg. Co., at 31 West Main street, which recently moved into its present quarters, has secured the agency for the Aeolian-Vocalion and Vocalion records, according to Carl Strauss, manager of the establishment.

Seven sound-proof record demonstration booths have been constructed, and in order to facilitate the service to customers the store will be conducted on a self-service plan to a certain extent. Each month's latest records will be placed on a counter, and customers will be privileged to select records and try them in the booths.

The new establishment offers unusual opportunities for the display of the full line of Mathushek pianos, which are carried in stock.

### BRONX RECORD STORES CHARTERED

The Bronx Record Stores, talking machine dealers, of New York City, have been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. Incorporators are R. and F. Duff and J. Greenwald.

### ENGLISH LIKE AMBEROL RECORDS

Jake Graham Establishment in Liverpool Finds Ready Market for Edison Blue Amberol Cylinder Records and Amberolas

The accompanying illustration shows part of the record department of the Jake Graham establishment, factors for Thos. A. Edison in Liverpool, among the oldest concerns in England, and one of the early subscribers to The Talking Machine World. The Edison Blue Amberol cylinder records and Amberolas are handled here and



Jake Graham's Amberol Department

it is interesting to know that the old-style cylinder is still finding a ready market among British music lovers.

In a letter to The World, Burt Reynolds, manager of the cylinder department, says in part: "A big majority of people consider the Blue Amberol and the Amberola to all intents and purposes dead. As far as we are concerned it is not dead—it is a pretty 'live' business."

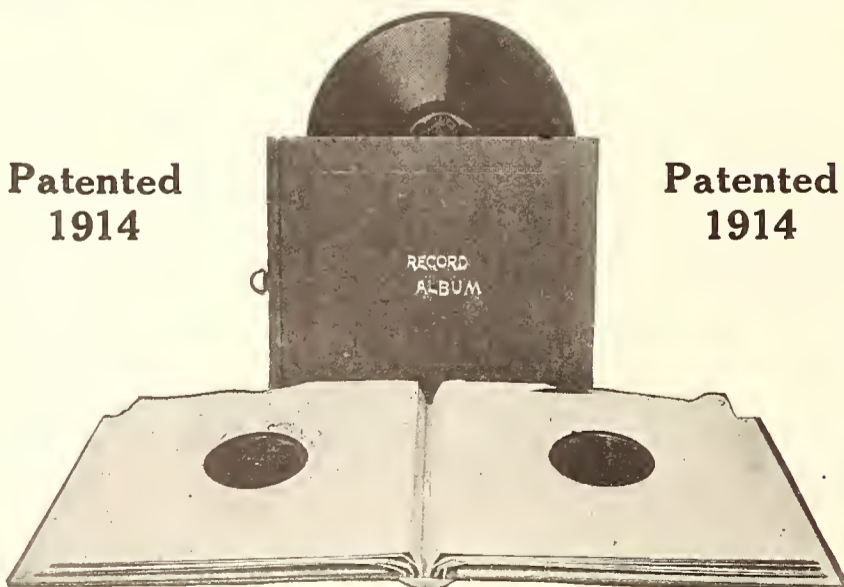
The Jake Graham establishment, of which W. A. Hunt is proprietor, is one of the widely known talking machine houses in Liverpool, and, in addition to featuring Amberola phonographs and Blue Amberol records, various talking machine novelties are handled. The concern also has a large repair parts department in which parts for any make of machine may be obtained.

### INTERESTED IN NEW VENTURE

G. Howlett Davis, president of the Standard Music Roll Co., Standard Paper Box Co. and the organizer of the Arto Co., is one of the active figures in the newly organized Newark Recording Laboratory, which has opened up offices at 15 West Park street, Newark, N. J. The company has several contracts to record for record manufacturing companies and in addition will specialize in individual voice and instrumental recordings and will give particular service to teachers and students.

Never imagine that only facts matter. Sentiment is a fact, too, and an important one.

## ARE YOU PREPARED?



Keen competition is the keynote of business for 1922. Goods of quality will rule the day. If you handle goods of high quality—Particularly Boston Albums—you need have no fear of the future. Your business is assured. Boston Albums are made right—To satisfy your most exacting customers.

**BOSTON BOOK COMPANY**  
501-509 Plymouth Court CHICAGO, ILL.



# Truetone

TRADE MARK

The WORLD'S BEST  
PHONOGRAPH NEEDLES

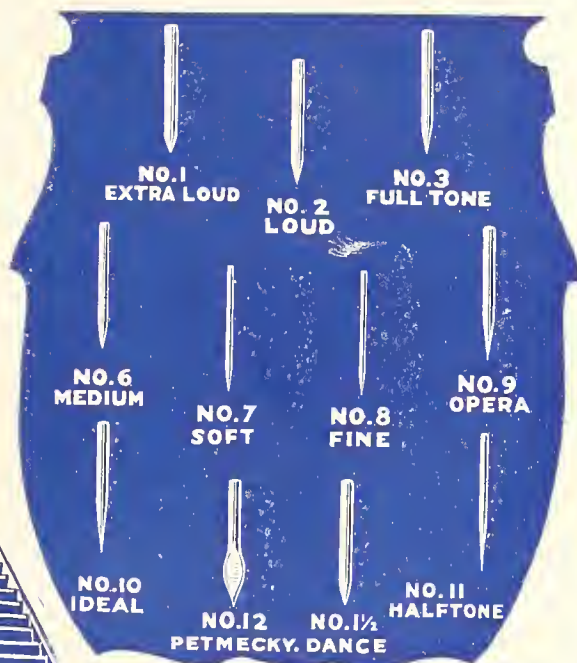
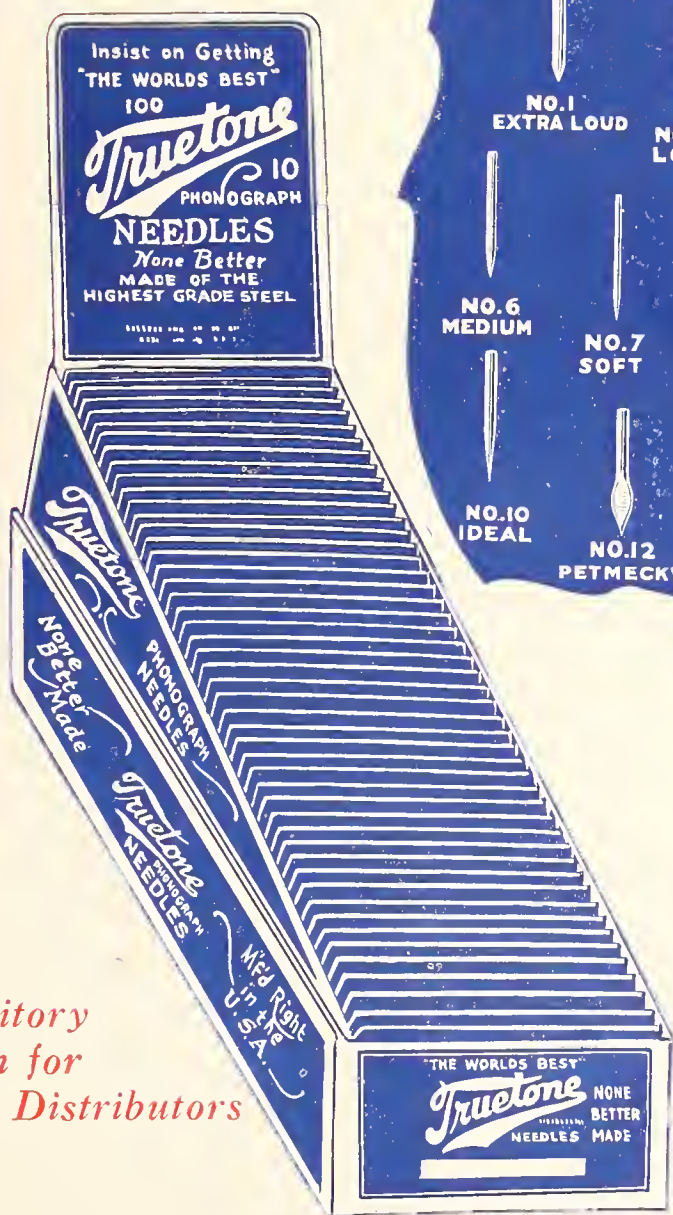
**NONE  
BETTER  
MADE**

DEAN

**UNIFORM  
POINTS**

**UNIFORM  
LENGTHS**

**PERFECT  
REPRODUCTION**



*Territory  
Open for  
Live Distributors*

*Write for  
Our 1922  
Prices*

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President  
25 West 45th Street, New York







# Ways and Means of Getting People Into the Store as a Stimulus to Business :: By F. H. Parsons

It is an idea, generally accepted as sound, that the more people that can be brought into a store by one means or another the more business will result. In other words, out of 100 people sales are made to ten; a proportionate ratio of sales will be realized if 500 or 1,000 people are brought in contact with the store. It is this idea that is influencing a great many talking machine dealers in the establishing of rest rooms for women shoppers, offices for handling of theatre and concert tickets and other facilities for the comfort and convenience of the public, but which are not ordinarily a part of the talking machine dealer's business.

One retailer has even gone so far as to provide quarters suitably furnished and with competent attendants where children may be left while their mothers are shopping or attending to other affairs in the business section of the city. It all means a certain investment and a certain cost for maintenance, but under most conditions it has been found that these little courtesies extended to the public result in a volume of business that is worth the time and the energy.

There is a certain and very substantial element who, when they make use of conveniences such as are offered by talking machine dealers and others who have carried out the same idea, feel more or less obligated to show their appreciation, and whenever the opportunity presents itself make purchases at the store offering such conveniences. Then, again, there are those who, while ordinarily making their record purchases at other stores, are inclined to switch their business when they find that one particular dealer is willing to provide for their comfort. There are

still others who, knowing little or nothing of the talking machine and its musical value, build up an acquaintance as the result of repeated visits to the rest room, the ticket office or the nursery, and eventually make substantial purchases.

The question is how far it is advisable for the retailer to go in providing facilities for comfort and convenience without putting himself under a financial burden out of proportion to the direct results realized. Simply to open a rest room

*Dealers Who Have Arranged Their Store So as to Command Public Patronage Are on the Road to Success*

and nursery, for instance, is not sufficient. The fact must be advertised broadly, and advertised in a way that will attract the attention of the female element. On top of this there must be provided some means for entertaining and for taking care of such simple wants as may result from the use of the various facilities. There are stores in the larger cities whose rest rooms provide a rendezvous for thousands of women, and quite frequently their men friends, during

the year. The rooms are elaborately and expensively furnished and provided with suitable attendants, and the managers of the stores are able to trace a surprisingly large volume of business to the publicity of these lounging rooms.

The retailer who can teach the women of his town to accept his rest room as a general meeting place is building up a following not only among those who actually make use of his facilities, but among those who become acquainted with those facilities indirectly. But, having done all this for the good of the public, the retailer is quite within his right in calling attention, delicately, of course, but persistently, to the fact that he is selling talking machines and perhaps other musical instruments. Having of his own free will provided comfort for the public, he is at least entitled to a fair return from his efforts, and a surprising number of people, it has been found, appreciate that fact.

## THE QUEENS MUSIC SHOP OPENS

JAMAICA, N. Y., January 7.—The Queens Music Shop, exclusive Victor establishment, was opened here recently by R. Bruckner and A. Platz, the latter having been connected with the Victor Talking Machine Co. for a period of fifteen years. A number of sound-proof record demonstration booths have been constructed for the convenience of patrons also a spacious, handsomely decorated talking machine display room.

The Long Music Store, of Winchester, Ky., has moved its talking machine shop from the Symphon Building, on Main street, to the Sarabach Building.

## NEW YEAR'S GREETINGS

*We extend to you, our many Business Friends and Customers our heartiest Greetings and Best Wishes for the New Year.*

*We are deeply grateful to you for not only the business with which you have favored us, but for the friendly courtesy which has made our business with you such a pleasure.*

*We hope that you share with us the entire confidence and optimism that The Musical Trade Business in the coming year will be sound, healthy and prosperous.*

*It's up to each and every one of us to make it so.*

*Faithfully yours,*

**DUO-JONE COMPANY, INCORPORATED**

Sole Mfrs. DeLuxe Needles

ANSONIA, CONN.



## GIVES OPINION ON EXCISE TAXES

Geo. W. Pound Defines Tax Status of Certain Orders and Delayed Deliveries

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has issued the following interesting bulletin regarding the payment of excise tax on goods ordered prior to August 15, 1921, but not paid for or delivered until after December 31, 1921. In this connection Mr. Pound said:

"Section 906 of the Revenue Act of 1921 carries a long and somewhat complicated series of provisions concerning goods subject to the excise tax which were contracted for prior to August 15, 1921, but upon which delivery will not be effected until after December 31, 1921. Perhaps it would be more intelligent if I reduced to a simple statement of fact the principles of law involved in this section. August 15th is supposed to be the date upon which business was put upon its guard regarding these taxes, the date of the introduction in the House of the Tax Bill.

"Most provisions of this section do not apply to our industry in the light of the repeal of the tax upon music. However, under (C) it is provided that any person who prior to August 15, 1921, made a bona fide contract with any other person for the sale or lease after December 31, 1921, of any article taxed under Section 900 of the Act of 1918 (including phonographs, pianos, etc.), but which is not taxed in the new Act, and where the contract price included the tax, and such contract does not permit the deduction of such tax on such goods, then the vendor or lessor shall refund to the dealer such portion of such contract price as includes such portion of the tax.

"Ordinarily in such cases the tax should be simply deducted after December 31, 1921.

"This provision does not in any way affect the tax on band instruments."

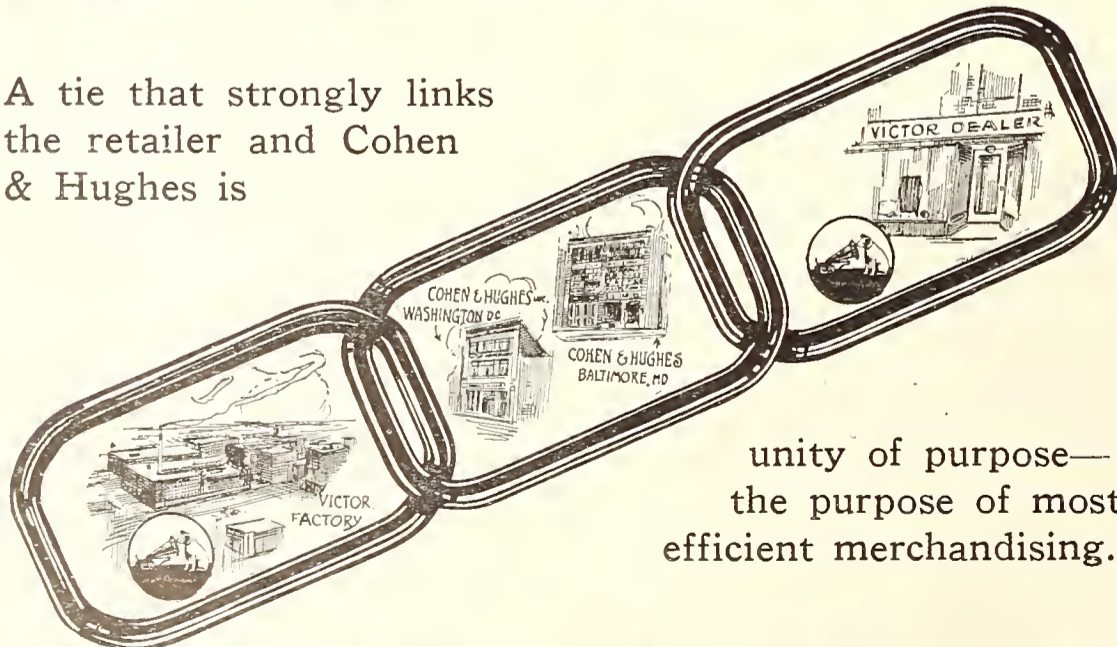
## OTTO HEINEMAN'S BIRTHDAY

Otto Heineman, president of the General Phonograph Corp., was the recipient of congratulatory letters and telegrams from all parts of the country on Tuesday, December 20, the occasion being his birthday. Floral gifts from the employes were placed in Mr. Heineman's office before he reached there in the morning, and he also received a handsome cigar holder from the employes as a mark of their affection and esteem.

# "PURPOSE"

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

A tie that strongly links  
the retailer and Cohen  
& Hughes is



unity of purpose—  
the purpose of most  
efficient merchandising.

# COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

## ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS



Write for prices  
stating quantity  
desired



EVERLASTING

NEAT IN APPEARANCE

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

## DISTINCT TURN FOR THE BETTER

Charles A. O'Malley, of Silent Motor Corp.,  
Brings Good Report From the West

Charles A. O'Malley, president of the Silent Motor Corp., Brooklyn, N. Y., returned late last Monday from a trade trip covering many of the central northwest States. After spending several days at the New York offices of the company Mr. O'Malley made an additional trip covering the States of New York, Ohio, Michigan and Illinois. In a statement upon his return Mr. O'Malley said:

"There is a distinct turn toward more prosperous conditions. However, there is no time like the present to go after business. I have found conditions quite improved and the demand for silent motors shows very substantial increases. At the present time the Silent Motor plant is working at capacity, but the demand for single and double motors well exceeds production."

## TYING UP WITH THE RECITAL

Kay-Graham Co. Arranges a Special Display to  
Mark Visit of Werrenrath

The Kay-Graham Co., music merchant of Portsmouth, O., had a very elaborate window display lately in connection with the appearance in that city of Reinald Werrenrath, the noted baritone and Victor artist. Mr. Werrenrath's picture was displayed in the center of the window, against one of the new Victor 300 models, and a score or more of his most popular records were also featured.

The Kay-Graham Co. operates a model establishment in every particular, having a large, well-equipped showroom and a battery of five sound-proof demonstrating booths.

## GIVES CHEER TO EXPORTERS

Dr. Julius Klein, Director of the Bureau of  
Foreign and Domestic Commerce, Tells Ex-  
porters Their Feet Are "on Solid Ground"

PHILADELPHIA, PA., January 3.—American exporters were told to "hold their heads up, as their feet were on solid ground," by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the Commerce Department, in an address late last month before the Philadelphia Export Club.

Despite the wounds suffered by America's foreign trade during the last year, he declared, there was nothing radically wrong with the export situation and no cause for despondency, although there was need for the exercise of prudence and shrewdness.

"The decrease in the value of American export trade in the fiscal year 1920-21," Dr. Klein said, "as compared with the preceding year, was due largely to lower prices rather than to diminished quantities. Considering exports for that year from a weight basis, we find increases of 34 per cent for the groups of raw materials and of 39 per cent for the foodstuffs, with a slight decrease for such manufactured products as can be indicated by weight."

The present situation, he continued, required the most careful selection of American salesmen abroad to avoid entrusting the country's foreign business to representatives connected racially or socially with competitor nations.

"This means," he said, "that we must under no circumstances put our commercial future in Latin America or in Russia in the hands of German agencies, and that our business in the Far East should be conducted as far as possible through American houses, or at least through native rather than European agencies.

"Good times will return to Latin America," he continued, "on a sound basis when the rest of the world's industrial nations, particularly such as Great Britain and the United States, are in a position to buy more of the products of Latin America."

## JOINS THE ELITE MUSIC CO.

George T. Cooper Now Member of Staff of  
Columbus Talking Machine Store

COLUMBUS, O., January 3.—George T. Cooper, for the past several years manager of the Victrola department of the Goldsmith Music Store, has joined the Elite Music Co., South High street, it was announced Saturday. When the Goldsmith store sold out its Victor department Cooper was much in demand by local music dealers, but he chose the Elite Music Co. because of the fact that this firm specialized in Victor products exclusively. Cooper has built up a strong following of friends while selling Victrolas, and they will be interested to know of his change in connections.

## NEW RECORD EQUIPMENT

The Circle Talking Machine Shop, Indianapolis, Ind., has recently rearranged its entire record department in order to provide for a larger stock of records, while at the same time allowing ample space for the display of machines. The department is equipped throughout with Ogden sectional filing cabinets.





# THE LYON & HEALY

Revised price list and supplementary merchandise catalog listing the most desirable lines of domestic and foreign musical merchandise obtainable is now ready for distribution to the trade.

The revision of prices has not been a halfway measure with us. We took the revision bull by the horns and slashed to the bone.

**“QUALITY ALWAYS” Has Been Our Shibboleth—  
The Best Goods at the Price**

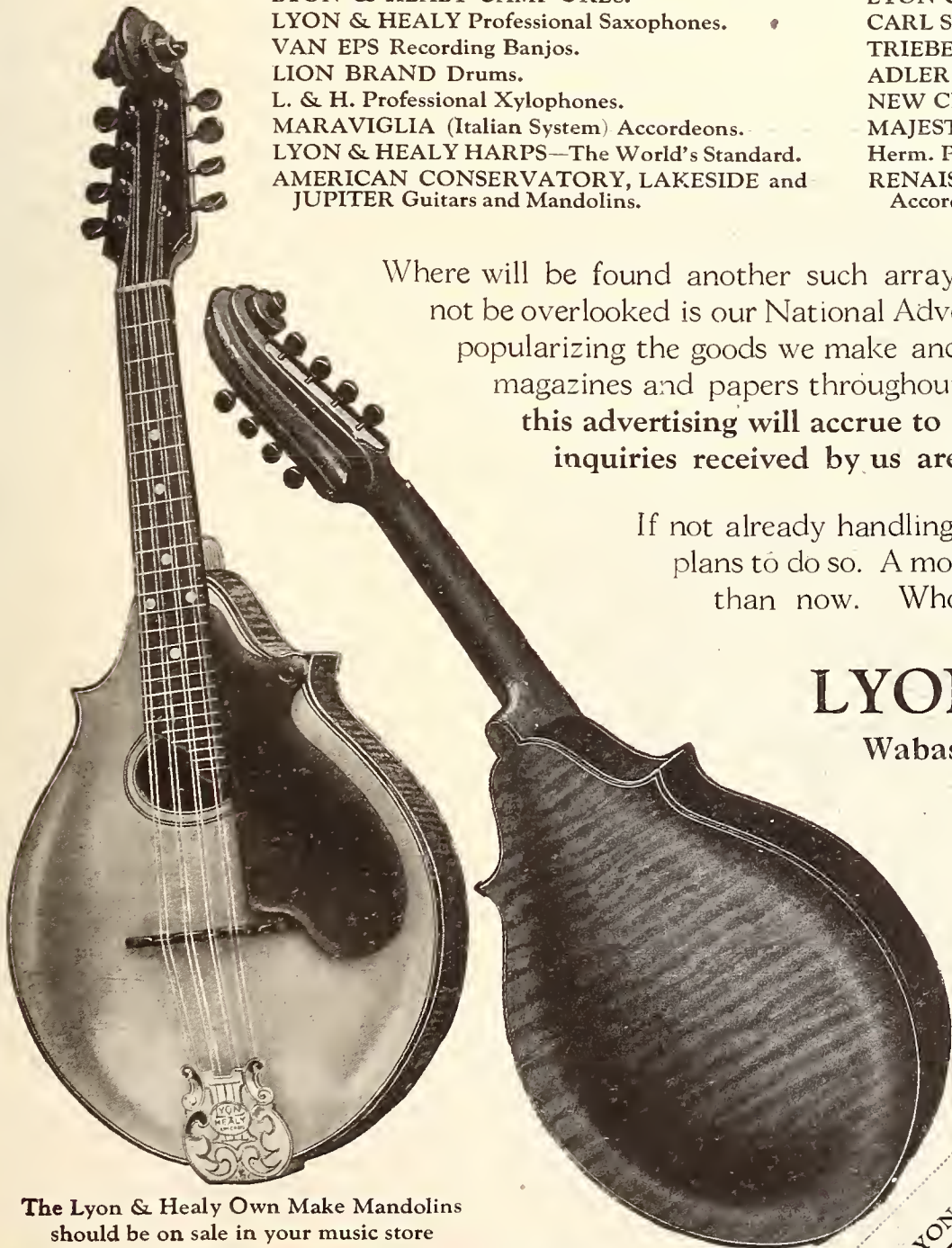
Leaders since the inception of this house in 1864, leaders we propose to remain. Note our lines which form the logical basis for our claim to leadership.

### AMERICAN MADE

- “OWN MAKE” Band Instruments.
- “OWN MAKE” Mandolins, Mandolas, Mandocellos, Banjos and Ukuleles.
- L. & H. AMERICAN PROFESSIONAL Band Instruments.
- L. & H. AMERICAN CLIMAX Band Instruments.
- WASHBURN Guitars, Mandolins, Banjos and Ukuleles.
- LYON & HEALY CAMP-UKES.
- LYON & HEALY Professional Saxophones.
- VAN EPS Recording Banjos.
- LION BRAND Drums.
- L. & H. Professional Xylophones.
- MARAVIGLIA (Italian System) Accordeons.
- LYON & HEALY HARPS—The World’s Standard.
- AMERICAN CONSERVATORY, LAKESIDE and JUPITER Guitars and Mandolins.

### FOREIGN MADE

- CREMONATONE Violins and Cellos.
- MAESTRO Violins and Cellos.
- STUDENT Violins.
- HANS NEUNER Violins and Cellos.
- AD PLESS Violins.
- Wm. E. HILL & SONS Violin, Viola and Cello Bows.
- LYON & HEALY Violin, Viola, Bass and Cello Bows.
- CARL SCHREIBER Boehm Flutes.
- TRIEBERT Clarinets and Oboes.
- ADLER Clarinets.
- NEW CHAMPION Band Instruments.
- MAJESTIC Concertinas.
- Herm. PRELL Artist Bows.
- RENAISSANCE Model Lutes and Leading Makes of Accordeons, Harmonicas, Strings, Etc.



Where will be found another such array as this? A big item which should not be overlooked is our National Advertising Campaign: we are continually popularizing the goods we make and handle, in the columns of national magazines and papers throughout the United States. **The benefit of this advertising will accrue to the dealers handling our goods. All inquiries received by us are referred back to the local dealer.**

If not already handling small musical merchandise lay your plans to do so. A more propitious time could not be chosen than now. Wholesale catalogs to the trade only.

## LYON & HEALY

Wabash Ave. at Jackson Blvd.

Chicago

CLIP AND MAIL

LYON & HEALY  
77-78 Jackson Boulevard

GENTLEMEN:  
Please send me full details about your small instrument dealer proposition.

Name.....

Street.....

City.....

The Lyon & Healy Own Make Mandolins should be on sale in your music store





Katy won't dance on the Bowery now. Frank Crumit tells why in his new song "When Francis Dances With Me." It's a knockout. Also "Da Da Da My Darling" on the same record. A-3521.

Columbia Graphophone Co.  
NEW YORK

## PERSISTENCY IN ADVERTISING ESSENTIAL TO SUCCESS

Continuous Publicity Is a Necessary Factor in the Conduct of a Successful Retail Business—To Indulge in It Haphazardly Is to Invite Failure and Undermine Confidence

There appears to be a more general realization among retail talking machine merchants of the fact that steady advertising is both a legitimate and important factor in the conduct of a successful retail business, and is not something to be indulged in occasionally when the retailer has a little extra money to spend.

Apparently, not all retailers in the industry have succeeded in placing their advertising on an entirely successful and scientific basis. A great many of them are using publicity, in one form or another, steadily and consistently, and this individual publicity, coupled with that of other retailers, large or small, gives to the industry a standing and stability that cannot be reckoned on a cold dollar-and-cents basis.

In an article in Collier's Weekly recently, en-

titled "The Punching Bag of Business," the writer, I. H. Doutrich, in telling the story of his success as a merchant, sums up the matter of publicity in the following interesting paragraphs:

"Advertising is a most vital part of business. There is no such thing as an 'advertising campaign'—unless you want to admit there is such a thing as a 'breathing campaign' or a 'bathing campaign.' You can stop breathing and let the lungs rest, as Stephen Leacock once said, but more of you will soon be at rest than your lungs. Just so with advertising. It goes on all the time—your advertising or your competitor's advertising. You can make a short, special drive in some one city if you are a manufacturer or a retailer, and you can call that a campaign. But

the bread-and-butter advertising which you do for a living can't be defined by any such limited word.

"When Billy Sunday, who is a great advertiser, was in Pennsylvania some time ago a minister told him that his conversions were not permanent. 'Neither is a bath,' said Sunday. If you have something to sell—commodity or service—you must tell the world about it. You can't expect that people will remember you if you give them any interval at all to do the quickest and easiest thing in all the world, which is to forget you."

Mr. Doutrich has hit the nail on the head when he emphasizes the necessity of steadiness and persistency in advertising, rather than the plan of carrying on spasmodic campaigns. It is the constant reiteration of the name of the dealer and of the products he handles that gets under the skin of the public and makes the publicity as a whole prove resultful.

There are many so-called advertising experts who stand out firmly for this or that method of advertising. There are those who insist that under present conditions the thing to do is to advertise a specific product and by concentrating on that one item bring the public to a point where there comes the inclination to purchase. On the other hand, there are advertising men who are just as strongly in favor of institutional advertising—advertising which emphasizes the reputation and standing of the house and which lets that reputation stand as a guarantee of the products offered.

There is no question but that in certain localities and under certain conditions institutional advertising will pay, especially where a concern has followed that practice for many years and is firmly established in the public mind. Moreover, it cannot be disputed that concentration on one or two articles will create a certain demand for those articles. Just what form the advertising should take is largely a matter of location and the situation that exists, but the rule that constant and persistent advertising is necessary—more necessary right now, perhaps, than for many years past—cannot be overlooked.

It is doubtful if any single dealer in the country has so far lost confidence and optimism regarding business as to neglect his advertising entirely, and the retailer who lets down on his publicity campaign is making a grave mistake. The momentum that is lost between periods of spasmodic advertising costs too much money. The live dealer needs to keep moving every minute.

### C. E. BYRNE INTERESTED

C. E. Byrne, vice-president and advertising manager of the Steger & Sons Piano Mfg. Co., is chairman of the by-laws committee of the recently organized Western Advertising Managers' Association, whose headquarters are located in Chicago.

Charles V. Ortner, music dealer of Darien Center, N. Y., is featuring the Pathé line.



Seaburg Mfg. Co.  
Jamestown, N. Y.

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



**J. J. DAVIN ELECTED SECRETARY**

**Popular Talking Machine Man Now an Officer of Reincke-Ellis Co.—Well Entitled to Important Promotion—Capable and Talented**

The Reincke-Ellis Co., Chicago, has just announced the appointment of J. J. Davin as secretary of the company. This appointment will be welcomed by all the Victor dealers who know of Mr. Davin's work in the promotion of sales and service items for Victor dealers exclusively, for it means they will have some one active and



J. J. Davin

alert in planning and creating business builders for them for some time to come.

Mr. Davin for many years was connected with the New York Talking Machine Co. and is personally acquainted with almost every Victor dealer in the East. Since August, 1920, he has been actively engaged in the promotion of the Reincke-Ellis Victor department and his hard plugging has earned him his new promotion.

Mr. Davin was recently in the East for the holidays and stated that the dealers all over the country are taking advantage of the many sales-producing items the Reincke-Ellis Co. has created during 1921, and stated that this support has made possible for release early in 1922 three new items that have long been needed by the Victor dealers.

The first Reincke-Ellis catalog of "Business Builders for Victor Dealers" was placed in the mails the first week in January and the 1922 campaign will be full of interesting and profitable releases.

**NOVEL COLUMBIA DISPLAYS**

**Live Columbia Dealer Getting Business Through Window Exhibits**

LINCOLN, NEB., January 3.—L. N. Cline, of Schmoller & Mueller, Columbia dealers of this city, is utilizing to splendid advantage the attractive show windows in this establishment. He is continually introducing novel ideas in the way of window displays and, recently, the Royal Melody Boys, a popular local orchestra, played in the window during the entire evening. The boys were dressed in proper costumes for the occasion and a young lady also appeared in the window, calling the attention of the crowds to the latest Columbia dance records which were being featured by the orchestra.

The sidewalk was crowded with people all evening and Mr. Cline states that the sale of records was far beyond expectations. While this enterprising dealer has been featuring records exclusively he has by no means neglected Grafonola sales and, within a period of thirteen days, sold twenty-eight standard and two period models.

None of the impressive things in life is ever accomplished now without the aid of music, be it a recruiting party, a marriage or a funeral,

**FEATURES M'CORMACK RECORDS**

**J. A. Bleisenick, of Hahne & Co., Utilizes Victor Artist's Appearance in Concert in Newark to Stimulate Record Sales**

NEWARK, N. J., January 6.—A clever sales stunt was put into effect by J. A. Bleisenick, manager of the talking machine department of Hahne & Co., in which the appearance of John McCormack in a local concert was featured. The plan consisted of placing a postcard in every program at the concert on one side of which appeared a picture of the Victor artist and an invitation to visit the Victor department of Hahne & Co. The other side of the card contained a list of McCormack records following the words, "After hearing John McCormack in person this evening you will appreciate the following." Needless to say this publicity greatly increased sales of McCormack records.

Don't make the mistake of believing that there is no sentiment in business. If you do your doom is sealed.

**CARUSO ANNIVERSARY WEEK**

**Executive Committee of Caruso Memorial Foundation Endorses National Project**

"Caruso Anniversary Week," to begin Saturday, February 25, and to be marked by special concerts and other activities in all parts of the country, was approved at a meeting of the executive committee of the Caruso American Memorial Foundation at the Bankers' Club held in New York recently.

The meeting was held to formulate plans for raising an endowment fund of \$1,000,000, the income to be used for scholarships and awards for deserving students of music and for promoting a wider appreciation of music. Paul D. Cravath, president of the Foundation, presided.

Music is to the arts what love is to man; in truth, it is love itself, the purest, loftiest language of passion, portraying it in a thousand shades of color and feeling; and yet, true only once, intelligible at the same time to thousands, no matter how different their ideas and affections.—Weber.

**What Does The  
JOBBER  
Want?**

We give the jobber what we believe he wants. See if we are right in our estimate.

1st—*A good machine*—good tone, good finish and good mechanically—a machine that doesn't eat up profits in repairs and adjustments.

2nd—*Protection in territory and enough territory* to furnish ample profits during normal and lean times, as well as during boom times.

3rd—*Freedom to run his business as he sees fit*. It may be better for the manufacturer to control prices and terms and all retailing conditions, but there are times when a jobber must depart from fixed schedules and extend terms and

prices that will meet conditions in his territory.

4th—*Economy in distribution methods by the manufacturer*. The jobber in North Dakota should not have to pay a share of the cost of an expensive advertising campaign that may only chiefly benefit New York and other large cities.

If you want a jobbing proposition that is planned on sound business principles, and elastic enough to meet your needs, better ask us for the Harponola Proposition at once.

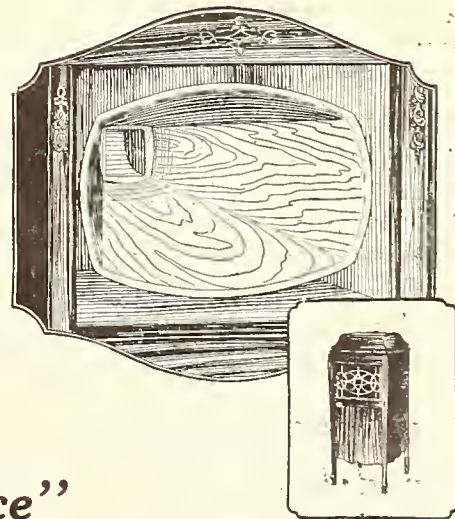
**THE HARPONOLA COMPANY**

101 MERCELINA PARK  
CELINA, OHIO

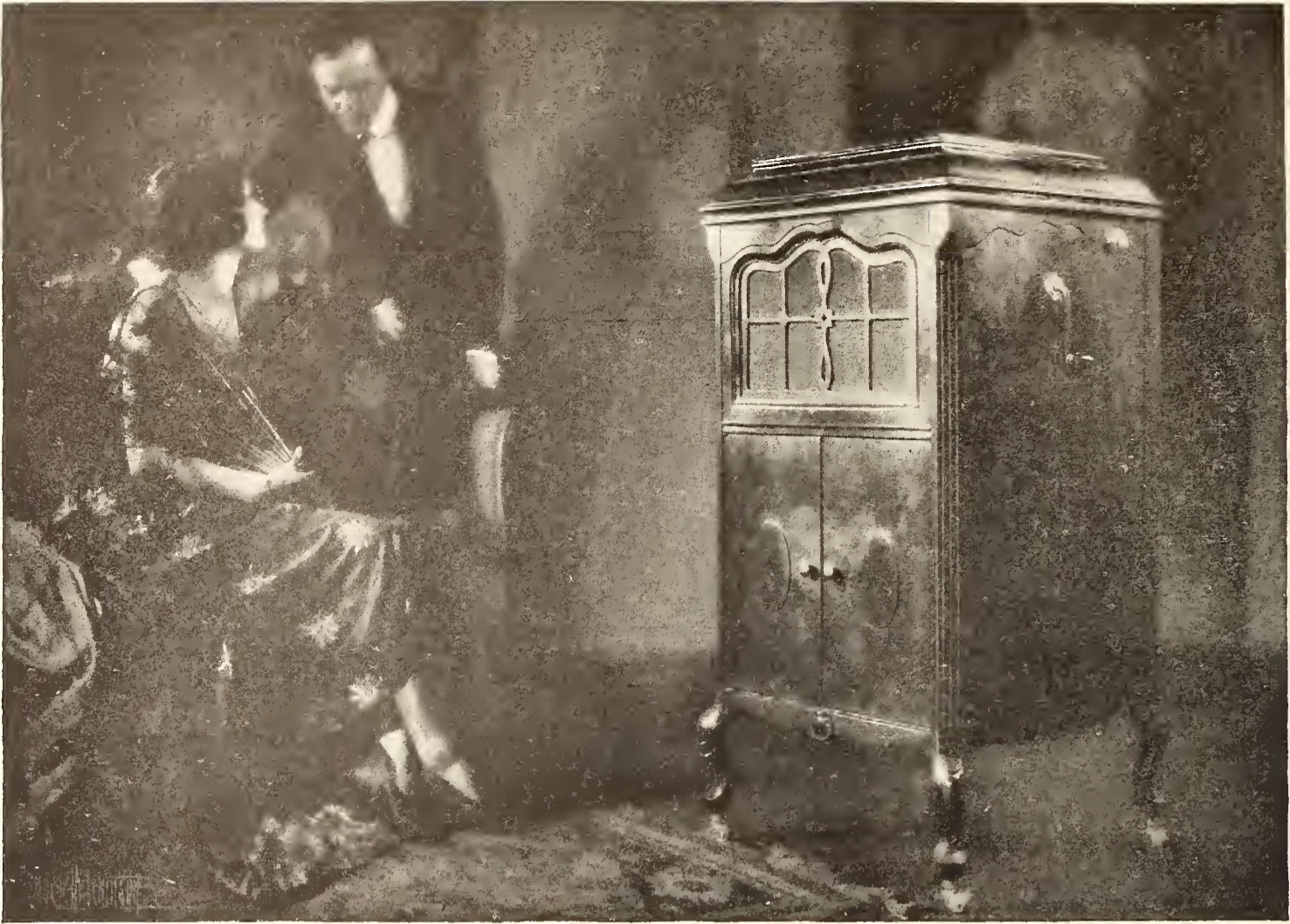
Edmund Brandts, President

*The Phonograph  
with the "Golden Voice"*

**HARPONOLA**







*Widdicomb upright model of Queen Anne Period, with partitions for albums, automatic stop, and patented tone control. The Widdicomb plays all records. Prices range from \$95.00 to \$300.00*

## Widdicomb—the phonograph of two-fold appeal

—an incomparable musical instrument and an artistic and decorative article of furniture

Taste in phonographs today is being educated to the point where buyers of discrimination and refinement look upon a phonograph not only as a musical instrument, which must be perfect in its mechanical qualities, but as a permanent part of the appointments of their home, which shall blend harmoniously and unobtrusively with the general decorative plan.

The principal factor in developing this trend of taste has been the Widdicomb—the Aristocrat of Phonographs—whose manufacturers were perhaps the first to sense this new thought in the minds of phonograph buyers. There is no good reason why a phonograph should not combine musical perfection with grace and beauty as an article of furniture, and this is the two-fold aim of the manufacturers of the Widdicomb.

For 56 years manufacturers of fine period furniture, what more natural

than that the Widdicomb Furniture Company should follow the same line of thought in the construction of a phonograph?

To the tonal and reproductive excellence produced by the Widdicomb Amplifying Tone Chamber—an exclusive feature developed after years of experimentation by the most expert phonograph designers procurable—is added the exquisite cabinet designs incorporating the best results of 56 years of fine furniture manufacturing.

The appointments of the most luxurious home can be matched in the various styles of console and upright models, including the Adam, Chippendale, Sheraton, Queen Anne and other popular periods in furniture design, finished in beautiful red or antique mahogany and walnut. In no other phonograph on the market will you find the combination of musical perfection and artistic period furni-

ture design offered by the Widdicomb—the Aristocrat of Phonographs.

Buyers with taste are indorsing the Widdicomb idea, and many of the leading phonograph merchants of the country have found a sound, steadily increasing business in meeting that demand that the Widdicomb has done so much to create. You can offer the Widdicomb to your customers with the complete assurance that it is superior to anything on the market in both musical qualities and exquisite design.

The Widdicomb franchise is offered to a limited number of really representative merchants at points where distribution is not yet perfected. Write for complete catalog of the entire line, together with details of the merchandising plan.

**The Widdicomb Furniture Company**

**Grand Rapids, Michigan**

*Fine furniture designers since 1865*

*All Widdicomb models are now selling at pre-war prices*

*Widdicomb*  
PHONOGRAPH  
*The Aristocrat of Phonographs*



# The Problem of Cornering the Extra Sales and Making Them Pay a Profit :: By Smith C. McGregor

The average talking machine dealer whose territory is in part through rural sections cannot secure all the sales by action at the store. Some buyers may know where his store is, they may hear he gives good value and is honest in his dealings; yet they may not go to the store to see for themselves. This sounds a bit strange, but if we think it over we will find that we very often do similar things ourselves and never know just why we do them. It is this group of buyers who keep the dealer from realizing the full profits of his field, for their money is paid to mail-order dealers or to dealers in other cities.

The problem of cornering these sales and making them add profit is no easy one, but can be accomplished by the use of unique sales schemes and much hard work. The purpose of this article is to suggest a few methods of winning over these prospects, and special attention will be given to the method of approaching and securing the attention of the customers you want to win over.

The methods to be used should be regulated by the occupations of the people you are trying to attract. If your field of undeveloped customers is largely rural, it is well to know of the problems they have to contend with; then go about showing them how they will benefit by making their purchases at your store, or by any kind of service you can offer them. And you will find many types of rural customers. For example, there are those of foreign birth or descent; they very probably have different tastes than the ones descended from generations of American-born citizens.

Unless you have ample time and a capable sales force in the store you cannot go out and study them personally for the length of time needed to get an accurate line on their likes and dislikes. But you can secure much of this necessary information from those direct sellers, such as insurance agents, who have come into contact with them. A talk with an agent friend will do you both good, and each will receive ideas as to human nature, which is vitally important in bringing over a customer who has been purchasing elsewhere. Then do not try remembering the little points indefinitely; cards are cheap and a few notes on a card, stored away in a file, will prove a bonanza when you have time and opportunity to go out and see that prospect personally.

If the customer you are starting out to win over is worth that effort, then a continued effort should be made to keep him satisfied. Appointments are worth making—and keeping—and the

prospect will be easier to approach if he knows when you are coming. A successful dealer recently told me that he always made appointments with prospects, and didn't try to win over too many a day. Rather, he said, one prospect secured permanently is worth more than three who make only a purchase or two and then go back to their old habit of buying elsewhere. This dealer, by the way, has a card index for clippings and notes about his field, and he can thus keep a hand on the pulse of progress and knows how conditions are, the crops, the labor situation, building operations, money and any other items he thinks he can use.

You probably advertise more or less through newspapers, and if so the local editor can prob-

## *The Closing of Extra Sales Depends on a Full Knowledge of What Is Happening in Your Selling Field*

ably give you some tips about conditions where his canvassers have been. But don't forget the average editor is a busy man, and an appointment at his convenience, if possible, will bring you some good ideas. Then, if you are planning on some advance circularizing for prospects, he can probably advise you of any changes in addresses. The real estate man is another good idea-vendor, if you will try and give him some sales hints, too, for he knows who is moving and apt to need a musical instrument in the home.

The whole problem of bringing in the extra sales depends on your knowledge of what is happening in your field. The better you know the prospects the finer chance you have of landing them. And the only way to know them is to know their problems, their difficulties and the things they are interested in. When you go out and meet them directly, even if you have a good file of notes, don't act too superior. It kills sales, as any experienced salesman will tell you. Don't start off telling of the money savings

alone. The prospect might be interested in getting the most out of life and a few hints of how much better life would be with improved furnishings in the way of a handsome talking machine and its value in a cultural way might be far more efficient as a sales promoter.

The prospect is only human. Those extra sales can be cornered by going after that human in a human way. The world admires a go-getter, but that doesn't mean being a persistent caller with the one idea of increasing your own profits. Try giving the new customer something that will make his life a little more interesting, and after you have secured the initial sale continue to treat him as well as you did while trying to land that first sale.

## RECORDS OF INDIAN TRIBAL SONGS

Member of Taos Tribe of New Mexico Contributes Valuable Records to Smithsonian Institute—Carries Atmosphere of Old Mexico

Rosendo Vargas, a member of the old Taos tribe of Indians of New Mexico, has been lending valuable aid to the Smithsonian Institute of Washington in its splendid work of preserving historical data. He has made a number of talking machine records of the tribal songs of his people in their native language. These songs (which include examples of every kind of singing practiced by the Taos Indians) carry the atmosphere of old New Mexico and reflect the spiritual thoughts of a tribal people that once was in a high stage of cultural development. Some of the words of the songs—expressed in a language which, although extremely complicated, is capable of expressing an infinite variety of intricate thoughts, and discloses an advanced stage of mental development—are very long and have delicate shades of meaning that are difficult to translate into English. Many of the songs are action-songs—one of them being called a "Going Song," which simply means a song that is sung by the Indians when going into the fields to work or when starting out to catch their horses preparatory to going on a trip.

## WHY NOT AID IN THE RESULTS

If you're getting all the salary the business will allow, suppose you turn your attention to increasing the business. Never lose sight of the fact that much of the business result to be achieved is distinctly up to you.



## The PHON-O-MUTE

*"The Perfect Tone Regulator"*

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

**PADDACK PRODUCTS, Inc.**

198 Broadway

New York





Imagine Rose Ponselle and Ricardo Stracciari singing "Mira di acerbe lagrime" (Here, Pleading at Thy Feet), the duet from *Il Trovatore!* Lucky is the music lover who secures this record. Order now. Columbia 49922.

Columbia Graphophone Co.  
NEW YORK

### OVATION FOR ART HICKMAN

Famous Columbia Artist Makes First Appearance of the Season at Ambassador Hotel, Los Angeles, and Is Given Wonderful Reception

LOS ANGELES, CAL., January 4.—Art Hickman, famous dance orchestra leader and exclusive Columbia artist, received a tremendous ovation at the Ambassador Hotel recently when the Art Hickman Orchestra made its first appearance of the season. Columbia dealers throughout this territory took advantage of Mr. Hickman's appearance at the Ambassador Hotel through the use of timely publicity, and among the dealers who carried attractive advertising were the Remick Song & Gift Shop, the Bartlett Music Co. and Cooper's Melody Shop.

The night of the Hotel Ambassador opening was the most brilliant social affair of the season. The cafe was filled to overflowing, and every table was crowded. Chas. P. Mack, assistant manager of the Los Angeles branch of the Columbia Graphophone Co., arranged to have a large floral piece in the form of an imitation Columbia record placed at the entrance of the cafe, where it was the center of attraction.

For one week previous to Art Hickman's appearance, large imitation Columbia records four feet eight inches in diameter were on display in the lobby of the Ambassador Hotel, announcing the opening date of Art Hickman's Orchestra. During the week of the opening large records

mounted on trucks paraded the streets every day, and the publicity tie-up was most efficient.

### RECENT GRANBY ACTIVITIES

Business Shows Pleasing Development—Reports From Various Points—Prominent Men Entertained at Dinner—Conditions in the West

NORFOLK, VA., January 3.—The Granby Phonograph Corp., of this city, is receiving encouraging reports from its representatives in all sections of the country. Austin L. Fordham, who represents Granby in eastern Pennsylvania, reports excellent business and that the various period designs are proving very popular.

F. D. W. Connelly, representing Granby in North Carolina, has been making his headquarters in High Point and in addition to the excellent representation he is giving the line in that State has found time to organize a singing society, join a church choir and otherwise advance interest in music. He has been elected an honorary member of the High Point Chamber of Commerce and the Commercial Club.

E. W. Schumaker, of St. Louis, who represents Granby in the West, writes that business is showing a very decided improvement and states that he does not believe it entirely due to holiday demand but rather indicates a healthy return to normal business. Mr. Schumaker reports a number of new Granby dealers established in his territory.

### LAMBERT FRIEDL RESIGNS

General Phonograph Corp. Manager to Take an Extended Rest Owing to Ill Health

Lambert Friedl, manager of the metropolitan distributing division of the General Phonograph Corporation, New York, resigned from his position this week, owing to ill health. Mr. Friedl, who is one of the best known members of the talking machine trade, is planning to take a complete rest for about six months in order to recuperate fully.

As manager of the metropolitan distributing division of the General Phonograph Corp. during the past year, Mr. Friedl was an important factor in the development of Okeh business in this territory. His success may be attributed in a measure to the fact that he numbers among his personal friends the great majority of dealers in this territory, and his familiarity with every phase of retail merchandising in this industry enabled him to give the dealers maximum service and co-operation.

### ART IN ADVERTISING AWARDS

Some Members of the Music Industry Whose Advertising and Drawings Have Come in for Commendation From Noted Art Directors

The "Annual of Advertising Art in the United States" for 1921 has recently been issued. This is a catalog of the exhibitions of advertising paintings and drawings made at the galleries of the National Arts Club in the Spring of 1921, which exhibition was held by The Art Directors' Club.

Awards were made by a jury consisting of Richard J. Walsh, chairman; Robert Henri, Charles Dana Gibson, E. H. Blashfield, Arthur W. Dow and Joseph Pennell. The awards made at this exhibition, which is held in the Spring of each year, are looked upon by the advertising profession as authoritative and indicating the companies and specific pieces of the advertising done by said companies, which are the finest published in a given field, from the standpoint of art.

The following awards for 1921 are of interest to the music industry: Piano advertisements—Steinway & Sons, The Packard Co. Organ advertisements—Estey Organ Co. Talking machine advertisements—Victor Talking Machine Co., Columbia Graphophone Co., Wiley B. Allen Co.

### NEW RECORD CLEANING DEVICE

CANTON, O., January 3.—Patents covering an automatic device for cleaning phonograph records have been issued Homer Miller and A. B. Kidder, manager of a local machine shop. The manufacture of the new device will be started soon after the first of the year, the inventors announce.

A complicated, hair-splitting idea has no value in business. Each great business idea can be put into a few sentences which everybody will be able to understand.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

## EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment  
Personal Appearance of

### Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922  
Sample program and particulars upon request

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



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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



# BRUNSWICK

Exclusive Artists

*Number Two of a Series*



## CLAIRE DUX

*Soprano, Chicago Opera Co.*

Claire Dux is known by opera lovers the world over as an artist of rare charm and brilliant dramatic power. Her appearances in American cities have added laurels to her triumphs on the concert and operatic stage of Europe, and, like other great artists of today, she records exclusively for Brunswick. Her premier record is


*Mi chiamano Mimi (My Name is Mimi). Boheme—Act 1  
Puccini—In Italian. (Brunswick Record No. 30022)*

*Any Phonograph Can Play Brunswick Records*










**IROQUOIS SALES CORPORATION**  
BUFFALO, N. Y.

Wholesale Distributors



**OKeh Records**

**WINDOW DISPLAY SUGGESTIONS**

A Score of Really Effective Pointers Which the Dealer Desirous of Stimulating Trade Should Not Only Keep in Mind, but Act Upon

Make your display fit the season—get ideas from merchants in other lines of business.

Plan your displays ahead—days and even weeks ahead.

Get all material ready for the new arrangement before the old display is taken out.

Keep a "window notebook." Jot down in it ideas you see.

To express coolness in a window use gray, light green or light blue for the color scheme.

To show warmth use reds, yellows, oranges—warm colors.

Have the backing of your window high enough to shut off view of the store interior.

Use a dark color in the background when displaying light-colored goods, and vice versa. Get contrast.

Keep your windows clean. Have them washed frequently. If your own employes haven't the time—get outside help. It will pay!

Don't crowd your window.

Avoid the other extreme. Too little in a big window will cause the merchandise to be "lost."

Card holders are useful. They'll keep price cards from falling over on their faces.

Make your display attractive to the eye—and the purse—but don't make it so "pretty" the merchandise is forgotten in admiration of the "trimmings."

Make your store front reflect you. It is the exterior which most people see. Impressions are made by exteriors.

Put the emphasis on the goods, not on the decorations.

Use art only to create a desire to buy the goods displayed.

Be sure your window lighting is the best available.

Dust out the window space frequently.

Never allow soiled or fly-specked cards or merchandise to remain on display.

To help the eye to travel quickly from a card to the object displayed connect the two with white tape or ribbon. An arrow will have the same effect.

Invest a little money in stands on which to better display your merchandise. It will pay.

Never judge a man by his looks. A prospect may look like a fool, but the chances are that he isn't; therefore, treat all customers with respect and consideration.

**NEW VOCALION RED RECORD SIGN**

Large Replica of Vocalion Record Designed for Use Over Store Doors

The Aeolian Co., in connection with the publicity plans for the Vocalion, has had prepared for the use of dealers in Vocalion records a large metal replica of the Vocalion Red Record measuring two feet in diameter and suspended from a metal cross-arm. The sign is intended for display over the entrance to the retail stores, and is large enough to be easily distinguished at a distance.

**ENDORSES THE BRUNSWICK**

The "testing home" of To-day's Housewife recently tested the Brunswick electric phonograph exhaustively and endorsed that product. A certificate was issued to the Brunswick-Balke-Collender Co. authorizing the company to use the diamond seal of To-Day's Housewife's endorsement in all advertising.

**SIGN SELLS SELECTED RECORDS**

Live Dealer Places Sign at Store Entrance Advertising One Record at a Time

A plan which is proving of considerable success in boosting sales of selected records has been originated by a talking machine dealer in Texas. This consists of a painted sign placed before the street entrance of the store, advertising only one record at a time. This merchant contends that the interested passer-by will not hesitate to come into the store because he will have something definite to ask for. When the prospective customer is once inside the establishment the rest is up to the sales force. Of course, the advertisement can be changed as often as the dealer desires and attention may be centered on a different record each day.

Every wheel you get out of a rut means better going. And every little lift counts. Try it. And, as has been well said, the only difference between a rut and a grave is depth.



**If Chippendale had built phonographs—**

THEY didn't have phonographs in Chippendale's time. Just what he would have accomplished in designing them is therefore largely guesswork, but it is safe to say that they would be worthy of the name of their builder who worked so beautifully and lastingly in wood.

We dare say Chippendale would have built his phonograph out of Genuine Mahogany—just as he used that wood for his very choicest furniture designs. Not only Chippendale, but Sheraton, Shearer, Hepplewhite and the other famous furniture designers

of the last three centuries have favored Genuine Mahogany, "the royal wood."

The cabinet phonograph today occupies as important a place in the decorative scheme of the modern home as the library table and other pieces of furniture. A phonograph of Genuine Mahogany is beautiful in the most beautiful surroundings; it is magnificent in rich ruby color tones, yet restrained and dignified, ever in good taste where good taste is appreciated. When you sell a customer a phonograph built of Genuine Mahogany you both profit.

*After all—there's nothing like*

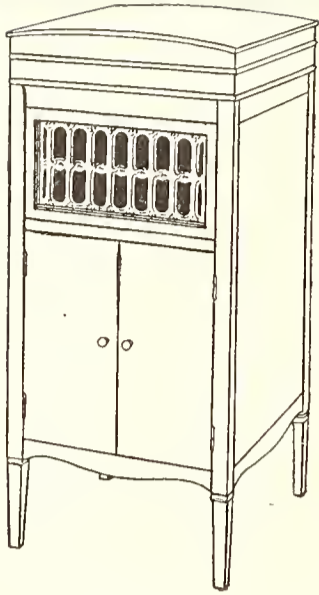
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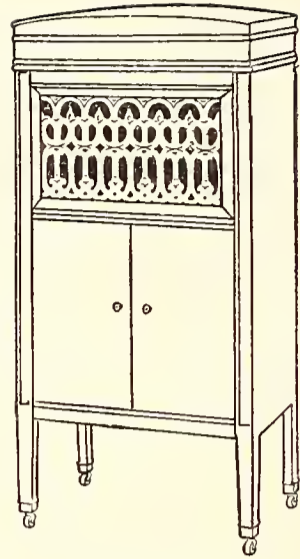


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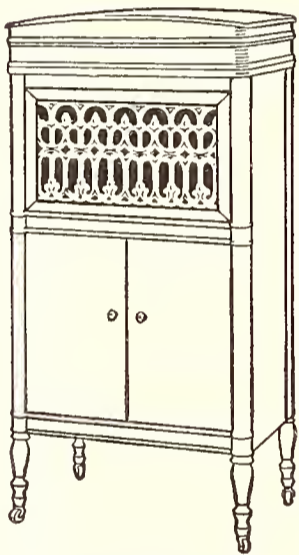


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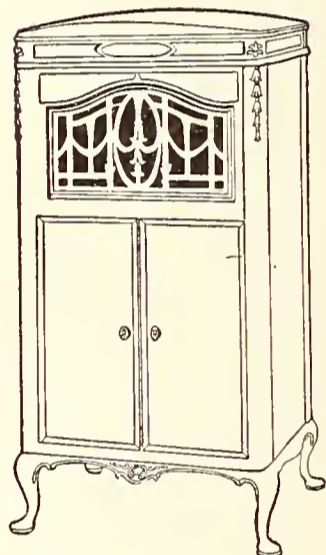


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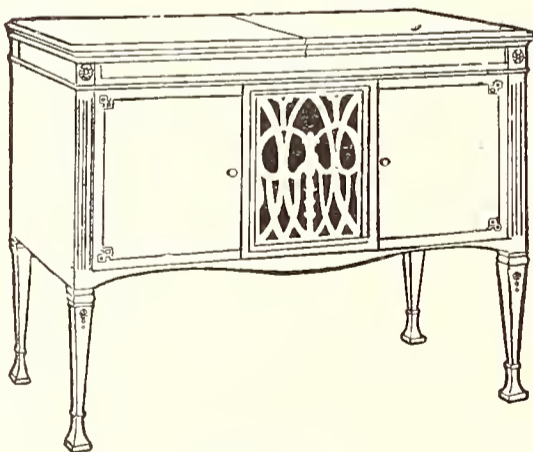
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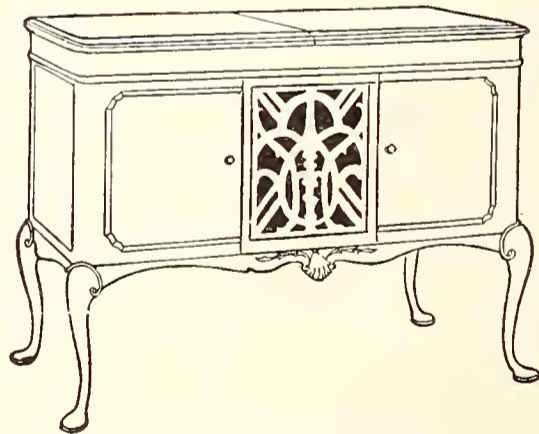
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## DECISION FOR CHENEY CO. IN TONE-ARM PATENT SUIT

United States Circuit Court of Appeals in Cincinnati Reverses Decision of District Court in Important Tone Arm Suit Brought by the Victor Co. Against the Cheney Co. and Finds There Was No Infringement—Decision of the Court, Written by Judge Dennison, Is Most Exhaustive

The decision in the important tone-arm suit of the Cheney Talking Machine Co., appellant, vs. the Victor Talking Machine Co., appellee, and the Victor Talking Machine Co., cross-appellant, vs. the Cheney Talking Machine Co., cross-appellee, was handed down by the United States Circuit Court of Appeals, Sixth Circuit, by Circuit Judges Knappen, Dennison and Donahue, in Cincinnati, O., on December 15. Circuit Judge Dennison wrote the decision, which was in favor of the Cheney Talking Machine Co., in this suit for alleged infringement of the Johnson taper tone arm patents No. 814,786 and No. 814,848, which had been filed against it by the Victor Co. The three presiding judges concurred unanimously in the opinion and reversed the decision of Federal Judge Sessions. The decision in full follows:

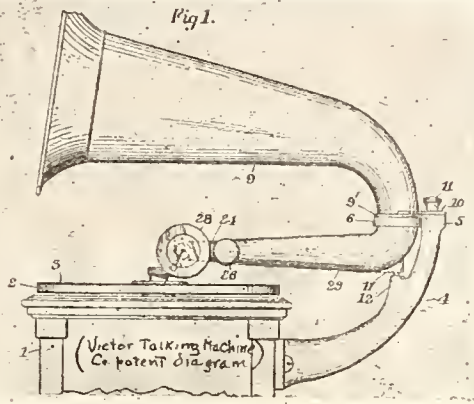
DENNISON, Circuit Judge: This is the usual infringement suit brought by the Victor Co. against the Cheney Co., based upon Claims 42 of Patent No. 814,786, and 7 and 11 of Patent No. 814,848, both issued March 3, 1906, to E. R. Johnson and assigned to the Victor Co. The District Court held that Claims 7 and 11 were not infringed, but that Claim 42 was valid and infringed. Both parties appeal.

Passing by other questions we have thought proper to devote our attention chiefly to the issue of infringement of Claim 42. That disposed of, the issues under Claims 7 and 11 give less trouble. Claim 42 is of that type which seems to be simple and clear enough as applied to the particular structure described and shown in the patent, but which becomes thoroughly ambiguous when application is sought to the variant structure of a future defendant. It is also of that type where, without distortion of any word beyond the common meaning, the language may be read upon defendant's structure, but where many things warn against the breadth of construction necessary to such application. Since the case presents an unusually complicated instance of the typical difficulties, and since our conclusion is superficially—though, we think, not substantially—not in accord with some results reached in other courts, it seems fitting to discuss the issue more in detail than we commonly do.

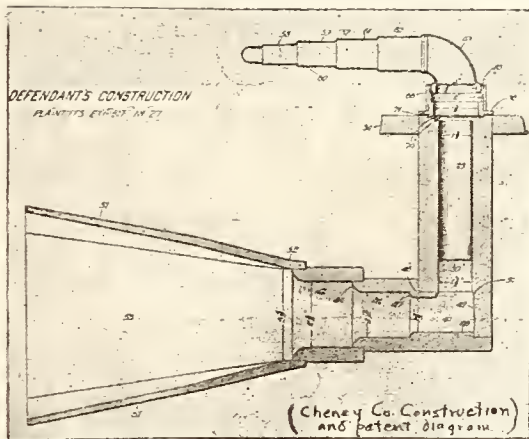
In 1903 there were two classes of sound-recording and reproducing machines. One, which may be called the Edison type, used a record of cylindrical form, and the stylus followed a spiral path around the surface of the revolving cylinder by reason of a positive mechanical feed, which caused relative motion longitudinally of the cylinder between it and the stylus-carrying parts. The other, which may be called the Berliner form, used a flat disc, upon the upper surface of which the stylus traveled in a spiral path. In reproducing the stylus point would tend to remain in the prepared groove, and thus to cause the stylus and its attached parts to travel from the outside of the disc toward the center. Each form was provided with a diaphragm operated by the stylus and communicating with the amplifying horn.

Johnson devised a sectional horn, the preferred and illustrated form of which was adapted particularly for use in the Berliner machines. He filed his application February 12, 1903, upon a talking machine. In February, 1904, using identical drawings and generally the specification of the first application, he filed a divisional application directed to the amplifying horn. Both patents issued on the same day, the one based upon the original application being No. 814,786, and the one based upon the divisional application

being No. 814,848. The structure is shown in the following sketch, which is Fig. 1 of the drawings of each patent:



Claim 42 reads as follows: "A talking machine, comprising a tapering sound-conveyor, means for attaching sound-reproducing means to the small end thereof, and horn-coupling and supporting means with which the other end of said conveyor is movably connected." The defendant manufactures a form fully enough shown by the following sketch:



As we approach the question whether Claim 42 may, consistently with its validity, have a reading broad enough to cover defendant's form we do so in an atmosphere colored by two unusual things: The first is that plaintiff declined defendant's offer to submit its machine to plaintiff soon after it came on the market, so as to be advised whether plaintiff would consider it an infringement of any patent, but later brought and prosecuted an infringement suit, substantially the same as the present one; yet, when that suit was about to be heard, voluntarily discontinued it without prejudice to a new suit; and some three years later brought the present action. In this course of conduct we do not find the estoppel which defendant urges; but plaintiffs do not commonly take such action in clear cases, and its presence here strongly suggests that the right to recover in the first suit was doubted by the plaintiff.

The other colorful thing is that this patent application was prosecuted by skillful counsel for nearly three years, through repeated rejections and through the presentation and urging of about 100 varying claims, resulting in a final sifting by which forty claims were agreed upon be-

tween examiner and solicitor as covering the varying aspects of the invention—all before any claim occurred to the solicitor which would reach defendant's structure. Just as the case was ready for issue Claims 41 and 42 were added. This suit is not planted on Claim 41, although it is broader than 42. We do not suggest that the applicant may not, at any time before issue, broaden his claims in any way justified by his disclosure and by the state of the art; indeed, matters which develop during the period of prosecution often demonstrate or call attention to the fact that earlier claims are not as broad as they should be; but such a course of conduct as here occurred strongly supports an inference that the claim thus added was intended only to reach some anticipated, possible variations of the general conception already described and claimed, rather than a distinct and largely inconsistent conception which had never so far been suggested. Only in the latter view can the claim reach the defendant here.

Returning to the patented structure, we see that its primary elements are three: (1) The stylus with its diaphragm and diaphragm frame, which, in some form, is drawn down to a central opening opposite to the center of the diaphragm and constituting the beginning of a conduit for the sound waves which have been produced by the diaphragm vibrations. These parts, grouped in this way, seem to be what the patentee means when he speaks, in specification and claims, of a sound box. (2) The sound conveyor or tube which forms a continuation of the conduit and carries the sound waves away from the production point in order to reach the amplifying horn. (3) The amplifying horn itself. Johnson makes his conduit (2) of expanding tapered form, and thus causes elements (2) and (3) to constitute together one continuous amplifying horn. In addition to these three primary he has two secondary elements. These are (4) connecting means between the sound box and the small end of the tapered tube, giving relative movability, whereby the sound box can be raised or lowered for replacing a needle or starting or stopping and without moving the tapered tube. (5) Supporting and connecting means applied to the joint between the large end of the tapered tube and the small end of the horn proper, whereby either the tube or the horn may swing horizontally, and yet the weight of both is carried, and the two are coupled together into a unitary horn.

In order to reach the defendant's form elements 4 and 5 must be considered to cover all known means of operative connection between (1) and (2) and between (2) and (3). Defendant attaches its sound box to the small end of its sound tube by a bayonet joint. There is detachability but no adjustability of any kind. No method of attachment has been suggested which would escape the claim, if this one does not. At the other end of the sound tube defendant, who uses the now familiar cabinet style, supports the horn by permanently and rigidly fastening to the cabinet top, depending therefrom another sound tube which at its other end rigidly carries the horn proper; the member which serves for coupling and two parts of the horn (if there is any such coupling at the movable joint) does not support the horn; seemingly, any form of supporting the horn and the tube so that they effectively communicate, but with relative motion, would respond to the claim, if this one does. In substantial effect, plaintiff says that Claim 42 is for "a talking machine comprising a tapering sound conveyor, carrying, at the small end, sound-reproducing means, and, at the large end, communicating with a suitably supported horn and having a jointed connection therewith." With this—necessary for this suit—construction the claim reads absolutely upon Baynes and Jenson of the prior art, save that their sound tubes were cylindrical and not tapered. We, therefore, meet the questions whether there was any invention in this mere change from straight tube to tapered tube, and whether Claim 42 should be given that breadth of construction which can rest only on the proposition that there was invention in this mere change.

Upon these questions we have no precedent in any earlier decision upon this patent. The opinions of Justice Warrington, in the Chancery Division, and of the judges in the Court of Appeals (Graphophone Co. vs. Ruhl) indicate that no great breadth was accorded to the English patent, which has the same drawings as both the patents here in suit; but the question of broad invention, as we have stated it, was not discussed; indeed, the English patent contained no claim of such scope; its broadest claim was like 7 of 814,848. In the Lindstrom case Judge Learned Hand states the question broadly enough and concludes that there was invention, but though Claim 42 was sued upon, and infringement thereof was found, yet defendant's machine there responded to several other claims and would have infringed Claim 42, even though construed narrowly enough not to reach the defendant here. It is fairly consistent with what Judge Hand says to conclude that he had in mind, not the mere change from straight tube to tapered, but that change associated with Johnson's chief declared object—a continuously amplifying horn from sound box to mouth. In the Wanamaker case Claim 42 was also sued upon and was found valid by Judge Augustus Hand; but here, again, several other claims were infringed, and the validity of the claim to the tapered tone arm, in combination with improvements at both ends which Johnson devised and which defendant used, was the real question involved.

For the purposes of this opinion at least, we will assume that there was invention broadly in this mere change, and that Johnson would have been entitled to a claim like the one we have supposed; it does not follow that Claim 42, as issued, was intended to have, or can receive, this construction. Here, again, we have no precedent in the previous litigation. The claim has received no special attention and has not been applied, except in cases where there was no question of infringement, beyond the definition of "tapering sound conveyor."

In determining the scope, intended or appropriate, we cannot overlook Cannavel. Our foregoing assumption of validity implies, also, that Cannavel is not a complete anticipation; but it has a bearing on the scope. He used an Edison rather than a Berliner machine; but this cannot be controlling, since the Johnson specification does not suggest that his invention fails to reach both classes, and many of his claims, including 42, are as appropriate to one class as to the other. Cannavel showed the complete sound box of Johnson, consisting of a stylus, a diaphragm and a diaphragm frame drawn in back of the diaphragm so as to leave a small central opening opposite the diaphragm center. He then conducted the sound away from this central opening through an expanding taper tube toward the horn. This tube turns and extends parallel to the diaphragm a substantial distance beyond the diaphragm edge, but it is relatively short, it is made integral with the primary sound box and as a development thereof, and Cannavel calls it a diaphragm box. This first tube ("e" in the German, "cl" in the French) is then attached by slip connection to a second tube ("g" in the German, "e" in the French) which continues the progressive taper expansion. At the other and larger end this second tube enters the base member of the horn proper ("i" in the German, "f" in the French), where it is pivoted, and through which the progressive expansion of the sound waves continues. Cannavel distinctly discloses, by his specification and drawings, the same meritorious thought which is at the base of the Johnson invention, as it is now claimed to be formulated in Claim 42, viz., that the expansion in the sound tube should continue in unbroken progression from the immediate vicinity of the diaphragm on through into the main horn, and that there should be a jointed connection between the sections of this expanding horn which would permit the sound box to have the necessary play while the horn itself was otherwise supported. Cannavel's "c" constitutes Johnson's sound box and sound tube combined, save that the tube is so short that it may be

(Continued on page 31)

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**CHENEY CO. WINS IN TONE-ARM SUIT**  
(Continued from page 29)

thought dominantly a sound box only. Cannavel's "g" is Johnson's tapering sound tube movably connected with the horn at the large end and carrying sound-reproducing means at the small end, save that it is so short that its coupling function may be thought to dominate its function as a tube (Cannavel calls it "a short tube which constitutes a hall joint"); but it was tapered, it was a sound conveyor and it was as long as necessary to reach from the sound box to the horn. However, we pass Cannavel by with the conclusions that, conceding invention in lengthening his intermediate tube coupling member, the field is narrow, and that where we find this tube claimed, in combination with other novel elements which Johnson had devised, the presence in the claim of the latter creates limitations which cannot be minimized by the thought that the tapered tube was a revolutionary invention.

Referring to the small end of the tapered tube, the claim calls for sound-producing means and the means for attaching the latter to the tube. If, in plaintiff's machine, we substitute defendant's means for attaching these two parts, the machine becomes inoperative; and this is sometimes taken as the test of equivalency. It is not a true test, because the inoperativeness may be overcome by compensatory changes at another place which may be within the skill of the ordinary mechanic; and we think that would be true here; hence, infringement is not thus escaped by the difference at this point, and we see no reason for limiting "means for attaching" so as not to include defendant's hayonet joint.

Coming to the large end of the tapered tube we find that structure of the patent provides a curving arm extending out and up from the main frame. This arm carries, rigidly attached and extending therefrom, a horizontal bracket, 4, in the form of a flat-topped ring, 91, with an annular flange rising and a sleeve, 6, depending therefrom. The ring also carries a transverse central bar. The upper surface of the ring supports and carries the main horn positioned by the flange. The large end of the tapered tube enters this depending sleeve, which thus serves as a coupling, and is supported there by a pivot post which, in turn, is supported by the frame arm, but the tapered tube is not supported by the coupling. In many places the horn is considered as a complete unit, with two sections, but in this claim Johnson clearly differentiates between the tube and the horn, and when he says "horn" he means what he sometimes calls the "horn proper," or main horn. We thus find a group of means (arm and ring, with flange and sleeve) specially devised by Johnson, which constitute a combined coupling between the horn sections and support for the large one, and which, when united in composite form, constitutes one means for both functions. We think the fair interpretation of Claim 42 calls for such composite unit, though its form might be much varied. Six prior claims had specified means for the coupling and means for the supporting functions; some of them very specifically and some of them broadly. When Johnson wanted to call for any means which would couple or any means which would support he knew how to do so. In Claim 6, he said, "Said horn and tube being independently supported"; in Claim 10, he said, "Said horn and tube being supported to move"; the language of Claim 1 aptly describes the coupling and supporting functions with the scope which plaintiff now seeks to give to Claim 42; Claim 41 calls, by implication, for the supporting function in the broadest way; the language of Claim 1, omitting the sound box connection limitation, was admirably suited for the construction now claimed for the very different language of 42, which specified "horn-coupling and supporting means." This seems to us, as we have said, to imply the conception of a means, beyond the mere frame of the machine, which, as a composite element or as a group of elements, should both support the horn and couple

it and the tube. Defendant does not have any such element, unitary or compound. Its horn, if the horn extends back to this point at all, is of wood and supported by the wooden cabinet top or frame from which it depends, and is held there by an ordinary cabinetmaker's glue joint. The large end of the taper tube rests indirectly upon, and is supported by, the same top or frame. The sleeve or coupling member (if coupling there is in the patent sense) also rests upon the same frame member. It is not supported by, nor does it in any degree, directly or indirectly, support the main horn, though it does immediately support the tapered tube. We cannot find this "horn-coupling and supporting means" in defendant's structure. The same result will follow if the call of the claim is thought to be for means for supporting and coupling both tube and horn.

There is another difference which is not clear as a matter of words, but is substantial and vital as a matter of substance. The claim calls for a "coupling" between the two parts of the horn. This requires that the two should come together so that they can be coupled. Johnson intended that the two parts of this horn, coupled together, should constitute one amplifying horn, without substantial lack of continuity in the amplification. This will be further pointed out. In defendant's sound tube we take the step-by-step enlargement (58-38) to be the equivalent (for the purpose of Claim 42) of Johnson's unbroken taper, and this brings substantially progressive enlargement until the passage has curved downward and has come to tube 73. Here there is a reduction in the cross-section area of nearly 40 per cent. At the bottom of 73 (39) there is a change from round to square form and consequent enlargement which approximately compensates for the 40 per cent constriction above; then the passageway makes a square turn through a cubical chamber, with first an enlargement and then a further constriction of about 15 per cent in passing through what Cheney calls his mechanical throat. Then, and then only, comes the other and larger section of the amplifying horn. The net result is that from the reproducing means the passage is continuously amplifying for a certain distance, then it is very substantially constricted and turns a square corner, all for a distance substantially the same as the length of the first tapered tube, and then only is permitted to expand more freely. This treatment is in the teeth of the teachings of the patent, and upon theories antagonistic to anything which can happen in the structure shown by the drawing.

The specification continually points out the advantages of the invention upon which a monopoly is sought. Collating these statements and omitting those which refer to subordinate features not involved in Claim 42, we find: "By locating the small end of the horn in this manner so that the sound-conducting tube or horn flares outwardly practically from the sound box I have found that it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts, in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter; \* \* \* it is also desirable to avoid abrupt turns in the sound-conducting tube or passage; \* \* \* it is, therefore, the object of my invention to provide a talking machine with an amplifying horn meeting these requirements; \* \* \* I provide, in effect, an amplifying horn that extends, practically, from the sound box; \* \* \* it consists of two sections, one of which is the tapering, hollow sound-conducting horn \* \* \* mounted upon the machine, while the other section is the \* \* \* horn proper; \* \* \* the advantage of this is that I secure the requisite length of a constantly flaring or tapering horn which gives the desired result in quality and volume of reproduction; \* \* \* the horn proper forms only a portion of the sound-conducting tube; \* \* \* I have avoided to the greatest degree any abrupt turns; \* \* \* I have produced, in effect, a sectional horn, tapering from end to end." In the progress of the application through the Patent Office the applicant made repeated arguments and discussions pointing out the ad-

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vantages of his invention and the distinctions over the art cited. Every instance of these claims for merit or for invention, whether stated in the specification or in the arguments, is in such terms as to exclude defendant's construction. With this history the alleged broad language of the claim should be very clear, to justify finding infringement.

We have little hesitation in saying that defendant's horn proper, as that part is intended by the specification, does not extend up through the tube 73 to the cabinet top to be there coupled to the tapered tube, nor in also concluding that the tube 73 does not itself constitute the coupling member which unites the two sections of the horn. The ten-foot section of an ordinary gas pipe, which is interposed between two other similar sections and fastened to both, truly enough couples them together, but it is not commonly spoken of as a coupling; on the contrary, it is a spacer which holds them apart; and an interposed member or element which destroys the theory of operation and of advantage claimed for the invention cannot be that coupling which the patent calls for in order to carry out the invention.

Previous decisions do not throw much light on the question of infringement. The breaks in progressive amplification have been, or have been said to be, unsubstantial, and the limitation to "horn-coupling and the supporting means" has never been interpreted. Infringement of Claim 42 has not been essential to justify any injunction that has been granted; it has never been worth while to determine its scope carefully.

These considerations require a reversal of the decree and a dismissal of the bill as to Patent No. 814,786. As to the other patent, No. 814,848, where the court

(Continued on page 32)



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### CHENEY CO. WINS IN TONE-ARM SUIT

(Continued from page 31)

below held there was no infringement, the views already stated require an affirmation. Claim 7 calls for an amplifying horn which is—"comprising"—a continuously tapering tube, with a joint between the two parts thereof. Claim 11 does not, in set words, require that the horn shall be a continuously tapering tube, but it describes the horn as "a tapering curved tube," and this reference and description are to the tube as a whole and not to any part. Such description does not apply to a tube the central one-third of which is not tapered, but is parallel-sided and is very substantially constructed. As to these two claims the decree is affirmed.

In connection with the foregoing decision by the United States Circuit Court of Appeals the Cheney Talking Machine Co. gave out the following statement:

"The decision of the Court of Appeals supports our contention that the basic principles of the Cheney phonograph construction, together with our octagonal-stepped tone arm, are distinctly different from the basic principles of the Victor talking machine.

"This decision is not only final, but clears this company from all patent litigation.

"The decision conclusively establishes the fact that Cheney construction is based on principles differing radically in form and theory from ordinary tapering tone arm and horn construction.

"These principles, found only in the Cheney construction, mark the greatest advancement of recent years in the art of tone reproduction and are covered by basic patents owned and controlled by this company, thus assuring to the Cheney phonograph exclusively the tonal superiority acknowledged by musical authorities."

### STATEMENT BY THE VICTOR CO.

**Says Decision in Favor of the Cheney Co. Has No Effect on Other Taper Tone-Arm Cases Which Are at the Present Time Pending**

In regard to the decision in the Victor-Cheney suit the Victor Talking Machine Co. made the following statement:

"On December 15, 1921, the United States Circuit Court of Appeals at Cincinnati handed down its opinion, reversing the decision of Federal Judge Sessions, which had been rendered in favor of the Victor Co. in its suit against the Cheney Talking Machine Co. on the taper tone arm patents No. 814,786 and No. 814,848. The suit was based on claim 42 of patent 814,786 and claims 7 and 11 of patent 814,848, and Judge Sessions had found claim 42 valid and infringed and claims 7 and 11 valid but not infringed, because of certain limitations therein held not applicable specifically to the defendant's particular structure. An accounting for damages and profits had been awarded, together with a permanent injunction, which was stayed pending appeal.

"The Appellate Court affirms the ruling of Judge Sessions as to the non-infringement of claims 7 and 11, but reverses Judge Sessions on claim 42, holding that the claim, though valid and readable on its face on the defendant's device, cannot be interpreted broadly enough to be infringed by the Cheney machine. The step-by-step enlargement of the Cheney tone arm is taken to be the equivalent of the Johnson unbroken

taper, and in this the Court accepted one of the Victor Company's main contentions.

"This decision merely holds that the very special and peculiar horn construction of the Cheney machine is not within the three claims at issue as interpreted by the Court. There was no holding of invalidity as to any one of these three claims nor as to any other claims of the respective patents which were not before the Court. The patents, including other claims in addition to those here involved, have been repeatedly passed upon by other courts and their validity sustained, and such validity is recognized by the Court of Appeals, which states that its conclusion is not substantially inconsistent with these prior adjudications. The Victor Company has a number of suits pending based upon these two taper tone-arm patents and involving the application to other talking machines of one or more claims of the patents, in addition to the claims at issue in the Cheney case, and expects to continue the vigorous prosecution of these suits as well as the general assertion of its rights under these patents."

### MARKSON BROS. FEATURE COLUMBIA

**Parade of Columbia Grafonola Shipment in Syracuse Marks Pre-holiday Sales Drive**

SYRACUSE, N. Y., January 2.—Markson Bros., music dealers of this city, recently received a large shipment of Columbia Grafonolas as part of the hundred carloads of machines which the Columbia Co. distributed throughout the country as part of its holiday campaign. The local store carried on extensive advertising and intensive sales work to dispose of its allotment. Robert W. Wallace, general field sales manager of the Columbia Co.; H. B. Haring, manager of the Buffalo branch; R. W. Milholland and E. S. Quinn, field representatives, co-operated with Markson Bros. in the campaign.

A parade through the streets of the city, with the shipment of machines on trucks, opened the campaign. Columbia machines, with the aid of a Magnavox, furnished the music.

### EDUCATIONAL CAMPAIGN IN SOUTH

WINSTON-SALEM, N. C., January 2.—At the recent Music Appreciation Week held here Miss Margaret Streeter, of the Victor Talking Machine Co., delivered a series of lectures on musical appreciation in schools and other public institutions. From Winston-Salem Miss Streeter went to Nashville to assist in the work of a Music Appreciation course at the Peabody College for teachers.

### WHY CONCERNS FAIL

The following are a few of the reasons why many concerns fail: Indifference of salesmen, misrepresentation of goods, tricky business methods, overinsistence of salesmen, insolence of employes to customers, unnecessary delays in service, tactless business policies and poor and inconvenient arrangement of the store.

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845



**THE VALUE OF A GOOD SIGN**

It Should Be Distinct and Readable, Attractive to the Eye, Suggestive to the Imagination and Absolutely Individual in Design and Color

If there is ever a time when a business man can afford to be extravagant, it is when he orders a sign for his place of business. It is something which will remain in public view for years, and every time an eye falls upon it an impression of some sort will be effected. It may not be just, but it is true that the world judges a man by his appearance, and a business by its outward signs. A sign should have a personality, a difference easily distinguished from the other signs on the street. A sign should be distinct and readable at a glance. It should be attractive to the eye and suggestive to the imagination. It should be in keeping with the surroundings so far as shape and color are concerned. It should be conspicuous but not offensive; elegant in its simplicity, and expressive of stability, enterprise and commercial prestige.

**J. H. JONES JOINS DROOP CO.**

WASHINGTON, D. C., January 2.—J. H. Jones, formerly concert tour manager for several Victor artists, has joined the staff of the wholesale Victor sales department of E. F. Droop & Sons Co. here. He will travel in the Virginias.

**ALWAYS PLEASE REMEMBER**

Remember that when a customer enters your store she is spending her own money, and can spend it where she pleases. Therefore if you neglect the proper courtesy the customer is under no obligation and can go elsewhere where service is made a part of the organization.

**UNIFORM EXPORT BILL OF LADING**

Interstate Commerce Commission Orders Separate Bill of Lading Issued Next February to Cover Rail and Water Shipments

WASHINGTON, D. C., January 6.—A uniform export bill of lading will be substituted on February 15, next, to replace the present various forms used by the railroads, under orders just issued by the Interstate Commerce Commission following lengthy consideration of complaints filed many months ago by representatives of large shippers.

The shippers asserted that a uniform bill of lading should be prescribed because "the railway carriers and the water carriers jointly undertake as carriers to transport freight from an inland point in the United States to a foreign port. The duty of the carrier by railroad is to deliver the shipment to the vessel as part of its undertaking as a common carrier. There is no cessation in this carrier duty from the time the inland carrier at place of origin accepts the shipment until the carrier by water delivers the same at the contracted port of destination." They also objected to the carriers' practice of making changes, such as in the vessel by which shipments were transported, without giving notice to the shipper, and suggested that provision be made for such notification, as well as for a bill which would be of a size and thickness that would permit its filling out by typewriter.

Testimony and briefs of the carriers indicated a belief on their part that there was no continuity of responsibility for through shipments, and that the rail carriers' responsibility ceased upon delivery of a shipment on the dock, while that of the water carriers did not begin until the shipment was loaded on the vessel.

The new uniform bill of lading which is prescribed by the commission will be of great value to export shippers. It will provide a bill in which there are no fine-typed restrictions as to responsibility, varying with the railroad used—against which the shippers vigorously protested as being, in the present bill of lading, a source of much trouble and loss—and there will be no lapse of responsibility between the rail and the water carrier.

**OGDEN KNOCK-DOWN STANDS**

Interesting Folder Describing the Products of the Ogden Sectional Cabinet Co. Just Issued

The Ogden Sectional Cabinet Co. has issued a very interesting folder describing the various knock-down stands which it manufactures. The No. 50 portable stand, designed for use with the Victrola portable model, is shown and described in detail. Space is also given to Ogden stands Nos. 4 and 6, for use with the Victrola table models of the same numbers. The Ogden utility or service table is shown and described as convenient for any purpose, but its use in the demonstration room is particularly dwelt upon. The Ogden Sectional Cabinet Co. also produces sectional cabinets for the filing of record stock. Although the various stands are a newer product of the company they are rapidly becoming popular throughout the trade.

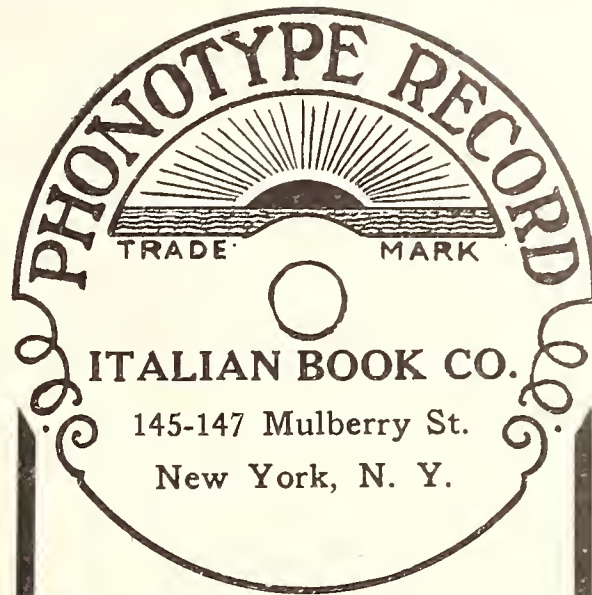
**FRASER STORE OPENS DEPARTMENT**

UTICA, N. Y., January 3.—A talking machine department was recently opened at the Robert Fraser store in this city. The new department has been featuring Vitanola phonographs in extensive local advertising.

**BLUE SALESMEN CAN'T SUCCEED**

A pessimistic salesman has no chance for a successful career unless he reverses his outlook on business and life in general. Preach pessimism and you may be sure that a portion of the "blue" spirit will be inoculated into the prospective customer.

Don't wait for things to turn up. Go out and turn them up yourself.



**THE ONLY IMPORTED PHONOGRAPH DISC SELECTIONS** recorded in Italy and sung by the best and most popular artists of that celebrated land of sweet and enchanting music.

**NEW SELECTIONS SONGS — DANCES COMICAL DIALOGUES**

- 10-Inch Disc—Double Face—85c
- 00937 'O sclopero d'e Femmena. Comical Dialogue.
- Scenette Balneari. Comical Dialogue.
- 00873 Stornelli Romaneschi. Part 1. Orch. Acc. Roman Comical Dialogue.
- Stornelli Romaneschi. Part 2. Orch. Acc. Roman Comical Dialogue.
- 00927 Santa Lucia luntana. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Donna. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00929 Core Signore. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Pusilleco dorme. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00931 Filava filava. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Napule. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00941 Matenata e Primavera. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Canta Napulitano. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00943 Canta Mari'. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Te si scurdate e Napule. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00945 Reginella. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Serenata a Pusilleco. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00947 Le Rose rosse. Orch. Acc. Cav. Uff. G. Godono, Tenor
- Giovinazza di bacl. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00949 'A Canzone e Pusilleco. Orch. Acc. Cav. Uff. G. Godono, Tenor
- A Luna e Napule. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00951 Tempesta. Orch. Acc. P. Mazzone, Baritone
- E Nanasse. Orch. Acc. P. Mazzone, Baritone
- 00953 L'Inglese a Napoli. Orch. Acc. B. Ciaramella
- Noa te voglio Cuacetto. Orch. Acc. B. Ciaramella
- 00955 Tic tic-tic ta. Orch. Acc. B. Ciaramella
- Piererotta. Orch. Acc. B. Ciaramella
- 00957 Luntano a te Mari'. Orch. Acc. Cav. Uff. G. Godono, Tenor
- L'Acqualola. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 12-Inch Disc—Double Face—\$1.25
- 10001 Santa Lucia luntana. 3 Parts. Orch. Acc. Cav. Uff. G. Godono, Tenor
- 00003 Carmen Zita. Waltz. Cav. Uff. G. Godono, Tenor
- 10003 Muglierema luntana. 3 Parts. Orch. Acc. Cav. Diego Giannini Military Band

**ITALIAN METROPOLITAN RECORDS**

- 10-Inch Disc—Double Face—85c
- 00701—'A Luna e Napule. Orch. Acc. Stella Bruno, Soprano
- Tu non sai. Orch. Acc. Stella Bruno, Soprano
- 00705 Cara Picolina. Orch. Acc. Stella Bruno, Soprano
- Pe' mamma mia. Orch. Acc. Stella Bruno, Soprano
- 00711 'A tazza o cafe'. Orch. Acc. V. Di Maio, Tenor
- Me si frate. Orch. Acc. V. Di Maio, Tenor
- 00713 Ah, quanto mi piaccion le donne. Orch. Acc. Sigismondi A., Tenor
- S' E' nzurato Nicola. Orch. Acc. Sigismondi A., Tenor
- 00773 Pioggia di rose. Mazurka. Four Sicilians
- Vita nuova. Waltz. Four Sicilians
- 00791 Pastorale. Orch. Acc. Di Gregorio, Tenor
- Novena di Natale. Italian Bag Pipes
- 00811 Tarantella. Italian Bag Pipes
- Pastorale. Italian Bag Pipes
- 00815 Nofrio Surdato. Bucca & Co. Sicilian Comical Dialogue.
- Nofrio si vinni a mugglieri pi mezza lira. Bucca & Co. Sicilian Comical Dialogue.
- 00847 Stornelli toscani. Orch. Acc. Perna
- La serva Toscana. Orch. Acc. Perna
- 00863 Nofrio Poeta. Bucca & Co. Sicilian Comical Dialogue.
- Nofrio ai Bagni. Bucca & Co. Sicilian Comical Dialogue.

For catalogues and discount to trade, apply to

**ITALIAN BOOK CO.**  
145-147 Mulberry Street  
NEW YORK, N. Y.

NOTE—With every Song Record we give the words Free.

We are manufacturers and distributors of special Music Rolls.

Write for our catalogue

**THIS is the MISSING LINK in a Fibre Needle Sharpener**

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN FIBRE NEEDLE CUTTER**

Let us send you a sample and further details

**LIDSEEN PRODUCTS**

832-840 So. Central Ave. CHICAGO



## THE LETTER REFLECTS THE HOUSE

Why Talking Machine Dealers Should Be Sure That Their Stationery Is of a Character to Impress the Recipient—Pertinent Remarks

Next to an attractive window there is no form of business advertising that makes a better impression than the correct stationery used by a talking machine firm. In this connection Gilbert P. Farrar recently wrote the following very excellent and timely article on the subject of "What Makes a Good Letter?" in the Office Economist, and it is well worth quoting in part, because of its pertinence:

"First the paper and the letterhead are very important. Sometimes a letterhead of high quality is used with styles of type or arrangement of type so crude as to kill the effect of the paper. A good letterhead has concentrated, closely connected units that are built around the firm name, so that the reader sees, first, the firm name; second, the firm's business, and third, the firm's address.

"Next in importance is the trade-mark. The more widely a trade-mark is advertised the more important is the need of having it appear on the letterhead. But the letterhead should be built in such a way that the heading would look well without the trade-mark. In that case the trade-mark is bound to look well placed.

"The firm name, business, auxiliary businesses, trade-mark and address, all well arranged and balanced, put on a good grade of paper—not so cheap as to look niggardly and not so bristling with quality as to appear that the sender is an unsafe spendthrift—will make the right impression, provided that what the letter says is worthwhile. The letterhead, it must be remembered, can't do all the selling."

If your business is dull don't blame it on your location, the times, etc. Get into a quiet corner and analyze yourself and your business methods, and nine times out of ten you will discover the cause.

## RECEIVER FOR CORNISH CO.

New Jersey Piano and Organ Concern Now in Charge of Receiver—Liabilities Are \$145,000, With Assets of \$125,000, It Is Claimed

TRENTON, N. J., January 5.—Chancellor Edwin Robert Walker has appointed Wesley Fleming, of Washington, N. J., as receiver of the Cornish Co., manufacturer of pianos, organs and talking machines, of Washington. His bond has been fixed at \$50,000. The petitioners are: Joseph B. Cornish, Jr., president of the company; Floyd Major and Alvin F. Florey, treasurer, all of Washington.

Mr. Cornish holds 900 shares of the common and 500 shares of the preferred stock of the company, which, it is said, is also indebted to him to the extent of \$53,521.51 for money loaned and indorsements. Mr. Major owns ten shares of preferred and five of common stock and is a creditor of the company to the extent of \$66.39 for materials furnished. Mr. Florey, who holds 150 shares of the common stock, is a creditor of the company for money loaned amounting to \$4,482.20.

It is set forth in the petition that the corporation was chartered in 1901, with an authorized capital of \$500,000. The complainants charge that the corporation discontinued business some time ago.

It is said that the liabilities of the company amount to more than \$145,000, of which \$105,000 are represented by promissory notes, some of which are past due, protested and unpaid, and others are falling due daily. Resources of the company on December 1 last, over and above real estate, and inventoried at full value, were less than \$125,000, of which about \$65,000 was in stock and materials used in the company's business and which has since been decreased. It is also charged that about \$40,000 of customers' instalment notes have been assigned by the company to various banks, which hold them for collateral for notes discounted to the extent of \$30,000. The real estate of the com-

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good  
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.  
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

## EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

pany is valued at \$20,000. It is also set forth that instruments now in process of manufacture and uncompleted are inventoried at \$50,000, but are worth in uncompleted condition \$20,000. Just what future action will be taken regarding the concern is not stated.

## VICTOR ARTISTS FOR LOS ANGELES

Famous Eight to Give Concerts in That City in January—New Record Factory Started

LOS ANGELES, CAL., January 6.—The Eight Famous Victor Artists, Henry Burr, Albert Campbell, etc., etc., will be in Los Angeles in January. Victor dealers are interested in the concert which will be given on January 25 at the Philharmonic Auditorium. L. C. Mountcastle, advance agent, was here recently to make arrangements.

The construction of a factory has been started by the Golden Record Co., incorporated, for \$200,000.00. The Golden Record Co. plans to record and manufacture records for general and private uses.

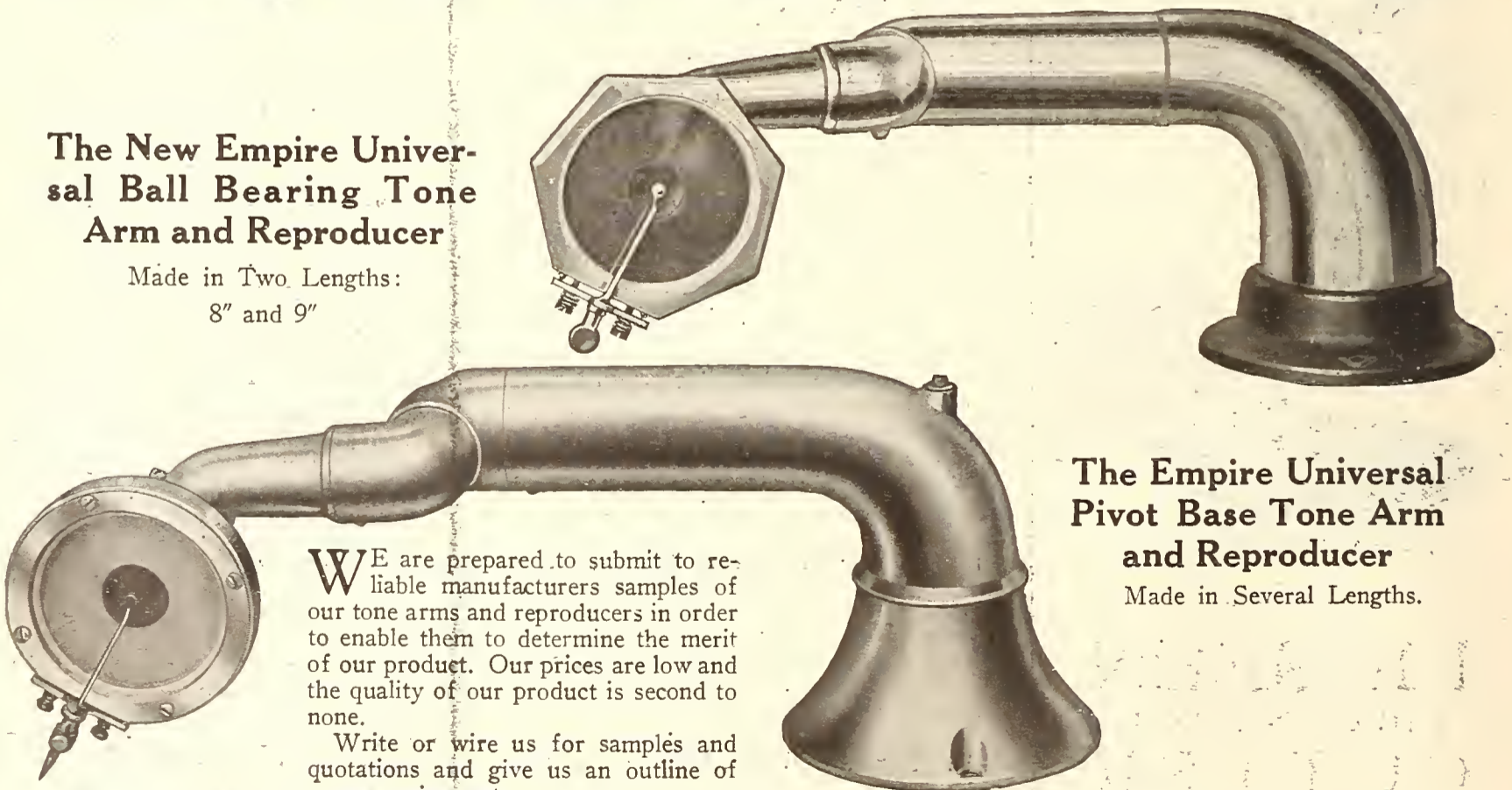
## "TALKER" FOR PORTLAND SCHOOL

PORTLAND, ORE., January 4.—The pupils of the Benson Polytechnic School will now be able to enjoy high-grade music, as the institution is now the possessor of a Stradivara phonograph, given by the Pacific Phonograph Co., of Portland, the manufacturer. The instrument was presented by the company through the efforts of the Kiwanis Club.

# Individuality in Your Product Will Mean More Sales for You!

## The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



## The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President



# Greatest Value for \$1.85 Ever Offered Okeh Dealers!

These displays are the equal of any in art treatment, color, idea, manufacture and sales value, but—at a price that is cheaper than any similar service on the market. They combine the suggestions of dealers, jobbers, salesmen and phonograph men from all parts of the country.

**Okeh**  
The Record of Quality

**It's You** Fox Trot  
Ray Miller Melody King and his Black and White Melody Boys

Stars Fox Trot  
Ray Miller Melody King and his Black and White Melody Boys  
4469 -- 10 inch -- 85¢

**Sweet Lady** Fox Trot  
From the Musical Comedy "Jangerine" also Vocal Record  
We Never Grow Old  
Fox Trot  
Rega Dance Orch.  
4457 - 10 inch - 85¢

Two of the January Hits on  
**Okeh**  
The Record of Quality

**Okeh**  
The Record of Quality

**When Francis Dances With Me** (Hullygee) Waltz  
Markel's Orchestra  
Monastery Bells Waltz  
Green Bros. Novelty Band  
4467 -- 10 inch -- 85¢

**Okeh**  
The Record of Quality

**I Want My Mammy** Fox Trot  
Green Brothers Novelty Band  
Dapper Dan Fox Trot  
Joseph Samuel's Jazz Band  
4460 -- 10 inch -- 85¢

**Okeh**  
The Record of Quality

**Bimini Bay** Fox Trot  
Harry Reiser - Banjo Soloist accompanied by Rega Dance Orch.

April Showers Fox Trot (from "Bambi")  
Markel's Orchestra ~  
4468 -- 10 inch -- 85¢

**Tuck Me to Sleep**  
(in My Old "Jucky Home") Fox Trot  
Rega Dance Orch.  
Everybody Step Fox Trot  
(From the Music Box Revue)  
banjo by Harry Reiser accompanied by Rega Dance Orchestra  
4452 -- 10 inch -- 85¢

## Good Reasons Why You Can Use This Service

Each display contains six cards 11x14 inches in size and one card 14x22 inches. These seven cards will not overcrowd your window, and yet they are sufficient in number to make any window strikingly attractive.

Each display will illustrate the titles of the records in a humorous cartoon style. Titles are always different, and so the displays must be.

### Displays Fit In Any Window

Because of the limited number of units and their size, these displays will fit any dealer's window. If your window is large spread them out. If it is small use them compactly.

### One Record To A Card

Each card will feature only one record. This means that the lettering will be readable across the street! You can always re-use the card.

Only the best records of the month will be featured. This means advertising the records you are sure to carry in stock. No "dead wood" in this display!

The phenomenally low price is possible because we will share the cost of this service. We are asking you to pay only a small amount in return for the benefit it brings you directly.

### Business Will Be Better

If you will use this service. It will stop folks and sell records if you give it half a chance. We realize that dealers handle various lines and quite naturally wish to push these lines as well in their windows. We urge this, for variety in window display is absolutely essential. All the more reason, then, for using the Okeh Displays.

## Act Quickly!

Orders are coming in fast for this new Okeh Display Service. Our dealers say it is the biggest thing ever offered them. It pulls customers into the store. Don't delay your order. Fill out the blank in the corner

**TO-DAY!**

**General Phonograph Corp.**

OTTO HEINEMAN, President

25 West 45th Street  
NEW YORK, N. Y.

Tear Off on Dotted Line and Mail This Order

**Be Sure to Fill In Distributor's Name!**

GENERAL PHONOGRAPH CORPORATION .....1922  
DEALER SERVICE DEPARTMENT  
25 WEST 45th STREET, NEW YORK CITY

Gentlemen:  
Kindly send me the new OKEH Display at \$1.85, postage prepaid, beginning with the next issue, and continuing until cancelled by me.

Name .....

Street .....

(Distributor's Name)

City or Town .....

State .....

**Okeh**  
The Record of Quality

**Ten Little Fingers and Ten Little Toes**  
Billy Jones - Ernest Hare  
Plantation Lullaby (Male Quartette with Orchestra)  
Shannon Four  
4456 -- 10 inch -- 85¢

**Okeh**  
The Record of Quality

**Wang Wang Blues** Popular Blues Vocal  
Get Hot Mamie Smith and Her Jazz Band  
Popular Blues Vocal  
4445 - 10 inch - 85¢







Everyone likes real harmony. That's why we predict a big demand for "I Want My Mammy," a tenor and baritone duet by Dalhart and Bernard, two new Columbia stars. "That's How I Believe in You," another hit, by Edwin Dale. A-3520.

Columbia Graphophone Co.  
New York



**Phonographic Epigrammatics**

By  
HAYWARD CLEVELAND

Do not condemn rival goods. 'Twere better to admit their worthiness and say: "—'s machines (or records) are good, but ours are better." Then prove it!

Once a prospect, always a prospect, until dead or departure for parts unknown!

Regard your buyers as juries. Emulate Lincoln. Admit the merit in the opposition arguments and cap them with better ones.

Take a shot at the moon! You may hit it! Take a try at a remote prospect! You may land it!

No one human invention has contributed more toward the "Gaiety of Nations" than the talking machine.

No one product of man's ingenuity has gone further toward "Making all the world kin" than the talking machine.

"Music hath charms to soothe the savage breast." By that token, then, we are ALL savages and it logically follows that the talking machine, the universal music purveyor, is the greatest of savage tamers!

It is the privilege of most men to have some choice of occupation. Choose that therefore that drags no man down, but uplifts. Of such is the talking machine trade!

**SOUSA GETS PLEASING SURPRISE**

Lieutenant-Commander John Philip Sousa got the surprise of his life recently, when he received from Germany a New York draft for \$2,500 in perfectly good American money for back royalties on sales in Germany of the famous march, "The Stars and Stripes Forever," says The Voice of the Victor. The bandmaster hadn't received a cent out of Germany since the big war and he didn't expect ever again to collect a dime from that source. For exactly twenty-five years he has been putting away royalties on "The Stars and Stripes Forever" from every part of the world. His manager said he and the "March King" both thought the Germans had dropped all such strictly American music since the late unpleasantness.

Whether the \$2,500 accrued from sales made in Germany before the war or whether the Sousa marches were in demand all through that period is yet puzzling both Sousa and his manager.

**MAKING USE OF NEW IDEAS**

Fact That a Plan Has Been Worked Successfully in Some Other Locality Should Not Deter Dealer from Using It in His Territory

Merchants often subdue the impulse to use some good selling or advertising idea because someone else somewhere has used it sometime. Of course if your competitor stages a popularity contest it would be bad policy for you to stage one immediately afterwards. But that is no reason why you should never stage such a contest—the next year, or the year after that.

And it is only necessary for you to be original in your own community. So if you hear of a good one put over by some merchant in some other community don't pass it up because it has been done before. As far as your business is concerned the whole world is right inside your trading area. Your customers are not traveling about from town to town comparing merchants' methods. Nor are they reading the trade papers to see that no one puts the same thing over twice.

Your objective is to sell your customers, not to surprise some traveling salesman for a phonograph house, or some advertising or newspaper man. If you hear of a good one used in California your customers in Ohio are pretty certain to know nothing about it. They are not in the talking machine business.

There are two kinds of merchants. The man

who just keeps the door open so trade can walk in, if it wants to, and the man who creates trade and brings it in. Take your choice.

In going after trade remember you are only trying to sell your customers and not your competitors nor phonograph experts.

**NEWARK LANDAY SHOP EXPANDS**

Names of Salesmen in Charge of Booths Placed on Doors Facilitate Service and Promote Friendship With Customers Who Visit Store

NEWARK, N. J., December 27.—Alterations which have been under way at the Landay Shop, Broad street, this city, have been rushed to completion and the establishment now has a number of additional booths for the demonstration of records.

This is one of the largest Victor establishments in the city and Louis H. Jacobi, recently made manager, in order to insure the best possible service to customers, has placed several of the record demonstration booths in charge of one member of the sales staff. The names of the sales persons in charge have been placed on the doors of the booths, and customers who desire to listen to records are thus enabled to ask for the salesman by name. There are about eighteen booths in this establishment, and besides facilitating service this plan has the advantage of promoting friendship between the sales staff and customers.



One Man Delivery Cover



A. BRUNS & SONS  
50 RALPH AVE.  
BROOKLYN  
N. Y.

**"BRUNS MADERITE"  
Phonograph Moving Covers**

*Precautions taken in delivery often save the necessity of polishing and repairs*

A supply of correctly designed and properly made delivery covers will protect phonographs from damage during delivery process—no packing or unpacking—no dirt, no paper, no twine—just slipped on at the store and off at your customer's home.

BRUNS MADERITE Moving Covers are constructed to yield maximum service—they are made in various styles to meet the needs of dealers—the BRUNS one-man cover; the closed cover or the cover for the popular Table model are made right to give right service at right prices.

BRUNS MADERITE Covers are produced in two grades, "A" of Brown Duck, "B" of Standard Khaki Drill—they are fleece-lined, padded heavily and closely quilted. Descriptive price list on request.

*If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.*

**A. BRUNS & SONS**  
Manufacturers of Everything Made of Canvas





# STEGER

*the finest reproducing Phonograph in the World*



Model 506  
\$295.00



Model 502  
\$145.00



Model 503  
\$165.00



Model 509  
\$235.00

CONFIDENCE in the phonograph you sell is half the battle in successful sales-work.

The Phonograph merchant who sells the Steger does so with the enthusiasm that springs from a sincere appreciation of the Steger's wonderful music-reproducing powers and constructive excellence.

The artistic Steger plays all makes of disc records correctly with such sparkling vivacity and unsurpassed fidelity to every tone of voice or instrument that the listener may readily imagine himself in the presence of the living artist.

The wonderful Steger tone-chamber of even-grained spruce and the unique, patented adjustable tone-arm make perfect rendition of every disc record certain.

The Steger Phonograph is beautiful in the artistry of its design and the attractiveness of its finish. There is a variety of pleasing designs that will appeal to every lover of the beautiful.

From a sales standpoint the Steger offers great possibilities to the aggressive dealer. It is backed by powerful national advertising and a profitable merchandising plan that add immeasurably to the value of Steger representation.

*Desirable Territory Open*

If you want satisfied customers—patrons who will keep sending their friends to your store—write us today for the Steger proposition and a copy of our latest style brochure.

*Phonograph Division*

## STEGER & SONS

*Piano Manufacturing Company*

Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

*"If it's a Steger—it's the most valuable Piano in the world."*



Model 505  
\$220.00



Model 504  
\$200.00



Model 501  
\$115.00



Model 510  
\$290.00



Model 500  
\$80.00



# Some Practical Suggestions for Developing Trade During the Winter Months :: <sup>By</sup> Aug. N. Hand

Now that the Winter season is with us, the talking machine merchant has an opportunity to turn out some appealing advertising, drawing comparisons between the outside and the inside of the home. A word picture of a cheery home with a warm, comfortable fire and the family gathered around listening to the strains of music emanating from a talking machine compared with the cold, uninviting, blustery outdoors will go a long way toward arousing the desire for a machine in the hearts of householders who do not possess one. Or, if there is a machine, there will in many cases be a desire for some new records.

People who go shopping on a cold wintry day do not desire to stand before a window display, no matter how clever it is; therefore, while a good display still retains its value, it does not exert the strong influence which is the case in Summer. But if a person sits in a comfortable home and reads an advertisement along the lines suggested above the appeal for music is sure to be pronounced.

In the majority of instances when the evening is extremely cold or it is snowing the members of the family are usually to be found at home, unless it is absolutely necessary to go outdoors. This fact affords the dealer an opportunity of increasing his profits through evening activities. He may remain in his store and use the telephone to good advantage by calling up customers and stating his desire to arrange a concert in their homes for the family and any friends whom they may care to have present, making it plain that the selections for the concert may be chosen by the family from the latest list. Thus

only records which the particular prospect has not purchased will be selected and several sales are sure to result. Where friends are invited it sometimes happens that one or more of them do not own a talking machine and an avenue is opened up which will either add another live prospect to the dealer's list or result in an immediate appointment which may lead to the sale of a machine.

Then, too, the fact that the merchant takes the

## *Reasons Why Winter Months Can Be Made Profitable in Results Through Expanding Trade and Good-Will*

trouble to personally arrange a home concert for the enjoyment of his customer and makes his appearance at the home not only gives him the opportunity of making a further study of his patrons, but it also impresses on the customer's mind the service which the dealer extends and cements the friendship for the music house which should have been started when the machine or first record was sold.

Another method of securing business during the Winter months may be found in the many dances and social affairs in churches and homes. In every community there are several churches where the young people have clubs and societies and dances are arranged from time to time. In most cases the only music at these functions is that which is loaned and carried to the place by members, or which is hired.

The local talking machine dealer can get some worth-while publicity by obtaining a list of these organizations and offering to furnish music free of charge on request. The offer, in most cases, will be accepted with delight and a keen appreciation which will travel much farther than one would believe. Young folks usually tell their parents and friends about such things as these, and the mere fact that a machine has been loaned to a few clubs for social events will provide publicity which will reach many people, most of them lovers of good music.

In connection with the latter plan the dealer could increase his prospect list by making the condition that each dancer or member of the club place his name and address and whether his home contains a machine on a card provided for the purpose. The information thus secured can be used to promote the sale of machines where there are none and of records where it is found that a machine is owned.

It is a good thing to be efficient, but some merchants become so darned efficient that they lose sight of the fundamentals of business and run their establishments like a soulless machine. Are you guilty?

## Right off the Bat!

PEARSALL'S won the "Service" Pennant of '21.

Ask any Pearsall Dealer—He'll tell you. Now for 1922—Get with us.

*"Desire to Serve Plus Ability."*

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS





## Why You Should Sell Sonora Phonographs

### *Reason One: Quality versus Discount*

EVERY dealer must decide whether he will push the *Quality* line, or the nondescript *Discount* line.

The *Quality* line might offer less margin per sale—but the *Quality* line offers a commanding *reputation* which means a steadily growing *demand*.

The *Discount* line must be sold unaided. One sale does not make another—the inferior instrument does not even *stay sold*.

Sonora *Quality* really enables the dealer to do business with *less cost*—and more *net profit* on his *total investment*.

Sonora—the Highest Class Talking Machine in the World—is the most salable proposition in the phonograph industry. Among users everywhere Sonora represents the *acme of perfection*.

Think this over—write for information today.

### Baby Grand \$200

One of the most popular models in the Sonora line.

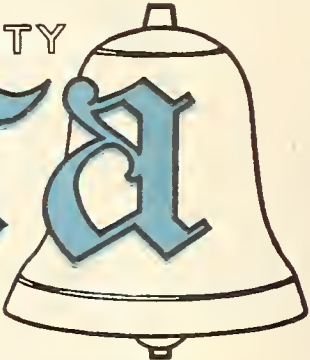
In cabinet work, finish, motor, tone quality and universality of use, Sonora Baby Grand is unsurpassed as a sales proposition at the price. An instrument you can feature steadily the whole year through.



THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL





*List of Distributors*

**Gibson-Snow Co.,**

Syracuse, N. Y.  
State of New York with the exception of Greater New York and towns on Hudson River below Poughkeepsie.

**W. B. Glynn Distributing Co.,**

Saxtons River, Vt.  
States of Maine, New Hampshire, Vermont and part of Massachusetts.

**Griffith Piano Co.,**

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

**Hessig-Ellis Drug Co.,**

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

**Kiefer-Stewart Co.,**

Indianapolis, Ind.  
State of Indiana.

**Lee-Coit-Andreesen Hardware Co.,**

Omaha, Nebr.  
State of Nebraska.

**M. S. & E.,**

221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island and eastern Massachusetts.

**C. L. Marshall Co., Inc.,**

514 Griswold St., Detroit, Mich.  
Michigan.

**The Magnavox Co.,**

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

**Southern Drug Company,**

Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Co.,**

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

**Southwestern Drug Co.,**

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

**Doerr-Andrews-Doerr**

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

**Moore-Bird & Co.,**

1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**C. D. Smith Drug Co.,**

613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N. E. Oklahoma.

**Strevell-Paterson Hardware Co.,**

Salt Lake City, Utah.  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**

Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Philadelphia, Inc.,**

1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Long Island Phonograph Co.,**

150 Montague St., Brooklyn, N. Y.  
All of Brooklyn and Long Island.

**Greater City Phonograph Co., Inc.,**

311 Sixth Ave., New York.  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie including Greater New York with the exception of Brooklyn and Long Island.



THE INSTRUMENT OF QUALITY

**Sonora**

CLEAR AS A BELL



## VICTOR DEALER ACTIVITY IN IOWA

Splendid Holiday Trade Closed With Good Demand for Standard Makes of Talking Machines and Records—H. B. Sixsmith Discusses Situation—New Dealers and Changes

DES MOINES, IOWA, January 5.—The holiday season for talking machines in Iowa proved to be the best ever experienced by the trade. This was especially true of the standard makes. Terms were unusually good, in spite of the fact that the farmers were reported as having ceased buying. In a town of about 20,000, mostly a college population, located in the central eastern part of the State, the December business amounted to over \$7,000, of which over 40 per cent was cash. This was exceptional when the same store reached a volume of only \$2,000 for the same month last year. This store handles pianos, Victrolas and Brunswicks.

H. B. Sixsmith, sales manager for Mickel Bros. Co., Victor wholesaler, reports that the demand for Victrolas far exceeded the supply. "As usual," said Mr. Sixsmith, "the shortage was with us again over the holidays. All finishes, especially in mahogany and brown mahogany, of course, were in great demand and our stock was completely exhausted a week before Christmas. Some stock which we thought slow sellers were eagerly bought by the trade. One thing which pleased me very much were the several reports sent in by the dealers. In a number of cases customers, upon failing to find an instrument of the standard makes to their liking, refused to buy at all."

Over twenty post offices in the State of Iowa have installed Victrolas. The report is that lively music is an incentive to fast working and each postmaster using it is enthusiastic over the results he has obtained. Popular numbers, such as "Wabash Blues" and "Ma," seem to be very effective.

The Morris Sanford Co., of Cedar Rapids, recently installed one of the most effective windows devoted to the Victrola No. 300 yet seen. Small pieces of blotting paper, about six inches square, were used to give the floor the resemblance of tile. A Victor oil painting of the trademark and a large basket of flowers only were used in connection with the instrument. A large claret shade velvet curtain formed the background and the display was flooded with an amber-shaded light at night. Frank Walter, the manager of the department, was responsible for the idea.

A number of dealers throughout the State have adopted the slogan, "Say It With Records," and from the December reports the results were good.

Due to the efforts of the Garst Store at Coon Rapids, Ia., the town has formed a Music Study Club. It is scheduled to meet once a month at which time a different opera is studied, with the help of the Victrola and the Victrola Book of the Opera.

A number of dealers occupied their slow season during July and August by taking a musical census of the community. This idea was carried out very religiously in the northeastern part of the State and from reports the sales made during December were little short of marvelous, most of which were traceable to the information gathered when the census was taken.

Harmony Hall, of Iowa City, made arrangements with the Superintendent of Maintenance of the local railroad to place a No. 50 Victrola on the car of every section superintendent. These section gangs are on the road most of the time and are often obliged to park their cars in some of the most secluded parts of the country. Who wouldn't give almost anything for music when they're a hundred miles from nowhere?

Ralph B. Townsend, for the past nine years manager of the Victrola department of the Davidson Co., in this city, left on January 1 to take a similar position in Youngstown, O. Mr. Townsend is well known to the Iowa dealers, having been very prominent in the workings of the Iowa Victor Dealers' Association, of which he has been twice elected treasurer.

Miss Ruth Uhl, for a number of years associated with Chase & West, has joined the forces of the Davidson Co., and will have charge of its Victor record department.

B. F. Bibighaus, assistant manager of the traveling department of the Victor Co., was a visitor with Mickel Bros. Co. last month. Mr. Bibighaus spent several weeks in this section of the country visiting the various Victor distributors.

G. L. Richardson, Victor traveler, has left Iowa for his vacation at Collingswood, N. J. "Larry" has made a good many friends in Iowa and it is hoped that he will be given this territory for 1922.

Clarence E. Powers, Adel, Ia., has taken over the business formerly known as McCauley & Powers, and in the future his efforts will be devoted exclusively to the marketing of Victrolas.

## "Does It Play All Records?"

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

**MAGNOLA** "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE, CHICAGO  
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

## ANNOUNCE LOWER PRICES

Kirkman Engineering Corp. Makes an Important Announcement to the Trade for 1922

The Kirkman Engineering Corp., of New York City, announces radical reductions in the price of its K-E and Simplex circular record cleaners. These cleaners, protected by United States patents, were put on the market in 1912 and large numbers have been sold to the trade, which is familiar with this design. It is said to be the first round cleaner on the market, this construction being a strongly patented feature. The manufacturer claims for this form of cleaner that a round surface is theoretically correct for the circular motion necessary when cleaning a record most satisfactorily.

By perfection of automatic dies the company claims to be in a position to sell the K-E metal cleaner below pre-war prices and with greater profit to the dealer and jobber. The K-E metal cleaner with oxidized attractive finish is being featured by the company, which claims superiority of this cleaner over the wooden grade.

When interviewed by The World, H. M. Linter, sales manager, stated that the company would maintain its policy of selling to the dealer only, through the recognized jobber. They do not sell direct. Mr. Linter states the sales of K-E automatic stops have been heavy for the holiday trade. The price of these has been reduced as well. The company has been making automatic stops for talking machine manufacturers for ten years.

## DEMONSTRATING BY TELEPHONE

Reed & Dady, Brunswick dealers in Hollywood, Cal., have inaugurated a telephone demonstration service for records that has proven very popular with the company's clientele. A special attachment is fixed to the mouthpiece of the telephone in the store, and the customer need only sit in his easy chair and make his desire known over the phone to have the records played for his special benefit. This service has greatly helped record sales.

In this era of the masses it is desirable and necessary every now and then to state that everything that makes life worth living is due to individual effort and the magical power of personality.



# Hello Mr. Victor Dealer

Victor Wholesale Exclusively

We are ready to assist you in making 1922 the most profitable year in your history.

Every department in our organization is in excellent shape for the New Year. Our facilities have been greatly increased and Victor dealers in our territory will find Mickel service and co-operation during 1922 practical and helpful

**MICKEL BROS CO**  
DES MOINES, IOWA



H. B. Sixsmith  
Sales Manager





HERE IT IS!

The  
**FLETCHER UNIVERSAL  
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.  
SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

*Fletcher*  
REG. TRADE MARK

TONE ARMS  
*Fletcher*  
REG. TRADE MARK  
REPRODUCERS



Dealers, Send for  
Prices and Terms

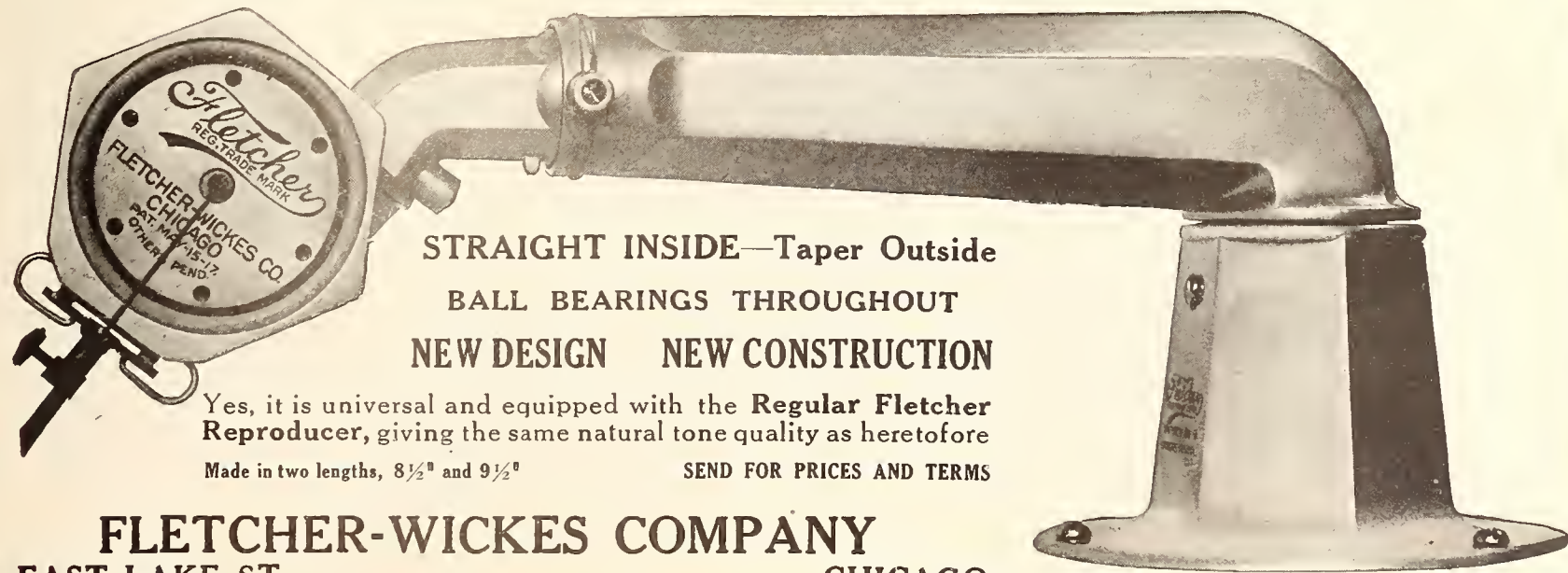
Reproducer  
and Connection  
for  
**NEW EDISON**  
Plays all Records

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher  
Reproducer, giving the same natural tone quality as heretofore  
Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**  
6 EAST LAKE ST. CHICAGO

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



## BIG HOLIDAY VOLUME OF TRADE IN COLUMBUS

Demand for Records Unparalleled—Generosity of Heaton's Music Store—Lectures on Opera Help Trade—C. C. Baker's Enterprise—Visitors to the Perry B. Whitsit Co.—Other News

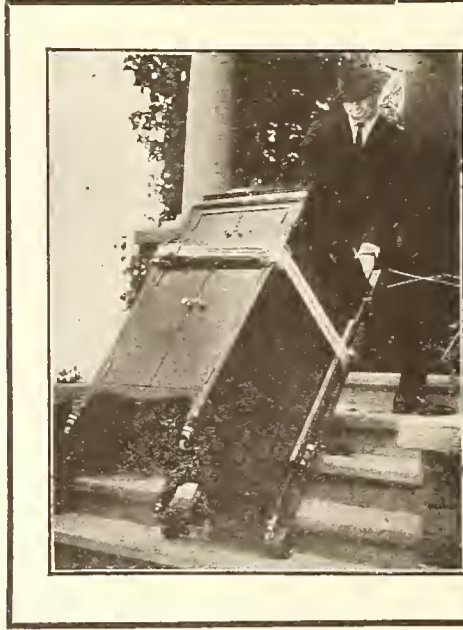
COLUMBUS, O., January 4.—Christmas hymns were heard in many homes during the holiday season in this city if the sale of Christmas records is to be taken into consideration. The week preceding Christmas was the busiest week local dealers have experienced during the entire year. "We have sold records and records and then some," is the way E. M. Levy, manager of Heaton's Music Store, 168 North High street, expressed the volume of business during that week. This firm sold more than 500 discs of "Silent Night," sung by various artists. Other Christmas records in large demand were "Oh, Come, All Ye Faithful," by Mme. Schumann-Heink; "Adeste Fideles," by John McCormack, and "Joy to the World," by the Trinity Choir. Many people who had heard Harry Lauder, who appeared in this city recently, bought many of his records. Another red seal record that was a good seller is "The Last Hour," by John McCormack and Fritz Kreisler.

Through the generosity of Heaton's Music Store the Franklin County Home, the county infirmary, had a musical festival, and consequently a much happier Christmas this year. A Victrola, together with a number of the better-known records, among which several Christmas numbers were included, constituted the Christmas gift to this institution by this firm.

The need of such a present at the Franklin County Home was mentioned by a member of the Columbus Exchange Club to Wert Heaton, a member of the club and a member of the firm of Heaton's Music Store. Mr. Heaton immediately responded in the above fashion to this suggestion. The Victrola and records were delivered to the Home in time for the inmates to enjoy them on Christmas morning.

Friends of G. T. Cooper, formerly connected with Goldsmith's Music Store, were glad to learn that he has joined the sales force of the Elite Music Co., Victrola specialists. Mr. Cooper has been selling Victrolas for the past eight years. In this capacity he has made it his hobby to sell these instruments to schools.

Now that the lecture series on the "Psychology of Great Operas" has come to a close, a favorable reaction has followed. One devotee



## Let One Man Deliver Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety. No stairs too steep. Quickly adjusted to any size or make of machine. Equipped with rubber-tired wheels. The saving of the second man on the wagon will soon pay for the truck.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

**Self Lifting Piano Truck Co.**  
FINDLAY, OHIO

of the opera bought as many as twenty records of the more famous selections included in the five operas of the course. Prof. Thomas Scott Lowden, who conducted the course, declared that he was well pleased with the interest manifested in his lectures. "This was a new thing in this city, but I am happy to say that the response that followed was very gratifying to me."

Mrs. W. L. Matton, chairman of the committee of the City Federation of Women's Clubs in charge of this course, stated that from an educational standpoint this course was one of the very best things the City Federation has ever offered the local public. "The results of this course will, no doubt, prompt the Federation to give another such course, with probably different operas during the next year," said Mrs. Matton.

The program of this course consisted of these operas: "Faust," "Rigoletto," "Aida" and "Orpheus and Eurydice," "Il Trovatore," and "Carmen." In the discussion of each opera the Victrola served as the medium of presenting the arias, duets, trios, choruses and orchestral selections to the audience.

Perhaps the busiest place in the city of Columbus is the store of C. C. Baker, especially since he has attempted to move the new stock of Victrolas and records that he purchased from the Goldsmith's Music Store, which is going out of business. Mr. Baker has added ten new people to his sales force, and in spite of this there seems to be work for as many more. Mr. Baker intends to increase the size of his store in order to take care of the extra stock. In order to relieve the congested conditions, especially in the

demonstrating booths, the Sel Rex counters have been installed.

Mr. Baker insists that what he sells is service. "We give the public what they want and when they want it. Service in its true sense is what we give." Mr. Baker sends out as many as 45,000 leaflets, circulars and cards a month announcing new records and player rolls to prospective buyers. "The reason we do this," Mr. Baker said, "is because we want our prospective customers to be informed on what we have to sell. If they want a certain record then they know we have it."

The Perry B. Whitsit Co., Victor wholesaler, had a number of visitors in the last week. Among the dealers who visited this wholesale firm were F. G. Mardis, Mt. Vernon, O.; Guy Smith, London, O.; Robt. Hawken, Springfield, O., and E. O. Collender, Zanesville, O.

### ARTO CO. IN RECEIVER'S HANDS

Business to be Continued by Daniel F. Minihan  
—Assets Far Exceed Liabilities

NEWARK, N. J., January 1.—Former Congressman Daniel F. Minihan has been named receiver by the Federal Court for the Arto Co., of West Orange, manufacturer of talking machine records. His bond is \$25,000 and he is directed to continue the business of the company. The application was made by Edward C. Mills, of New York, acting for a number of music concern creditors. The liabilities are stated at \$185,000. The assets include plant, \$216,000; bills receivable, \$132,000, and cash in hand, "not in excess of \$500,000."

### WINDSOR PRODUCES SALES

Sonora Dealer Closes Twelve Sales From Window Display—Window Attracts Attention

MILWAUKEE, WIS., January 5.—The Wm. A. Klug Furniture Co., of this city, Sonora dealer, presented recently one of the most attractive window displays that has been featured in the local trade for some time past. As a result of the window the company closed twelve Sonora sales, which indicates the tremendous value of an effective and artistic window display. The window was noteworthy for its simplicity and several Sonora period models with a background of silk hangings gave a rich atmosphere to the display.

### Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

**WARBLETONE MUSIC CO.**

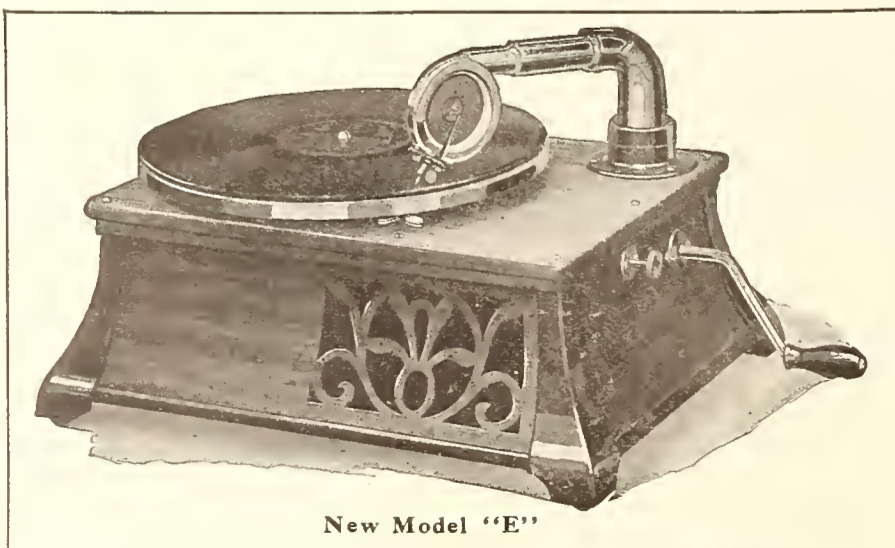
225 Massachusetts Ave. INDIANAPOLIS, IND.

The General Phonograph Mfg. Co.

## Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio





The Roman Forum from the Capitol

# Rome Was Not Built in a Day-

*It takes time and experience to perfect steel talking machine needles*

*To be exact—there are twenty-five years of successful manufacturing back of each individual Bagshaw Needle.*

**BAGSHAW** Steel Talking Machine Needles packed to suit each individual requirement.

Send us your needle problems. We guarantee you prompt service and all quality.

*Write for our 1922 Distributors' Proposition.*  
**PRICE LIST NOW READY**

**YOU** can appreciate, Mr. Distributor and Mr. Jobber, the concentrated and untiring efforts which have made

**BAGSHAW  
PRODUCTS  
SUPREME**

**The First Talking Machine Needle  
In America Was Made By Us**

**FIRST THEN—  
FIRST NOW!**

Do not be deceived with inferior needles of cheap quality, construction and price

*Insist on Bagshaw Quality*  
**THE UTMOST IN STEEL NEEDLES**

# W. H. BAGSHAW CO.

Factories: **LOWELL, MASS.**

*Selling Agents:*

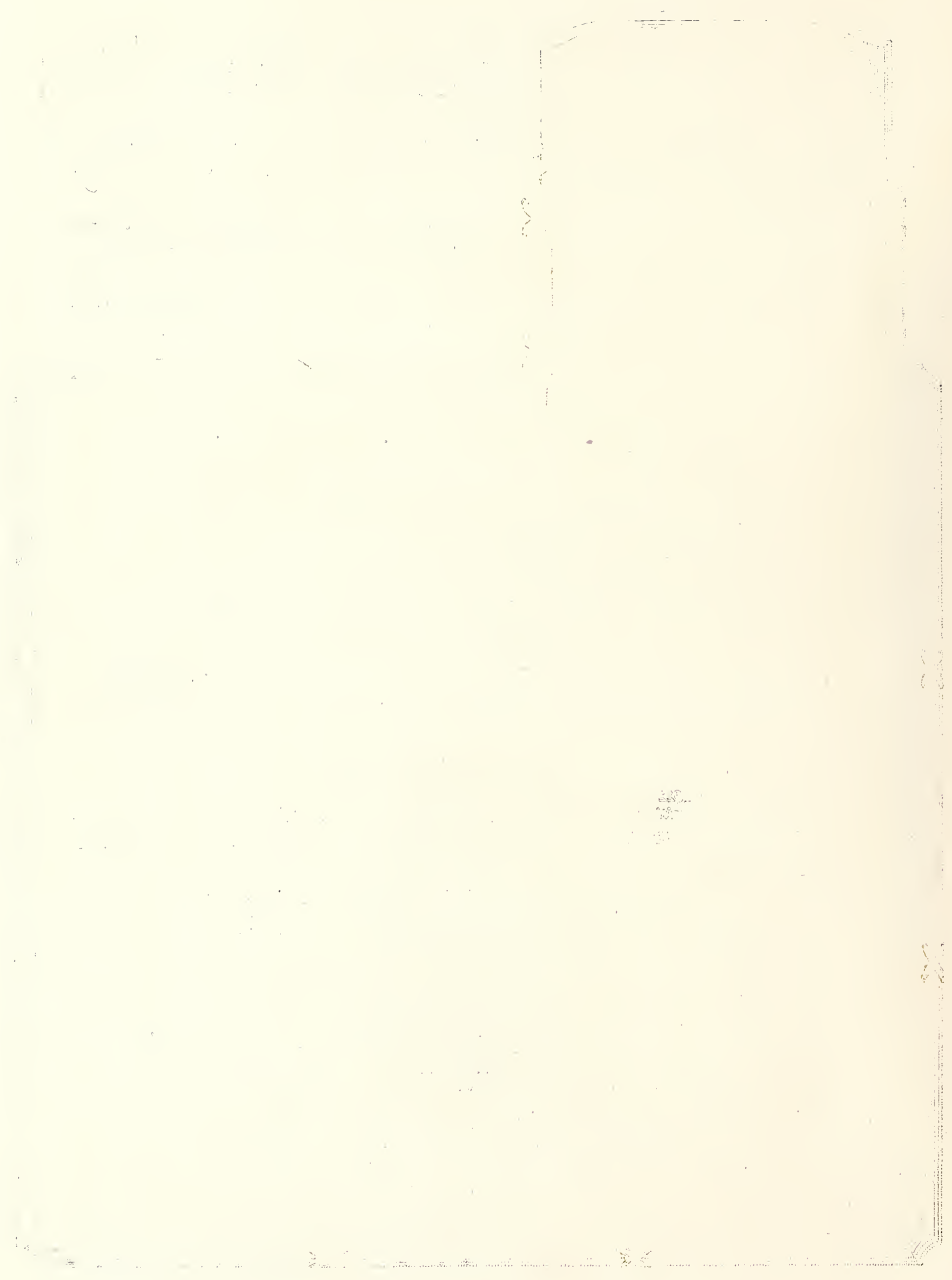
**BRILLIANTONE STEEL NEEDLE CO.** OF AMERICA INCORPORATED

347 FIFTH AVENUE, NEW YORK

At 34th Street

Suite 610







**Another February winner! A double-decker. Al Jolson, now starring in *Bombo*, sings "Yoo-Hoo." And the Broadway Male Quartet scores with "Georgia Rose." No dust will settle on this record. A-3513.**



**Columbia Graphophone Co.  
NEW YORK**

**A FEW GOOD SALES POINTS**

**"Do You" Contained in Koerber-Brenner Red Seal Analysis Are Worth While Considering**

A suggestive list of "Do You" is given in the Koerber-Brenner Red Seal Analysis for December as follows:

Do you play for your customers in a booth where interruptions do not distract attention?

Concentrate.

Do you sell the customer what you want sold or allow the customer to buy what he thinks he wants?

Be a salesman.

Do you keep at least two records in a booth (popular and standard-over-stock) to play while you get the record asked for?

Suggest.

Do you lead customers to listen to music when they are inclined to chat with you?

Efface yourself.

Do you say, "Is there anything else," giving a chance for a negative answer, or "Let me play this for you?"

Be positive.

Do you allow the customer to seek you and ask to be waited on?

Courtesy pays.

Do you say something interesting about every record?

Avoid being automatic.

Do you test the speed of your demonstrating machines regularly?

Be methodical.

Do you use a Tungs-Tone Stylus for demonstrating?

Practice what you preach.

Do you close the lid of the Victrola while playing?

It avoids false vibrations.

Do you use the automatic stop always?

Add to the customer's pleasure.

Do you chew gum while trying to sell?

Be dignified.

Do you carry on personal conversation with other employes while customers are present?

Be businesslike.

Do you keep sweet?

Smiles mean dollars.

Finally, do you think of your customer just as a person or as one of a type?

**HANDLING THE CHENEY LINE**

The Cheney line of phonographs is featured by the Curtis Studio, of New Haven, Conn. The firm reports that these machines are increasing in popularity in that section and that business is exceedingly brisk.

Fred J. De Ghuee has been appointed Emerson representative for New Jersey. The latest addition to the recording force of the company is Richard Bolt, who was formerly with the Greenwich Village Follies.

A Victor department was recently added to the Rexall Store at Nashua, Ia.

**HOME CONCERTS INCREASE SALES**

SALEM, IND., January 2.—E. F. Routh, local Victor dealer, is popularizing Victrola concerts in homes in this vicinity and incidentally he is boosting his own business. Mr. Routh's plan consists of a letter sent to a select few of his prospective customers informing them that he will furnish the Victrola and records if they in turn will invite some of their friends to enjoy a concert by the world's greatest musicians. Neatly typewritten programs listing the records and containing a short description of each one are distributed at the concerts, which are proving extremely good business getters.

**WHY "THIRTEEN" IS POPULAR**

"Thirteen is lucky for me," says Renato Zanelli, Chilian baritone at the Metropolitan and popular Victor artist. "Thirteen letters in my name, married June 13, made my debut here December 13, and my thirteenth record just put on the market, 'Marianina,' is numbered 66013."

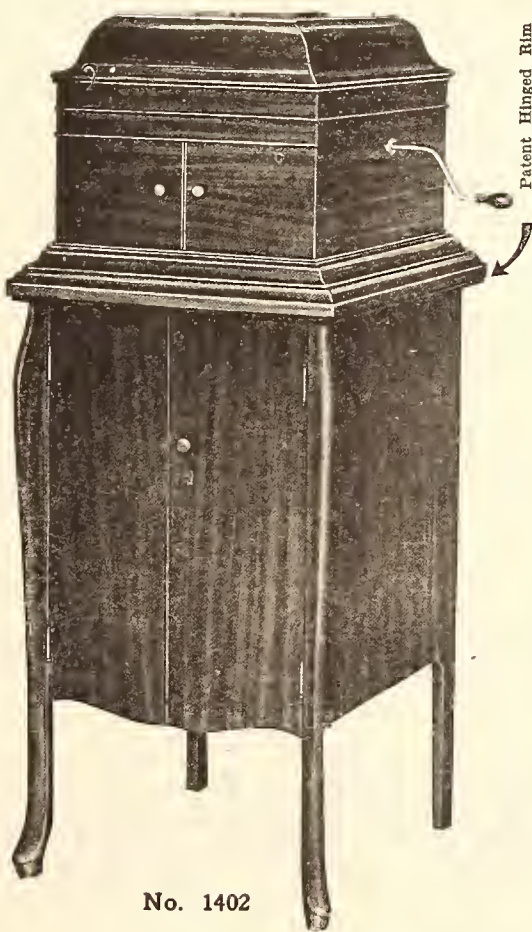
**CARUSO ESTATE TO BE DIVIDED**

**Heirs Petition Court to Enable Widow to Gain Possession of Royalties From Victor Talking Machine Co., and New York Property**

Enrico Caruso's heirs have united in asking the Surrogate's Court in New York for ancillary letters of administration to give Mrs. Caruso the right to take possession of his property in this State. The estate is to be distributed under the terms of an agreement in accordance with the Italian law under which half will go to his daughter, Gloria, and the other half be divided equally among his widow, his sons, Rodolfo and Enrico, Jr., and his brother, Giovanni.

The papers showed that the estate in Italy is valued at approximately \$2,500,000. There was from \$150,000 to \$200,000 of property in New York. It was said that other ancillary letters would be asked for in New Jersey to enable Mrs. Caruso to collect royalties on talking machine records made by the Victor Talking Machine Co., which have been estimated at \$200,000 a year.

**A Foundation for Sales**



No. 1402

**D**ISPLAY your Victrola IX's on this Udell record cabinet. Put a real sales foundation under them and make two sales and profits instead of one. Sell more records, too.

Note, in the illustration, the exclusive, patented hinged rim. That is the connecting link which combines talking machine and cabinet in a handsome, substantial furniture unit and ends objections to table-type machines.

Now consider the price and the Udell name for quality and workmanship—for this No. 1402 record cabinet is Udell-standard through and through. Then let Mr. Western Union or Mr. Postal send us your order, collect.

**A Profit-Earner**

This Udell Cabinet is furnished in mahogany or quartered oak. It holds eight Victor albums.

**\$12.15**  
F.O.B. INDIANAPOLIS

**The UDELL WORKS**  
at Indianapolis



# OKeh Records

## *Latest Hits and Quick Releases—*

Always something new and your orders are filled with the utmost dispatch.



OKeh Records combined with Consolidated Service, make an OKeh Agency the most to be desired. Write us and our representative will be glad to explain our attractive dealer proposition for 1922.

*Wholesale Distributors for OKeh Records*

## Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



**RICHARD STRAUSS AND BRUNSWICK**

First Records by Noted Conductor-Composer to be Announced Shortly by Brunswick Co.

The first of the new Brunswick records by Richard Strauss, the noted composer and conductor, will be awaited with unusual interest by those who appreciate the finer things in music, particularly in view of his very successful tour



Richard Strauss

of the United States this season. On his tours Dr. Strauss played the piano parts of his own sonatas and also acted as accompanist to the vocalists who interpreted his songs. He has also appeared as guest-conductor amid much enthusiasm.

The announcement of Dr. Strauss' engagement to record exclusively for the Brunswick records, made soon after his arrival from Europe for his American tour, created a profound impression. His visit here has been a great success. The first of his records will be issued in the near future.

**SELLS SONORAS TO MUSICIANS**

Boston Musician and Sonora Dealer Closes Many Important Sales—Specializes on Developing Business in Musical World

The sales department of the Sonora Phonograph Co. recently called the attention of Sonora dealers to the splendid record of sales made by Samuel Manus, leader of the Copely Square Orchestra, of Boston, and one of the most prominent musicians in that city. Mr. Manus, in addition to his musical activities, conducts an exclusive Sonora business in Boston which is meeting with exceptional success.

Mr. Manus has sold Sonora phonographs to a large number of musicians, among whom are the following prominent Boston musicians: Walter Smith, one of America's foremost trumpet players; Robert Blake, of the Copely-Plaza Orchestra; Dr. Newinan Cohen, Touraine Hotel Orchestra; Abe Lepow, leader, Touraine Hotel Orchestra; Louis Dalbeck, Boston Concert Trio; Burt Patrick, Majestic Theatre Orchestra; Joseph Daly, United States Navy Jazz Band; Phil Robish, Young Men's Symphony Orchestra, and Harry Levine, concert pianist. Louis Torgrove and Abraham Torgrove, both members of the St. Louis Symphony Orchestra, were also supplied with Sonoras by Mr. Manus while visiting Boston recently.

A novel use to which the Sonora is put by Mr. Manus has attracted considerable attention. It is his practice to have his orchestra accompany a record made by a famous artist as played on the Sonora, with the orchestration specially arranged so that it synchronizes perfectly with the playing of the record.

**PROGRESSIVE VICTOR DEALER**

W. S. Holloway, Flushing, O., Doing Excellent Victor Business—Features Attractive Windows

FLUSHING, O., January 5.—Although this town has a population of only 1,000 people, it supports a very fine Victor establishment owned by W. S. Holloway. Mr. Holloway is doing business equivalent to the sales of the dealer in an average town of 7,000 and he is giving excellent representation to the Victor line. The accom-



W. S. Holloway's Attractive Window

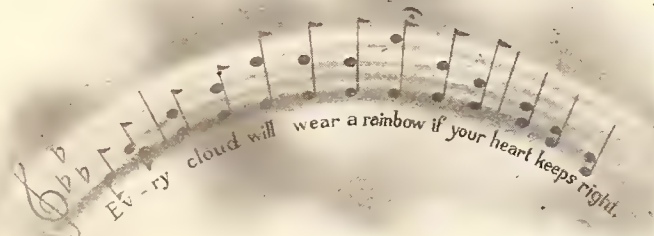
panying photograph will give some idea of Mr. Holloway's initiative and aggressiveness, for it will be noted that this photograph features the Red Seal clock produced by the Reincke-Ellis Co., of Chicago, and a window streamer of the greatest song hit of the day, "Say It With Music."

**HARGER & BLISH WILL CONTINUE**

The World has just received word from Harger & Blish, Edison distributors in Des Moines and Sioux City, Ia., that the article appearing in the December issue announcing the formation of a new company to be known as Silzer Bros., to succeed the firm of Harger & Blish, was premature. The deal was under consideration, but negotiations were finally called off.

**RAINBOW  
SACRED  
RECORDS**

Double Disc 85c.



**RAINBOW  
SACRED  
RECORDS**

**RAINBOW RECORDS**

Brighten the Corner Where You Are *with Rainbow Records*

HOMER RODEHEAVER, supreme in Sacred Song. His new Rainbow Records are excellent.

Start the year right with a stock of Rainbow Records.

Rainbow Records—No Heavy Stock—No Old Stock—Sell from January to December. Every Dealer Can Sell a Sacred Record.

*Distributors:*

A. J. HEATH & CO.  
27-29 South 7th St.  
Philadelphia, Pa.

STERLING ROLL &  
RECORD CO.  
137 W. 4th St.  
Cincinnati, O.

RODEHEAVER CO.  
218 So. Wabash Ave.  
Chicago, Ill.

J. K. POLK FURN. CO.  
294 Decatur St.  
Atlanta, Ga.

A. J. HEATH & CO.  
110 South Calvert St.  
Baltimore, Md.

RODEHEAVER CO.  
814 Walnut St.  
Philadelphia, Pa.

CABINET & ACCESSORIES CO., INC.  
145 East 34th Street  
New York, N. Y.

**RODEHEAVER RECORD CO.**

150 East 41st Street

New York



**THREE NEW VICTOR RECORD ARTISTS**

First Records by Mme. Lashanska, Fannie Brice and Miss Patricola in the February List

The preliminary announcement of the Victor records for February is of particular interest to the trade from the fact that the first Victor records of three new members of the Victor family of artists are to be found in that list. Mme. Hulda Lashanska is represented in the list by two records, one of Carl Loewe's Canzonetta, and the other of Barnby's setting of Tennyson's "Sweet and Low," the records, it is said, being well calculated to sustain her reputation as a concert singer.

Fannie Brice, the popular comedienne, at present with the "Ziegfeld Follies," sings "Second Hand Rose" and "My Man" (Mon Homme), and Miss Patricola, popular vaudeville star, sings "I've Got My Habits On" and "Happy Hottentot." In addition to the three new artists, the February list is also interesting from the wide variety of musical selections offered for the consideration of record buyers.

**A CLEVER PUBLICITY STUNT**

Roy Swanstron, manager of the Brunswick Shop, in St. Paul, Minn., has adopted a clever idea for advertising his new records. He had built a clever replica of the Brunswick record, label and all, and had a glass plate fitted therein to carry the name of the newest record hit. A light back of the glass serves to make the title of the record stand out, and the name of the record is changed as the new favorites develop.

**INCREASES CAPITAL TO \$60,000**

The Phonograph Shop, Inc., of Dallas, Tex., has filed an amendment to its charter providing for an increase of capital stock of this concern from \$20,000 to \$60,000.

What men call firmness in themselves they call contrariness in others.

**DEVELOPING THE RECORD BUSINESS**

Some Valuable Suggestions From Geo. K. Stewart Along the Lines of Making the Public Appreciate the Record as an Ideal Gift

INDIANAPOLIS, IND. January. 3.—George K. Stewart, of the Stewart Talking Machine Co., Victor distributor of this city, is a great believer in the theory that the record business is very much what you make it. He is one of the veterans who have advocated teaching the public to appreciate what an ideal gift a record is.

"All we need to do is to get the public to give some thought to what a perfect gift a record can be," said Mr. Stewart, "and now that the Christmas rush is over and there are a lot of new machines around the country, it is the psychological time for dealers to work on this idea.

"We must take a leaf out of the candy manufacturer's book and learn that people buy that which is made attractive to their eye. We all know that an ordinary grade of candy when attractively boxed and beribboned is a big seller. Most gifts of candy go to women, and we know how that sex delights in the appearance of anything.

"The record gift box should likewise be used to boost record sales, even if the dealer finds it necessary to make a charge for the increased cost. It works beautifully in combination with the popular idea of 'Take Home a Record.'

"I have noticed the rapid growth among certain dealers in mail order business, and I think that this is one phase of our business that can be expanded to surprising proportions. In conducting a mail order business there is one thing that I would warn dealers to beware of, and that is cheap and careless packing. Unless they are well packed and wrapped the losses on breakage will overbalance the profit."

**REAL STATUS OF FOREIGN TRADE**

Greater Quantity of Goods Exported by the United States During Last Fiscal Year, Although Total Valuation Is Much Lower

WASHINGTON, D. C., January 3.—Lower prices rather than diminished quantities are responsible for the three billion dollars decline in the value of American foreign trade in the last fiscal year, as compared with the immediately preceding year, in the opinion of Dr. Julius Klein in his first annual report as Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

"In fact," says the Director, "a compilation of exported commodities, reduced, so far as possible, to a quantity basis, shows weight increases of 34 per cent for the groups of raw materials and of 37 per cent for foodstuffs in 1921 over 1920, with a decrease of 4 per cent for such partly or wholly manufactured articles as can be shown in weight.

"It will surprise many pessimists to learn," declares Dr. Klein, "that the final totals in this compilation, which included articles forming 69 per cent of the value of domestic exports in 1921, indicated that the exports of these goods increased 23 per cent in quantity over the amounts sold last year, though their value decreased 19 per cent."

The world-wide exchange situation, revived competition in foreign markets, and decreased demand for American raw materials on the part of Europe, combined with a drastic cut in American imports of raw materials, are the principal factors contributing to the lower foreign trade totals, says the Director.

The Director refers to the fiscal year 1920-21 as "the most dramatic in the entire history of the foreign trade of the United States." He says that "the extraordinary episodes of that year in our business overseas" resulted in a most severe strain upon the facilities of the Bureau of Foreign and Domestic Commerce—first, as a consequence of the "amazing strides" made by American export interests during the early months of the year and, secondly, as a result of the disorganization and confusion which spread through-

**H. N. McMenimen**  
*Consulting Engineer*

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

**Recording, Plating and Pressing**

**Motor, Tone-Arm and Reproducer Design**

**Patent and Model Development**

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Laboratory:

**Scotch Plains, N. J.**

Tel. Fanwood 1438

Offices:

**2 Rector Street, New York**

Tel. Rector 1484

out the markets of the world with the accompanying panic of cancellations during the period of depression which marked the closing months of the year.

A new and unusual feature of Dr. Klein's report is a sixty-page review of world trade and of economic conditions in each of the important markets of the world.

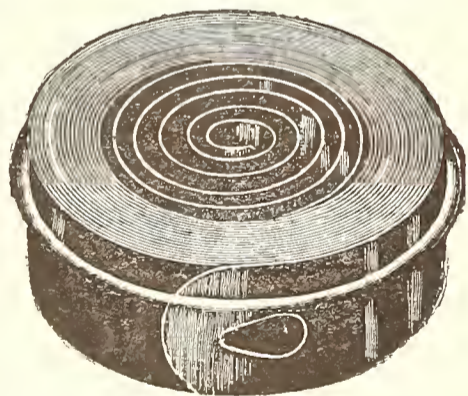
**TALKER MUSIC FOR MURDERERS**

TRENTON, N. J., January 4.—In order to brighten the last days of murderers condemned to die in the electric chair at the New Jersey State Prison a phonograph will be installed in the death house. It will be given by the men of the Third Presbyterian Church of Trenton. The only music the men have in the death house is that furnished by a talking machine occasionally loaned by another part of the institution.

G. H. Baker, of Ossining, N. Y., owner of the G. H. Baker Music Store, one of the largest establishments in that city, is featuring Victor talking machines and records.

It is always well to keep in mind that scratching the surface will never dig up business. Pays to scratch deeper.

**Main-Springs**



**For any Phonograph Motor Best Tempered Steel**

	Each
3/4 inch x 10 feet for all small motors.....	\$ .35
1/2 " x 10 " " Pathe, Columbia, Heineman....	.40
1 " x 10 " " Columbia.....	.45
1 " x 11 " " Columbia with hooks.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heineman and Pathe.....	.50
1 " x 10 " " Saal, Silvertone, Krasberg.....	.50
1 " x 13 " " Saal, Silvertone, Brunswick.....	.60
1 " x 16 " " Sonora, Brunswick, Saal.....	.70
1 3/16 " x 18 " " Heineman and Pathe.....	.80
1 1/2 " x 25 " " Edison Disc.....	1.80

**SAPPHIRES—GENUINE**

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

**PHONE-ARMS**

The very best, loud and clear, throw-back.....\$5.00  
With large reproducer, very loud, Universal..... 4.50  
With smaller reproducer, hut loud and clear..... 3.00

**PHONOGRAPH NEEDLES**

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

**ORDER RIGHT FROM THIS AD**

Send for price list of other repair parts and motors.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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



**No. 35176 Iris Lily Bouquet**

24x30 inches in lavender, pink, yellow or red with natural prepared foliage, including vase as illustrated; each, \$1.75; per dozen, \$18.00; without vase, \$9.00 per dozen.

Write for MY SPRING CATALOGUE No. 35, containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Trees, etc., MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

No. 61 BARCLAY ST., NEW YORK, N. Y.





## The Big Possibility For 1922

### The Modernola Fulfills the Demand

Every business man feels the need for new ideas, new angles and new merchandise. To the Phonograph Dealer there is offered for 1922 the newest model Modernola—the big distinctive instrument that is *entirely different* from the hosts of other Phonographs.

The Modernola line has been simplified to one design, built in Solid Mahogany and Solid Walnut, finished in either high gloss or dull finish; hand or electrically driven motor and a wide selection of lamp shades.

### You Can Use the Modernola To Wonderful Advantage

The added feature of the handsome lamp shade puts the Modernola at a distinct advantage on display in the store or in the home. The distinctive shape of the instrument in itself offers big opportunities.

For full information address

**The Modernola Company**  
Johnstown, Pa.

Eastern Representatives:  
The Modernola Sales Co., Inc.  
Offices, 929 Broadway, N. Y.

#### Don't Delay

We have a special proposition which will interest you. Just address Dept. D.



# "IMICO" Shaft No. 4 Proves Big Producer Best Quality Diaphragm Mica

Send for Samples and Special Quotations Effective Now

## IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

"IMICO" AND "SERVICE" ARE SYNONYMOUS

One IMICO jobber states "We thank you for enabling us to secure the representation for the \_\_\_\_\_" (a prominent Tone Arm).

A Tone Arm manufacturer and IMICO consumer—"Thru your efforts on our behalf, it has been possible to secure the Artophone Co., St. Louis, to represent our product."

**IF YOU CANNOT BE A CONSUMER YOU CAN BE A JOBBER—WRITE FOR PROPOSITION IF YOU ARE A MANUFACTURER AND NOT AN IMICO CONSUMER, EVENTUALLY \_\_\_\_\_?**

MIDWEST OFFICES AND WAREHOUSE  
106-110 W. LAKE ST.,  
CHICAGO, ILL.  
V. T. SCHULTZ  
CLEVELAND, OHIO  
RAYSOLO SALES CO.  
LANCASTER, PA.

ARTHUR BRAND & COMPANY  
CINCINNATI, OHIO  
WALTER S. GRAY  
SAN FRANCISCO, CAL.  
DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWA

ARTOPHONE COMPANY  
ST. LOUIS, MO.  
STEINOLA COMPANY  
KANSAS CITY, MO.  
PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.

### OKEH WINDOW DISPLAY SERVICE

New Service Introduced by General Phonograph Corp. Meeting With Success—Each Display Card Features One Record Only—New Service Based on Drawings by Prominent Cartoonists

The General Phonograph Corp., New York, manufacturer of Okeh records, has inaugurated a new window display service for the use of its dealers which is unique in many respects. The company has called into its service a number of

at a considerable distance. The cards may be so arranged as to fit any size window and with each set is sent a diagram with instructions as to how they can be arranged to the best effect.

Although the first of these new display cards has been out but a few weeks, dealers are sending in enthusiastic reports of the attention the cards are attracting. One New York dealer who placed the cards in his window visited the company's offices personally to tell the sales executives that the crowds were blocking the streets looking at his window, and, better still, the attraction was pulling them inside and making immediate sales, which he stated was decidedly unusual for any window display.

Discussing this new window display service, the Okeh advertising department said:

"In the past it has been the invariable custom in the trade to supply window displays of only a general pictorial

been abandoned, and we have decided to prepare each month a group of seven cards, each devoted to a single record.

"This new Okeh display service will depart entirely from 'pretty pictures that don't make sales.' We are going to get away from merely general ideas and the same old stuff one sees in the windows month in and month out. Our whole new plan will be based on the idea that the thing people like best is entertainment, and that folks love to laugh. So every Okeh display for 1922 will be chock full of human interest and a smile. Of course, each display will vary and be entirely different from the preceding one, but in every case it will also be so entertaining that everyone will stop and look at it. It has often been proven that a cartoon will influence more people than the lengthiest editorial, and we are going to utilize this principle. Okeh displays are to be done in cartoon style, because of the proven success of our newspaper advertising, which is also done in cartoon style throughout. The window cards will not only have a compelling interest of their own, but will tie up to the art style of our newspaper campaigns."

### MAY SEAL PARCEL POST PACKAGES

Believe That New Post Office Ruling Will Help Department as Well as Business Men

WASHINGTON, D. C., January 3.—Sealed packages may now be sent through the mails by parcel post, under instructions which have been issued to postmasters by the Post Office Department. Changes have been made in the Postal Laws and Regulations liberalizing the conditions under which parcels of fourth-class matter may be accepted for mailing at the fourth-class rates of postage, as it is recognized that the preparation of parcels in this manner is advantageous to both the mailer and the postal service.

Special labels or notations are required on sealed parcel post packages, showing the character of the contents, such as "wearing apparel," "music rolls," "jewelry," etc., and stating that the parcel may be opened for postal inspection if necessary. It is not required that the quantity of contents be indicated, although this information may be shown if desired. In stating the character of contents a descriptive term of general nature will suffice.

The privilege of sealing parcel post packages will be appreciated by business men in many lines where it will permit of more careful packing. Decision to liberalize the regulations was brought about by this fact, and is part of the Post Office Department's campaign for better packing on the part of mailers.



Okeh Window Display Service Conceived Along New Lines

prominent cartoon artists who have produced humorous illustrations of Okeh record titles. These drawings have been used as the basis for the new window display cards and the titles are prominently displayed. The new cards are not only attractive and interesting from an artistic standpoint, but are proving business stimulants of real value.

Each of the monthly displays will consist of seven separate cards, six of them measuring 11 x 14 inches and one card measuring 14 x 22 inches. All of the cards will be printed in seven colors, and, since they feature but one record, the lettering is of sufficient size to be read easily

appeal. Window cards depended for their sales value principally upon the list of records printed thereon in comparatively small type. The dealers could use them advantageously only when they were new and they had a complete list of records in stock. They could not feature any particular record at a particular time when their trade was strongly interested in it without also showing records which may have proved poor sellers in their community. The new Okeh service makes it possible for the dealer to not only make a complete display, using all the cards, but he can use them as single units with telling effect. The old idea of inclusive display has

## PHONOSTOP

5th Successful Year

ACCURATE—DURABLE

Reasonable Price

Nickel or Gold

Universal Standard

Guaranteed Fully

## NEED-A-CLIP

NEW FIBRE NEEDLE CLIPPER

Retails at

Popular Price

A Superior Tool

Guaranteed

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.



# Some Practical Merchandising Suggestions for the Talking Machine Trade

By Russell R. Voorhees

## COLOR AS A SALES INFLUENCE

A dealer in talking machines noticed how some people preferred one color to another and found that color exerts a psychological effect on people.

His store was arranged so that several booths for the playing of records were located across the rear of the store. He had each of these booths decorated in a different color, taking care that everything was in harmony and that the color used predominated in everything in the room.

When a customer entered the store to hear a record he would be invited to step into one of the rooms at the rear of the store. The choice of the rooms was left to the customers and it was noticed that in most instances they showed certain preferences.

It was found that this simple little idea helped the clerks make sales. The color exerted its psychological influence on the customer, and since they picked out the room they liked they were naturally put in a happy frame of mind, just the frame necessary to make a successful sale.

## HOOKING UP WINDOW WITH ADS

A talking machine dealer who always made it a point to display in his windows the same goods that he advertised in the newspapers recently worked out a little idea that enabled him to tie up the newspaper advertisements to his window and make each more valuable.

He noticed that many people would pay his window a visit to see what a certain talking

machine looked like which he had advertised that day, but with other instruments in the window it was not always easy to tell which one was advertised. In order to overcome this he would paste a copy of the advertisement on his window just as soon as it appeared, and then from the back of the advertisement he would run a red baby ribbon to the machine mentioned in the advertisement. In that way it became an easy matter to locate the machine that was mentioned in his publicity. He found that it also tied up the two forms of advertising and made each much more productive.

## A SUPER MAILING LIST

A mailing list is considered an asset to any business, but a retailer of talking machines recently proved that a super mailing list is worth even more.

He had a mailing list to begin with, but felt that if he had more information than this list gave him he could make better use of it. So he secured a small pad for himself and for each of his clerks, and as they learned anything about any of their customers they would jot it down on this pad. Later this information would be transferred to the proper card in the mailing list.

After a time this retailer had what he called a super mailing list that told the likes and dislikes of his customers, what sort of a machine they had, what kind they would like to have, their special liking for certain records and lots of other valuable information.

His direct-by-mail advertising was then done with much more system and much less waste. He would circularize with special mail matter

only those people who were interested in certain specialties, and thus eliminate practically all waste. It took a little more work to get this super mailing list in shape, but it more than paid for the extra trouble.

## A RAINBOW DISPLAY

The old idea of a pot of gold at the end of the rainbow was recently made use of by a talking machine dealer, but in his case the pot of gold became a pot of happiness. He rigged up an imitation rainbow out of cardboard mounted on a wooden frame and covered with crepe paper of various colors. This rainbow was put diagonally into the window with one end at the front top corner and the other end at the rear back corner. In that way it was easily seen by all who came near the store.

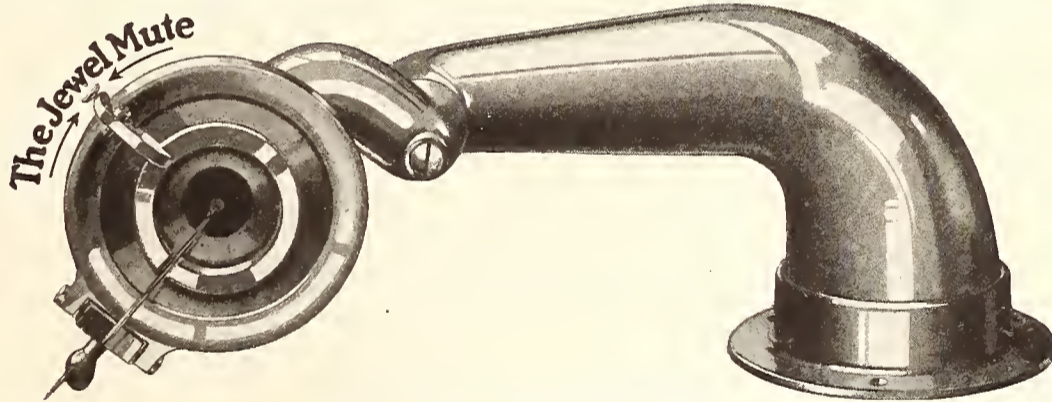
The floor of the window was covered with the same varicolored crepe paper that was used to make the rainbow, and the display of talking machines put in about the same way as in the usual case.

A large sign was suspended in the center of the window with the following message: "Find Your Pot of Happiness at the End of the Rainbow." And then at the end of the rainbow stood one of the choicest instruments that this dealer carried. The riot of color that was used in trimming this window made it one of the most attractive that this dealer ever used.

## CLOVER DAYS AS SALES STIMULANT

A talking machine retailer who believed in having sales events from time to time, at which

(Continued on page 50)



## FEATURES

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

## PLAYS ALL RECORDS No. 2 Round Tone Arm and Reproducer



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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

**NOM-Y-KA**

## THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

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



## PRACTICAL MERCHANDISING IDEAS

(Continued from page 49)

time he would make worth-while inducements to get people to buy instruments, decided to hook all of these events together with a name. So he called them "Clover Days" and used the phrase "Good Luck for Everybody" with it.

In trimming his window for these events he would make liberal use of artificial clovers for decorative purposes and would use green crepe paper to match for the floor of his window. In the center of the window and suspended from the ceiling he would have a large sign worded as follows: "Clover Days—Good Luck for Everybody." And any price tickets that he used in the displays would always carry the catch phrase "Good Luck for Everybody" as well as the name of the event, "Clover Days." And all of these price cards as well as the large card in the center of the window were done in green ink on a dark background to carry out the color scheme.

## M'CORMACK CONCERT BOOSTS SALES

Appearance of Victor Artist in Newark Stimulates Record Sales

NEWARK, N. J., January 5.—The appearance of John McCormack, Victor artist, at a concert in the First Regiment Armory here last week was featured by Victor dealers throughout the city, resulting in a greatly increased demand for records by this famous artist.

The talking machine department of Hahne & Co. featured the appearance of McCormack by some special Victor advertising, which was productive of good results, and other concerns placed pictures of the artist in their windows and in conspicuous places in their establishments. Dealers helped in the distribution of tickets, which were soon disposed of.

## PHIL RAVIS HAS A PAIR OF KINGS

Phil Ravis, president of the Peerless Album Co., New York, has been receiving the congratulations of his friends upon the arrival at the Ravis household in New York of a baby boy. This heir to the Ravis fortunes arrived on December 18, and Mr. Ravis is now the proud father of a "pair of kings." We understand that the new baby is taking a keen interest in the talking machine industry, particularly in his ability to compete with vocal records of exceptional volume.

## DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

# D. R. DOCTOROW

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800

## WIDDICOMB CATALOG WORK OF ART

New Catalog Issued by Widdicomb Furniture Co. Noteworthy for Its Quality and Sales Value—Illustrations Exceptionally Attractive—Introductory Traces Company's Progress in Talking Machine Industry

GRAND RAPIDS, MICH., January 8.—The Widdicomb Furniture Co., of this city, manufacturer of Widdicomb phonographs, has just issued a new catalog that is in full accord with the prestige of this well-known line of instruments. It is complete in every detail, and Widdicomb dealers who have received advance copies are delighted with its sales value and typographical excellence.

The various models in the Widdicomb line are presented through the medium of handsome photographic designs featuring the instrument in an atmosphere of refinement and beauty. The majority of these illustrations have been used in Widdicomb advertising, and among the instruments that are featured are the Chippendale, Model 4; Chippendale, Model 7; Adam, Model 12; Queen Anne, Model 6; Queen Anne, Model 3; Sheraton, Model 8; Adam, Model 2; Sheraton, Model 5; Early American, Model 1; Early American, Model 9, and Adam, Model 10. Each model is featured on a full page, and brief descriptions accompany the photograph, these descriptions giving the dimensions, the equipment and the woods in which the instrument is furnished.

The last page of the catalog gives a brief résumé of the individual characteristics of Widdicomb phonographs, including a few paragraphs relative to the cabinet, motor, filing system, horn amplifier, tone arm, reproducer and tone control.

The introduction of this catalog is entitled "Widdicomb, the aristocrat of phonographs—its

twofold appeal suggests a new standard in phonograph value." This introduction, which sets forth the aims and ideals of the Widdicomb, reads in part as follows:

"The Widdicomb phonograph is not alone a musical instrument of superior type—it is an article of fine furniture, which can fittingly take its place in the most perfectly appointed room. The story of the development of the beautiful Widdicomb designs of to-day forms an interesting and romantic chapter in phonographic history.

"In the pioneer days of the phonograph little heed was given to beauty of design and cabinet work. In the effort to perfect musical reproduction appearance was more or less lost sight of. The Widdicomb Furniture Co. was the first to sense the possibilities of a new idea in phonograph construction—why not combine perfection as a reproducer with artistic design and finish commensurate with the prominence of the phonograph in the home? For fifty-six years it has been a recognized leader as a fashioner of beautiful furniture. Its exclusive creations in period design set the standard for fine cabinet work. With this broad experience of the popular taste for period furniture it visualized the appeal of a phonograph of similar master craftsmanship.

"From that beginning came the exquisite Widdicomb period phonographs of to-day, distinguished by the same artistic skill and master craftsmanship that has always marked Widdicomb furniture creations. Faithful interpretations of the best designs of the old masters of woodworking, they have an added touch of rare charm and individuality that is distinctively Widdicomb. Built in the most popular period designs—Chippendale, Sheraton, Adam, Queen Anne and Early American art—Widdicomb phonographs are reproduced in a variety of styles and finishes to suit any decorative plan and to blend harmoniously and unobtrusively with the furnishings of the most tastefully appointed room. The first impression that comes to anyone seeing the Widdicomb for the first time is that it really 'belongs' in the home—that it is a fitting part of the finished scheme of decoration, commanding only its own share of attention as an article of furniture.

"At the same time that the beautiful cabinet work and designs which distinguish Widdicomb phonographs were being developed phonograph experts were quietly at work perfecting a musical reproducer in keeping with Widdicomb ideals for the new phonograph. After two years of exhaustive research they perfected the Widdicomb amplifying tone chamber, an exclusive feature which is to-day recognized as marking a new era in musical reproduction. Its twofold appeal to every person who appreciates good taste and beautiful furniture has deservedly earned for it the title—the aristocrat of phonographs."

The Widdicomb Furniture Co. is entitled to congratulations on the appearance of this volume.

## VALUE OF CHANGE OF ARGUMENT

The difficulty of the small boy in learning to spell because the teacher changed the words every day is nothing to the difficulty of becoming a salesman and meeting new arguments every day. But one way or another the boy generally learns to spell and there is no doubt about it, change of argument is what makes the salesman.



## Begin the Year 1922

with a

## Clean, Complete Stock of H. W.

- (a) Stock Record Envelopes
- (b) String Button Delivery Bags
- (c) Supplement Envelopes

- (a) 150 lb. Green Sulphite and 110 lb. Kraft.
- (b) Brown—Grey and H. W. Special Blue.
- (c) Blue—Pink—Green—White 5½x7½.

Samples and Prices will be Sent on Request

**HALSTED WILLIAMS CORPORATION**  
815 Monroe Street Brooklyn, New York





**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, *President*

25 West 45th Street

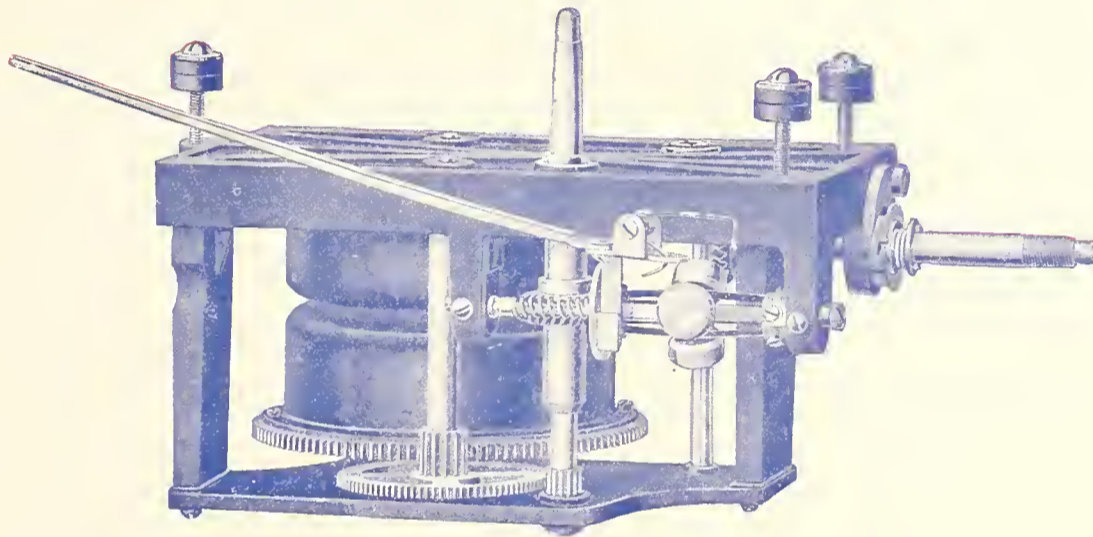
New York City, N. Y.



**1922**

# The Year of Console Phonographs

*Only Quality Will Sell!*



HEINEMAN MOTOR No. 44

Plays through five twelve-inch or seven ten-inch records with unvarying speed with one winding.

**PUT**

**HEINEMAN QUALITY MOTORS IN  
CONSOLE PHONOGRAPHS**

**AND**

**YOU WILL HAVE SATISFIED CUSTOMERS!**



**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.









**THE GREETINGS OF THE SEASON**

**The World Acknowledges and Reciprocates the Good Wishes of Its Friends**

The staff of The Talking Machine World takes pleasure in acknowledging and reciprocating the many expressions of good wishes for the holiday season and for the New Year that have been received at this office, those cards including: Ralph L. Freeman and Frank K. Dolbeer, Victor Talking Machine Co.; Curtis N. Andrews; Kraft, Bates & Spencer, Inc.; Mickel Bros. Co.; Toledo Talking Machine Co.; M. Steinert & Sons Co.; American Talking Machine Co.; Otto Heineman, president, General Phonograph Corp.; Ross P. Curtice Co.; John H. Wilson; Unit Construction Co.; Blackman Talking Machine Co.; Standard Talking Machine Co.; Ernest John, Victor Talking Machine Co.; William A. Condon, Chris G. Steger and Charles E. Byrne, Steger & Sons Piano Mfg. Co.; Edgar F. Bitner, Leo Feist, Inc.; Percy A. Ware; John Cromelin; Howard J. Shartle, Cleveland Talking Machine Co.; Otto Heineman and Adolph Heineman, General Phonograph Corp.; Ormes, Inc.; James J. Davin, Reincke-Ellis Co.; Musical Products Distributing Co.; Paddock Products, Inc.; Modernola Sales Co.; Chas. M. Tremaine; Robert Clifford, Cardinal Phonograph Co.; Samuel Steinfield, Claremont Waste Mfg. Co.; Knickerbocker Talking Machine Co.; Edward C. Rauth, Koerber-Brenner Co.; Cabinet & Accessories Co., Inc.; Billy Murray; E. F. Gebhard; P. W. Simon; J. D. Moore; H. B. Sixsmith, Mickel Bros. Co., Des Moines; Mickel Bros. Co., Omaha; Arno B. Reincke, Reincke-Ellis Co.; Edward B. Lyons; Edward W. Lundquist; Marcel Wheat; Arthur A. Trostler, the Schmelzer Co., Inc.; William H. Reynolds; A. R. Boone; Badger Talking Machine Co.; Stewart Talking Machine Co.; Ogden Sectional Cabinet Co., Inc.

**HOLIDAY GIFTS FROM JOBBERS**

**Dealers Receive Pleasing Reminders of Holiday Season From Leading Wholesalers**

Many attractive gifts were sent to the Victor dealers by the wholesalers. The Silas E. Pearsall Co. presented its dealers with a handsome tray made of lacquered brass, featuring the Victor trade-mark with the distinctive Pearsall adaptation of this design. For several years the Silas E. Pearsall Co. has forwarded lacquered brassware to its friends in the trade, and this year's tray is a welcome addition to the set.

Clarence L. Price, general manager of Ormes, Inc., New York, was responsible for the presentation of an exceptionally attractive onyx smoking tray that was enthusiastically received by the Ormes clientele. The smoking tray is complete in every detail, and, in fact, has several unique features which are distinctly up to date.

The C. C. Mellor Co., Pittsburgh, Pa., mailed to its dealers a beautiful gold knife, bearing the name of the recipient, together with the Victor trade-mark in black and gold with the name Mellor underneath. This knife met with a hearty reception from the Mellor clientele, as it combined attractiveness with practicability.

One of the most original gifts in the trade this year was a plum pudding that was presented to the New York Talking Machine Co.'s clientele by Arthur D. Geissler, president of the company, and the members of his organization. The plum pudding was prepared in the kitchen of the New York Talking Machine Co., where the Lunch Club meets daily, and was fashioned after a private recipe owned and controlled by Mrs. Neil, manageress of the Lunch Club's cuisine.

The silver Redi-point pencil presented to the trade with the compliments of the Modernola Sales Corp., of New York City, of which George Seiffert is president, has a distinctive appeal both from an attractive and utilitarian point of view. Mr. Seiffert has received many letters of appreciation from those to whom this very useful holiday reminder was sent.

Many friends of the Brilliantone Steel Needle Co., New York City, were presented at Christ-

mastide with a very attractive Shur-rite silver pencil. The attractiveness and usefulness of this gift, together with the good will which prompted it, were much appreciated throughout the trade. These pencils will probably be put to good use in writing off orders for additional quantities of Brilliantone needles throughout the year, if all predictions come true.

**NEW COLLINGS & CO. TRAVELERS**

**J. J. Conklin and O. F. Vincent Join Staff of Victor Wholesalers in Newark, N. J.**

Collings & Co., the well-known Victor distributors of Newark, N. J., announce the appointment of J. J. Conklin and O. F. Vincent as representatives in New Jersey territory. Mr. Conklin, who has had broad commercial experience, was formerly identified with two nationally known organizations. He will cover the territory heretofore visited by David Roche. Mr. Vincent succeeds Robert S. McAdam, who resigned in December.

**W. A. GRUBBS OPENS NEW STORE**

**Grubbs' Music Shoppe, Exclusive Columbia Establishment, One of the Finest in Toledo**

W. A. Grubbs, formerly manager of the Robinson & Compton Record Shop, has opened an exclusive Columbia establishment at 411 St. Clair street, this city, which is in the heart of the theatrical district. It will be known as Grubbs' Music Shoppe.

The new store is one of the finest in the city, every convenience having been installed for the benefit of patrons. The interior is finished in ivory, and a feature is the cheerful, homelike atmosphere of the record demonstration booths.

Furman and Nash, exclusive Columbia artists, who were appearing on Keith's bill on the opening night, rendered a number of their selections at the opening of Grubbs' Music Shoppe. The Bracht trio also helped to entertain the crowd.

The Back Music Co., of Rochester, Minn., has secured the local agency for the Brunswick line.

**"Be Sure Your Walnut is REAL Walnut."**



MODERN AMERICAN WALNUT PHONOGRAPH CABINET. CHIPPENDALE DESIGN.

**AMERICAN WALNUT**  
"The Cabinet-wood Superlative."

**The "Line" of Least Resistance.**

Alert manufacturers are seeking it for their products, and especially so where these are subject to strong competition, as in furniture.

American Walnut is your most powerful ally. Its steadily growing popularity is of the permanent kind. The resale by your trade is easy and secure.

Cleverly designed, well-made goods in this superb cabinet-wood will not alone do great credit to your product, but to your good judgment in selecting a medium which inspires the home-lover to purchase at sight.

Our nation-wide advertising is steadily educating the public to demand *genuine* AMERICAN WALNUT for furniture and interior woodwork, and is reminding them that

*This is the "American Walnut Period."*

*Valuable data for manufacturers. Valuable data for dealers. ALSO the Walnut "brochure de luxe." Write to the responsible producers of American Walnut Lumber and Veneers, the*

**AMERICAN WALNUT MANUFACTURERS' ASSOCIATION**  
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.

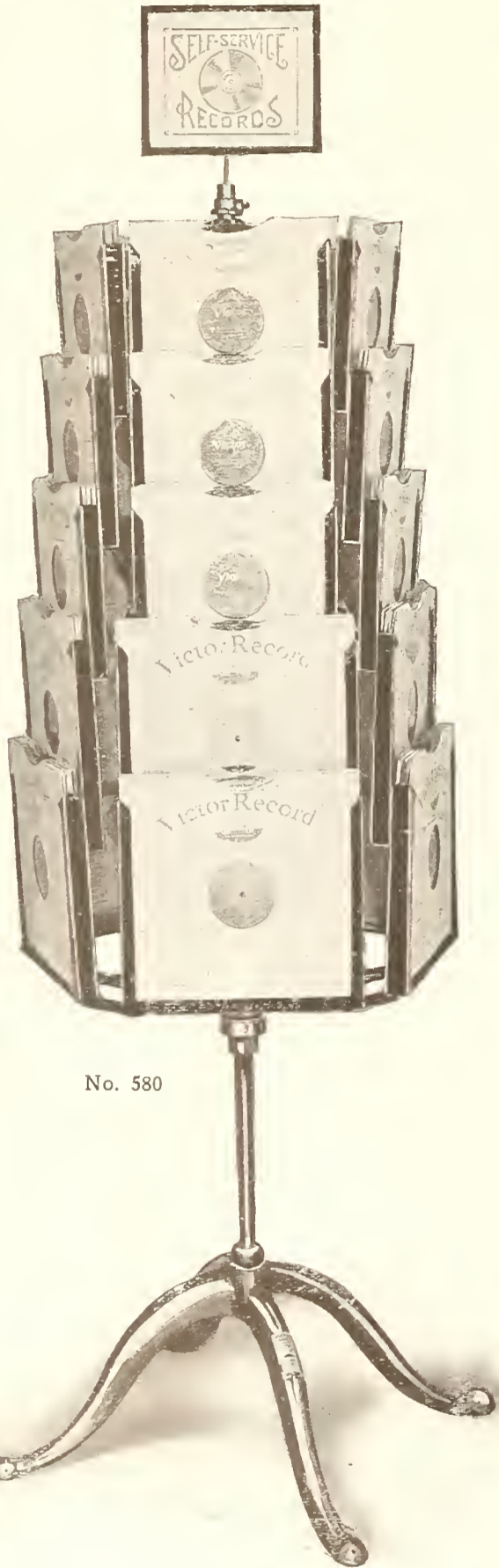


# 4 New Models to Help Increase Your Sales

## Our 1922 Catalogue with greatly reduced prices is NOW ready!

Ask Your Jobber

There is only one sure way of increasing Sales of Records—  
**Display Them!**

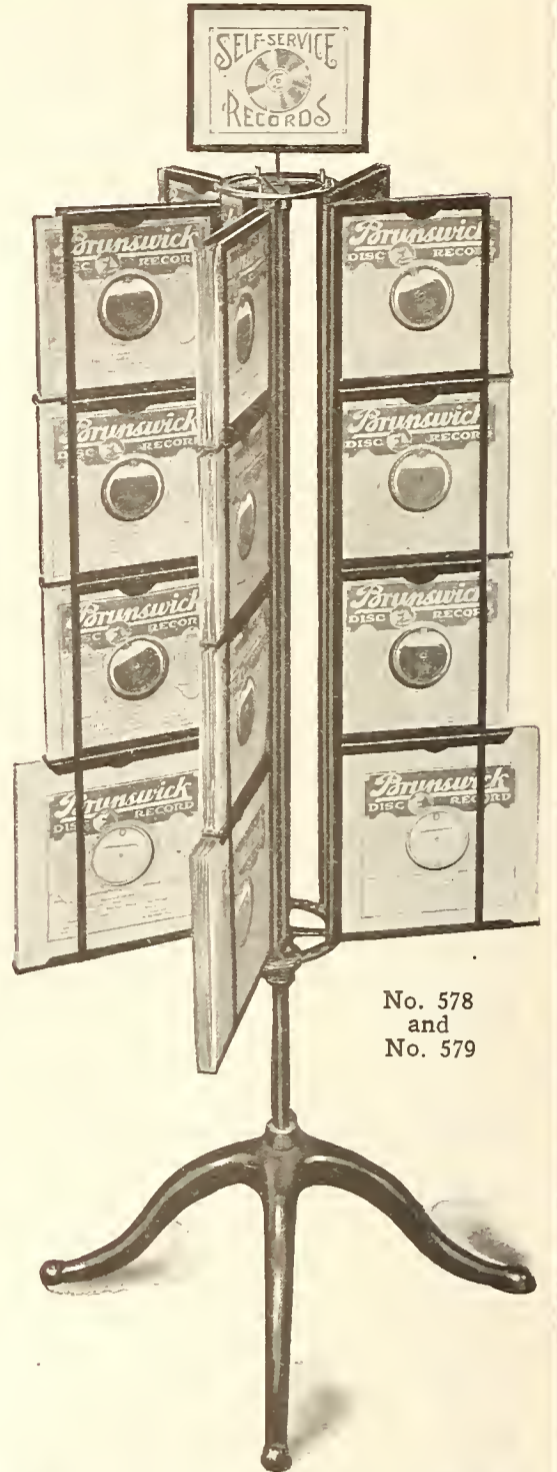


No. 580

**NO. 580. UNIVERSAL SELF-SERVICE REVOLVING RECORD DISPLAYOR.** Equipped with 25 steel pockets, ten holding 12" records and fifteen pockets holding 10" records. Each pocket holds five records, thus giving the fixture a capacity of 125 records. Equipped with heavy cast-iron base, upright steel tube and five sections of steel pockets. Fixture revolves on ball bearings. All titles clearly visible and fixture is guaranteed to hold full weight of records. Height of fixture 6 ft. 2 in. Width 24 in. Weight 95 lbs. Complete.....\$45.00

**NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR** made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

**NO. 579. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR** made to hold 10 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. 80 records are displayed and Displayor enables you to keep a reserve stock of 320 records. Height 6 ft. Width 30 in. Weight 145 lbs. Complete.....\$45.00



No. 578 and No. 579



**NO. 588. VERTICAL RECORD DISPLAYOR.** Holds five 10" records. Constructed of flat steel uprights, with adjustable easel back. The pins that hold the records are made so records cannot fall off. All steel parts are electrically welded and finished in double baked ebony enamel. Height 38 in. Weight, crated, 6 lbs. Complete....\$2.50



A New Idea for Window Display

**NO. 587. THREE PANEL SCREENS** for showing three monthly bulletins. Will make a very attractive window background and can be formed in different shapes, as each screen is hinged together, allowing them to be placed at any angle. Size of each screen, 13x36 ins. Made of channel steel, with 3/16-in. round steel on the outside, electrically welded and finished in double baked ebony enamel. Each screen is furnished with cardboard fillers. Complete.....\$6.00

Write for prices to your Jobber or direct to  
**UNIVERSAL FIXTURE CORPORATION**  
133 West 23rd Street  
New York



**NEW COLUMBIA ARTIST**

**Al Herman Signs Contract to Record Exclusively for Columbia Co.**

The Columbia Graphophone Co. announced recently that Al Herman, well-known musical comedy and vaudeville star, had been signed as an exclusive Columbia artist. The first records by Mr. Herman will be included in the February list.

Al Herman is popular among theatre-goers throughout the country, as for many years he was a headliner on the Keith circuit and for several seasons was the star comedian in the "Greenwich Village Follies." He recently signed a contract to tour the country on the Keith circuit as a headline act.

**PLAN FOURTH PRAGUE FAIR**

**An Opportunity for American Exporters of Musical Instruments to Establish European Agencies, Says Department of Commerce**

WASHINGTON, D. C., January 4.—The Fourth International Sample Fair will be held in Prague, Czecho-Slovakia, from March 12 to 19, 1922, according to information just made public by the Department of Commerce here. One of the features of the event will be exhibits of all kinds of musical instruments.

Commerce Reports, the publication of the Department of Commerce, in connection with the event states: "This fair undoubtedly offers a good opportunity for American exporters to establish their agencies for central Europe and to meet the keen demand for various products."

**TO DISPLAY THE UDELL LINE**

**Full Line of Udell Record and Roll Cabinets to Be Shown at Grand Rapids Market**

The Udell Works, Indianapolis, Ind., manufacturers of talking machine record and player roll cabinets, announces that the complete line of Udell dependable cabinets will be on display in Grand Rapids on the second floor of the Klingman Building at the January market. In preparation for the exhibit the company has prepared a snappy little card with black background and yellow lettering reading: "Udell 'em, Udell! You've got the line."

**HACKETT SAILS FOR ITALY**

**Columbia Artist to Fill Important Role with La Scala Opera in Milan**

Charles Hackett, American tenor of the Metropolitan Opera Co., and exclusive Columbia artist, sailed recently for Milan to fulfill an engagement with Arthur Toscanini as chief light tenor of the Scala opera. After the close of the Scala opera, Mr. Hackett goes to Paris to sing at the Opera Comique. This is said to be the first time that an American tenor has ever sung at this famous opera house.

**VICTOR FOREIGN SUPPLEMENTS**

The Victor Talking Machine Co., of Camden, N. J., has distributed its January foreign record supplements to jobbers throughout the country. These are written in the following languages: Greek, German, Hebrew, Italian, Mexican, Norwegian, Portuguese and Polish.

**TO HANDLE BRUNSWICK LINE**

The J. I. Monroe Co., Williamsport, Pa., recently opened an exclusive Brunswick shop in that city, with a full equipment of booths and other furnishings.

The Victor Talking Machine Co., of Camden, N. J., will pay its regular quarterly dividend for the three months ending December 31 of \$1.75 a share on preferred stock and \$10 a share on common stock January 15.

**Letter of a Veteran Salesman to a friend**

(NO. I)

Dear Bill:

In your last letter you complain about the number of repossessions which you have been compelled to make and bad accounts and collection difficulties. Perhaps I can best help you out of your trouble by explaining some of the methods which we use in our store and which have proved very successful in mitigating this evil to a certain degree.

In the first place, from the trend of your gloomy epistle I surmise that your sales staff takes extreme pride in the fact that a customer usually goes out of your store after having purchased a far more expensive machine than she had planned on, and this, I believe, is the root of your trouble.

I have found from long experience that when the average person enters a store to buy a machine she has, as a rule, made a close approximation of the amount of money which she can spend, but all too often a clever salesman has succeeded in foisting upon her a far more expensive instrument than she could afford to buy. The result of this is that the family purse is strained to the limit to meet the weekly or monthly payments. The customer becomes irregular and in many instances discouraged, and if there is any financial difficulty in the home the payments stop altogether and the dealer is forced to repossess the machine, entailing, of course, the loss of a sale and a customer, since it is obvious that a person who has no machine will need no records. Of greater importance, however, is the fact that should this customer again reach an easy financial footing she most assuredly will not come to the establishment which has found it necessary to go so far as to repossess her machine, because she will feel humiliated.

When a customer enters our store we make it our business to try and discover how large an obligation this prospect can assume with safety. For example, if our prospect is a carpenter with a large family we know just about what his income is and approximately how much he can afford to spend for a talking machine. We do not try to sell him the more expensive machine which we would naturally try to sell to a physician or an architect. On the contrary, if his mind is set on purchasing an instrument which is out of all proportion to his ability to pay and he has no other income besides his earnings as a carpenter we would rather sell him a cheaper machine and be fairly sure that it will stay sold and the payments will be met promptly.

On the other hand, if a prospect enters the store and desires an inexpensive model and we find that he is financially able to purchase a better one we do everything in our power to sell him the more expensive model.

Skilful questioning on the part of the salesman will gain the desired information without giving offense to the customer and in the end everyone concerned will be better off. If this method is followed the customer will not only be able to meet his payments promptly, but he will be free from the worry of having spent money for something which he could not afford, and instead of losing him the house will enjoy his steady patronage.

Always your friend,

Jim.

A. Quintmeyer has taken on an exclusive line of Brunswick talking machines for representation at Columbus, Wis.

**Ogden's Original Stands**

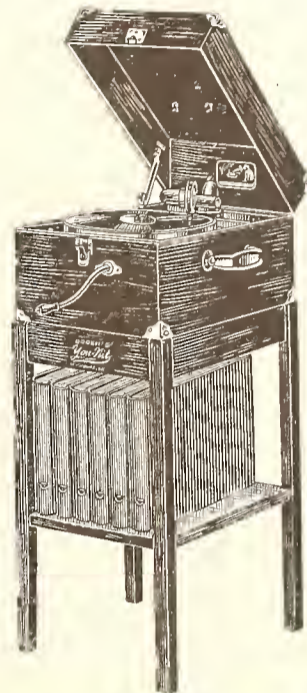
**For Portable Victrolas No. 50—IV & VI**

**SELL with Profit and Satisfaction**

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola and watch the Big Machine and Record Sales "Jump."

**A "UNIT" with Original Graceful Different Exclusive Novel 'Stands**



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

**Costs You Only \$6.50 Delivered**

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stands Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

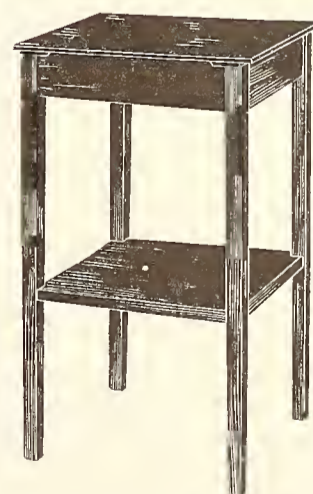
Oak Nos. IV and VI, each \$3.60—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models; each, 90c.

**Utility or Service Tables**

(Convenient for Many Purposes)

Are needed in every Record Room, Store and Home. A quick sale and profit article. Tables No. IV and VI in Oak, Mahogany and Enamel...\$4.75 Table No. VIII in Oak and Enamel, \$5.25 Table No. IXa Oak, Mahogany and Enamel .....\$6.50

(Tables Nos. VIII and IXa Display and sell with these Victrolas profitably.)



Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

**Ogden Sectional Cabinet Co., Inc.**  
LYNCHBURG, VA.



**LONG**  
QUALITY  
HANOVER, PA., U.S.A.

# LONG CONSOLES LEAD THE FIELD

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES are recognized leaders in the Cabinet field, and for 1922 we are planning to give the dealers enhanced service and cooperation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

*Write for Our Catalog*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite



**PLANS OF PRINCESS WATAHWASO**

**Popular Victor Artist, Under Management of Miss Cloud, Being Booked for 1922 to Give Recitals for Distributors and Dealers**

Princess Watahwaso, whose Victor records have brought a knowledge of Indian folk lore and song into the homes of the people throughout the country, is now arranging her bookings for the season of 1922. Princess Watahwaso is under the management of Miss M. A. Cloud, well known in talking machine circles through her former connection with the Putnam-Page Co., Inc., Victor wholesaler of Peoria, Ill. During the past year the Princess has appeared in a large number of recitals in dealer warerooms and, where the shop has been too small, in nearby concert halls. Her program consists of Indian dances, songs and legends, which furnish intensely interesting entertainment and invariably create a demand for her Victor records.

A number of dealers have had her appear in conjunction with concerts rendered by musical clubs and a large part of her work has also been in public schools, where the children are intensely thrilled by her work. Miss Cloud reports that in a number of instances no introduction was necessary to the school children, as they had already become familiar with her Victor recordings. Miss Watahwaso appears in the gorgeous raiment of an Indian princess, which increases the general effect greatly.

The Princess Watahwaso has a studio at 111 West Sixty-eighth street, New York City, and during 1922, under the direction of Miss Cloud, the Princess will place her services at the disposal of the Victor distributors and dealers. Following her appearance in the warerooms of a number of New York retailers and in many of the New York public schools, the Princess Watahwaso will leave for the Middle West. The Putnam-Page Co., Inc., has secured her services for a couple of weeks and, accompanied by W. H. Seitz, director of the Putnam-Page Co., she will appear at the warerooms of its many deal-

ers. She has also engagements in Chicago, Louisville and Indianapolis and expects shortly to be booked for almost the entire year.

**TWENTY-FIVE DISTRIBUTORS**

**Situated at Strategic Points in This Country and Canada Will Handle the Brilliantone Co.'s Needle Line—Means Efficiency**

The Brilliantone Steel Needle Co., of New York City, of which B. R. Forster is president and H. W. Acton is secretary, has completed one of the most successful years in the history of the organization.

The executives of the company are making extensive plans for 1922, which is expected to even eclipse 1921 in the volume of sales. A change in the distributing plans of the company was made on the first of the year. It is planned during 1922 to market the needles through the medium of only twenty-five distributors situated at strategic points throughout this country and Canada. It is expected that each distributor will order 50,000,000 needles throughout the year. This will not only greatly increase the efficiency of the Brilliantone Steel Needle distribution, but will also provide greatly increased service to the dealer in supplying his demand.

The exceptional success which has attended the efforts of Mr. Forster and Mr. Acton in providing the trade with a needle of uniform and superior quality is obvious and proves beyond doubt the value of specialization.

**OPENS NEW BRUNSWICK SHOP**

The city of Anderson, Ind., had another Brunswick shop added to its list of music stores recently, when the Lotts department store of that city opened a talking machine department in its large headquarters.

Henry I. Kincaide & Co., of Quincy, Mass., have secured the local agency for Victor talking machines and records.

**STARR CO. ADDS IMPORTANT AGENCY**

**Fenton Cleaning & Dyeing Co., of Cincinnati, O., Becomes Starr Phonograph and Gennett Record Agent—Operates Sixty Offices**

CINCINNATI, O., January 3.—The Starr Piano Co.'s phonograph department has just closed negotiations whereby the Fenton Cleaning & Dyeing Co., which has more than sixty offices in Cincinnati, Covington and Newport, is now handling the Starr phonographs and Gennett records, in which it does an extremely large business, especially in records. This branch of the business is run in connection with the cleaning and dyeing business and customers in connection with the latter service often purchase records before quitting the store.

**MAXWELL ADDRESSES LEGION POST**

**Vice-president of Thos. A. Edison, Inc., Points Out Future of Ad-Men's Post**

At the first meeting of the New York Ad-Men's Post of the American Legion recently William Maxwell, first vice-president of Thomas A. Edison, Inc., made an address on the future of the American Legion. He predicted that the Legion would become a strong social, political and industrial force in America. Advertising men who had been in service could take an important part in shaping the influence of the Legion, as members of it, he said. The most important work for the Legion in politics was for it to act as a body that would oppose class and sectional legislation.

**NEW YORK CONCERN INCORPORATES**

Williamson's Underseas Wonders, Inc., has been incorporated under the laws of New York State for the manufacture and distribution of talking and motion pictures, with an active capital of \$25,000. Incorporators are J. E. Williamson, G. A. O'Keefe and E. M. Umla.

**IT IS YOURS FOR THE ASKING**

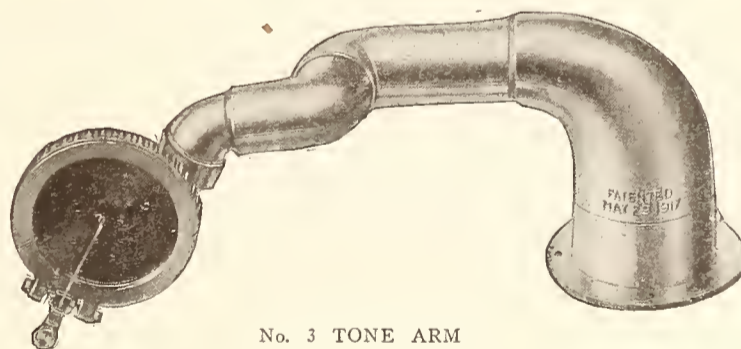
If you will mail us the coupon below we will send you without obligation or cost a sample Mutual Tone Arm and Reproducer.

We strictly confine ourselves to manufacturing only these two products in large quantities. We pride ourselves on this fact for the reason that we can turn out a superior product of unexcelled workmanship, style and quality at a price that will surprise those who first do business with us.

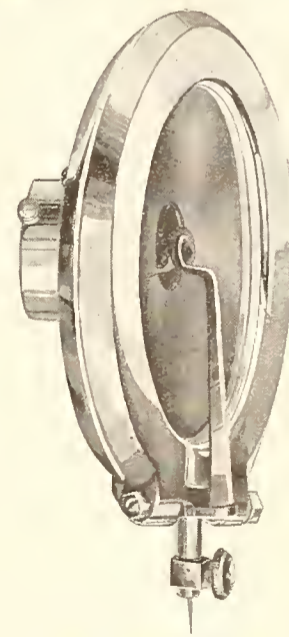
The sample we send you is picked at random from stock—not finished and tinkered to inveigle an order from you in which you will be disappointed.

We want your confidence and will give you a guarantee for one year on every Mutual Tone Arm and Reproducer you order from us.

**Mutual Phono Parts Manufacturing Corp.**  
Manufacturers of Tone Arms and Reproducers  
151 Lafayette Street New York City



No. 3 TONE ARM



No. 5 REPRODUCER

Clip and mail the coupon to-day.

MUTUAL PHONO PARTS MFG. CO.  
151 Lafayette Street, New York City.

Gentlemen: Send me, without cost, sample of your Mutual Tone Arm and Reproducer.

Company ..... CHECK WHICH ONE

Address ..... TONE ARM

Signature .....  No. 1  No. 2  No. 3

Official Capacity ..... REPRODUCER

No. 1  No. 2  No. 5



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

A Fox-Trot Ballad with a Dixie Melody

# GEORGIA ROSE

## FILM STAR USES SONORA PORTABLE

Mabel Normand Insists on Using Sonora Portable in Film Scene—Yahr & Lange Feature Star's Preference in Forceful Advertising

MILWAUKEE, Wis., January 2.—Mabel Normand, the renowned film star, is a staunch supporter of the Sonora phonograph. This was most forcibly demonstrated when Miss Normand, who appeared at the Strand Theatre here in connection with her latest presentation, "Molly-O," was told that she was to play a small talking machine in a blimp scene. She insisted on using her Sonora portable, which she carries with her on all her travels.

Yahr & Lange, Sonora distributors for the State of Wisconsin and parts of Michigan, featured Miss Normand's use of the Sonora in her film in their advertising. These ads, which covered considerable space in the local papers, were devoted exclusively to the Sonora portable model.

## GIVES HIS FAREWELL CONCERT

Dr. Richard Strauss, Brunswick record artist, made his farewell appearance of his present American tour on Sunday evening, January 1, at the Hippodrome. He conducted the Philharmonic Orchestra in a program which included Beethoven's Fifth Symphony, the overture to "Tannhauser" and his own symphonic poem, "Till Eulenspiegel's Lustige Streiche." The soloist was Bronislaw Huberman, violinist. There was a wonderfully enthusiastic audience.

## Business-Building Help

"Service" is the most over-worked word in the American vocabulary. We are not using it any more. We have no Service Department.

That does not mean that we are not doing all we can to help our Dealers build their business to a higher plane, for that is exactly what we are aiming to do.

Our entire organization is made up of folks who have had years of experience in the retail trade—your problems have also been our problems—we want to help.

## C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Ave. PITTSBURGH, PA.

## E. B. LYONS VISITS NEW YORK TRADE

General Manager of Eclipse Musical Co. Calls Upon Eastern Trade—Speaks Optimistically of Business Conditions in His Territory

Edward B. Lyons, general manager of the Eclipse Musical Co., Cleveland, O., Victor wholesaler, was a visitor to New York this week, calling upon some of his many friends in the trade. Mr. Lyons, accompanied by his family, spent the Christmas holidays at the home of Mrs. Lyons' parents in Baltimore, and while East he took advantage of the opportunity to visit the Victor factory and to call upon some of his old friends in Philadelphia.

Discussing general business conditions, Mr. Lyons said that there seemed to be an undercurrent of optimism that would undoubtedly be reflected in a substantial and healthy industrial activity during 1922. Victor dealers as a whole closed an excellent holiday trade, and the majority of the dealers reported that December business was well in advance of 1920. Mr. Lyons has increased the personnel of his sales and service organization, and his company is in splendid shape to co-operate with its clientele during the coming year.

## CLARA BUTT TO VISIT AMERICA

Famous English Contralto to Make Reappearance After Eight Years' Absence—Columbia Artist

Clara Butt, the celebrated English contralto, who has been touring Australia, will soon visit the United States, according to reports from the other side. It has been some eight years since she was heard in this country, but her former concert tours are well remembered and she will certainly receive a very hearty welcome from an army of admirers. In this connection the Columbia Graphophone Co., for whom Dame Butt makes records, is announcing ten of the very popular numbers which are in Clara Butt's repertoire: "The Fairy Pipers," "My Treasure," "The Sweetest Flower That Blows," "The Rosary," "Kathleen Mavourneen," "Ye Banks and Braes o' Bonnie Doon," "Till I Wake," "The Lost Chord," "Land of Hope and Glory," "Abide With Me."

## NUART PHONOGRAPH CO. ORGANIZED

WINDBER, PA., January 3.—The Nuart Phonograph Co., a new concern which has obtained temporary quarters in the Grand Central Hotel building, is actively at work assembling machines here. The officers of the company are: C. C. Ishman, president; L. L. Whitaker, secretary, and R. H. Harding, treasurer. W. T. Lydick, of Johnstown, is sales manager and purchasing agent. Local business men are directors and stockholders.

Clarence E. Powers has taken over the control of the business formerly known as McCauley & Powers, exclusive Victor dealers in Adel, Ia.

## TRADERS LOOK TO LATIN-AMERICA

International Commission Discusses Program—Will Give Attention to Exchange Conditions as Affecting American Markets

WASHINGTON, D. C., January 5.—An elaborate program for the development of closer trade relations between the United States and the countries of Latin-America was outlined and discussed at the initial meeting recently of the reorganized International High Commission. The principal economic and financial problems confronting this hemisphere were discussed at the meeting for future solution.

New policies to govern the activities of the International High Commission in the furtherance of trade development between the United States and the Central and South American countries were discussed at the meeting. This phase of the Commission's work will be settled definitely before the actual problems to be solved are taken up.

The Commission, according to the tentative program already worked out, will give immediate attention to the question of exchange as affecting trade operations in the American markets. Present exchange conditions are admitted to be adverse to proper trade growth and plans will be devised, if possible, to restore exchange operations upon a more stable basis.

Simultaneously with the Washington conference, meetings were held by other sections of the High Commission in the several countries concerned. Reports of each meeting called to discuss the program already outlined and forwarded to each of the American countries will be submitted to the Commission's headquarters here, to be taken up at later meetings of the American section.

Further meetings will be held by the Commission in January to take up details of the actual problems awaiting solution. Secretary Hoover hopes to begin regular periodical sessions of the Commission at the earliest possible date in order that no time may be lost in bringing relief from handicaps to trade growth now existing.

The Brunswick line of talking machines has been taken on for exclusive representation by the Bannon Music Shop at Ottawa, Ill. Attractive booth arrangements are being made in this establishment.



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each.

Tone Arm and Sound Box, Per Set \$1.35.

We carry in stock parts for all makes machines. Write for our catalog and prices.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

204 East 113th St., New York City  
Jobbing Territory Open



# The NEW Scotford Tonearm and Superior Reproducer



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



The OLD



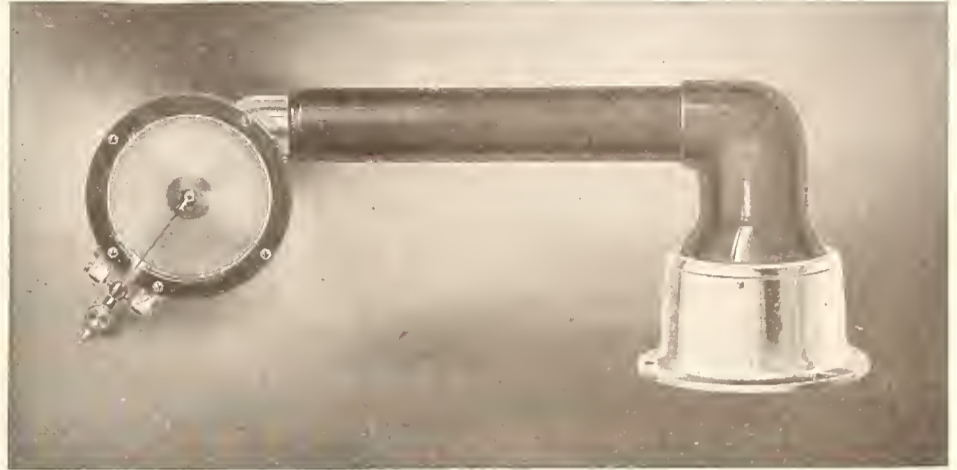
The NEW

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

## NEW CONSTRUCTION

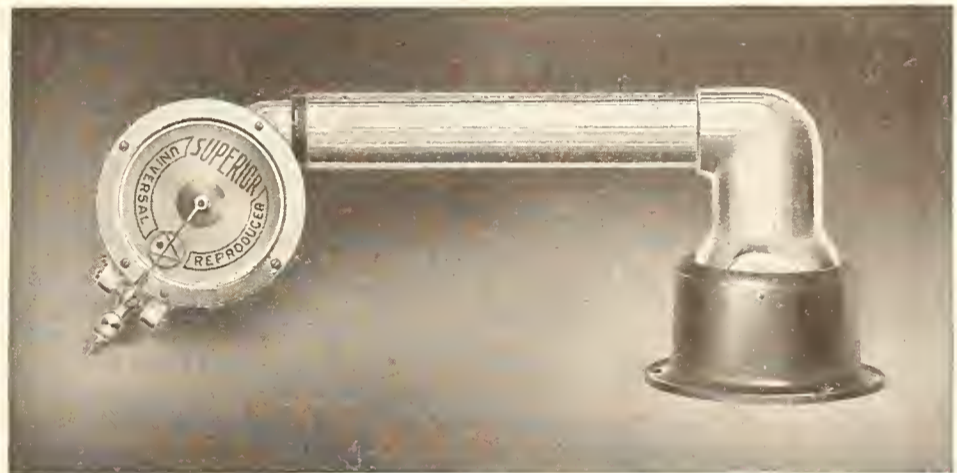


The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white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



STYLE NO. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH

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



STYLE NO. 3 FINISH

All parts Plated in Nickel or Gold

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

### Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.      Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.      Style 3 All parts of Tonearm and Reproducer are Plated.

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

*Samples Prepaid at the Above Prices*

*Write for Our Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS



## BUSINESS WORLD IS SOUND

Says Garfield National Bank in Its Annual Review of Conditions Just Issued—Substantial Progress Toward Prosperity Apparent

In a New Year's letter to its customers the Garfield National Bank asserts that, if 1920 was a year of collapse, 1921 has been a year of taking stock, of cleaning up the wreckage, of calling in scattered resources and of weighing the favorable and unfavorable factors before putting into execution hastily redrawn plans. The letter says in part:

"While the damage was great, the situation, as developed by the events of 1921, was not as desperate as the storm clouds of 1920 indicated, and with the clearing of the skies it became apparent that the American business and financial world, while shaken, was inherently sound. The courage and optimism displayed in the early days of 1921 have been amply justified by the substantial progress which has been made by the country as a whole in its efforts to re-establish prosperity, and several features in the business landscape stand out prominently and encouragingly.

"The country's stock of gold and the strong position of the Federal Reserve system promise ample financial aid to all legitimate business, while the pronounced strength in the security markets is a welcome and dependable sign that general business conditions are likely to improve. Prices collectively have traveled a long way down the road that led up to the peak of 1920 and are seeking a new level, which will probably be materially higher than their pre-war starting point. Individual prices, however, show a continued disinclination to travel in company, and as long as one group of prices continues unduly inflated while another group sounds the depths of deflation no healthy revival of business can be expected.

"Various remedies have been proposed to allay the country's ills—tax remedies, tariff remedies, rate remedies, wage remedies, special interest aid remedies—but little has been offered to relieve

the underlying disease most potently aggravating all these ills—uncertainty. The Arms Limitation Conference, in its proposed naval holiday, has pointed out the real remedy—an uncertainty holiday.

"If Congress would adopt its tariff, tax, rate, wage, special aid legislation—whatever it is—based on a ten-year schedule and assure us that no changes would be contemplated during that time, then inside of three years the country would enjoy such a measure of prosperity as would, within itself, contain the solution of most of the problems that vex us to-day."

## CAMPAIGN PRODUCES SALES

Effective Advertising Used by Columbia Dealer on Coast Proves Successful

SAN DIEGO, CAL., January 3.—M. Tamplain, who recently opened an attractive establishment in this city, handling Columbia Grafonolas and Columbia records, is meeting with pleasing success. Mr. Tamplain is a keen believer in effective advertising, and his advertising campaign incidental to the opening of his new store was carefully planned months ahead of time. For several weeks prior to the opening Mr. Tamplain used indirect publicity of various types, and on one occasion he landed almost a full page of reading matter which told of his experiences on a long automobile trip.

The publicity drive was so well conceived that thirty-eight Grafonolas were sold on the first day, and for the first week the entire sales totaled sixty-eight machines. The advertising featured the well-known time or hour plan, whereby certain offers were made for only a limited time. The idea was a distinct success, and Mr. Tamplain is continuing the use of his publicity in the newspapers and other mediums.

Condy & Dreyfoos is the name of a new firm of talking machine retailers in Sedro Woolley, Wash. The Brunswick line is featured in very attractive quarters.

## TO PARTICIPATE IN THRIFT WEEK

Special Publicity Matter Prepared by Trade Service Bureau of Music Industries Chamber of Commerce for the Use of the Trade

Plans have been made to have the members of the music industry participate actively in the celebration of Thrift Week, January 17-23. The Trade Service Bureau of the Music Industries Chamber of Commerce has prepared for distribution special booklets on the subject of "Music an Aid to Thrift," and has also arranged to supply special display cards for use in windows and stores and public places generally, together with window streamers and a series of seven single-column advertisements for the use of the dealer in his own local papers, there being one advertisement for each day with a two-column ad for the first day, January 17, which is the anniversary of Benjamin Franklin's birth.

## C. H. MURRAY HONORED

C. H. Murray, who until the first of the year was assistant to the president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been honored by being appointed a Commissioner of Conciliation by the Department of Labor. This will only occupy a part of Mr. Murray's time and does not constitute the new work which he intends to take up. His future plans are as yet unannounced. As Commissioner of Conciliation Mr. Murray is donating his valuable services to the Government, as the recompense is only \$1 a year.

## 2-CENT POSTAGE EXTENDED

WASHINGTON, D. C., January 4.—Effective January 1, 1922, the domestic rate of two cents an ounce or fraction thereof will apply to letters mailed in the United States destined for Argentina, Brazil, Costa Rica, Ecuador, Jamaica and Martinique, the Post Office Department has just announced.

# Insure Your Prosperity for 1922

By Securing an Agency for

# OKeh Records

OKeh Records are the equal of any made. They include the latest vocal hits and dance selections—also classical numbers by artists of world-wide renown.

We keep an ample stock of OKeh Records always on hand and can make quick deliveries.

Let us tell you about our Attractive Dealer Proposition for 1922.

## STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.



# THE DEALER THE MANUFACTURER THE JOBBER and the TALKING MACHINE WORLD TRADE DIRECTORY

## What the Directory Means to the Dealer—

THE TALKING MACHINE WORLD TRADE DIRECTORY will provide the dealer with an authentic, accurate and up-to-date reference guide that can be utilized with safety in the buying of merchandise, and can also be used to furnish full details regarding any product manufactured or distributed in the talking machine industry.

## What the Directory Means to the Manufacturer and Jobber—

THE TALKING MACHINE WORLD TRADE DIRECTORY will enable the manufacturer and jobber to carry a permanent message to the trade throughout the country at a minimum expense.

For the manufacturer of parts, etc., whose market lies in the manufacturing field, THE TALKING MACHINE WORLD TRADE DIRECTORY will be invaluable, because it will be used by every talking machine manufacturer or prospective manufacturer as a standard reference guide in the purchase of equipment. For the manufacturer and jobber of any product merchandised through the dealers, the Directory will represent an ideal, inexpensive advertising medium, as it will be used by every progressive and successful dealer when he is in the market for merchandise.

Advertising space in The Directory will be limited. We would suggest reserving space now.

Be sure you have returned your data sheet for listing in



## THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City







## EVOLUTION OF THE TALKING MACHINE NEEDLE INDUSTRY

**B. R. Forster, President of the Brilliantone Steel Needle Co., Tells of the Wonderful Development of the Bagshaw Business From a Modest Output to That of 100,000,000 Needles a Week**

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, is looked upon as one of the highest authorities on talking machine needles in the trade, and in a recent chat with The World he grew reminiscent over the history and progress of the W. H. Bagshaw Co., of Lowell, Mass., for which the Brilliantone Steel Needle Co. is sole selling agent, and said:

"The talking machine needle, although a very small article and sold in quantities of from 100 to 50,000,000, forms a very important part in sound reproduction, upon which this great talking machine industry is built. The perfection and uniformity in length, tone and quality of the Bagshaw needle of the present day did not just happen, but is the result of years of experience and development. Rome was not built in a day, neither was the Bagshaw needle. Back of each individual Bagshaw needle are twenty-five years of experience and development. The history of the Bagshaw Co. and the development of the needle form interesting reading matter.

"Although making talking machine needles for twenty-five years, the Bagshaw Co. is over fifty years old, and celebrated its golden anniversary last year. The W. H. Bagshaw Co. made the first talking machine needles used, although at the time the company made them it did not know for what purpose it was manufacturing them. The company had previously earned an enviable reputation as a manufacturer of textile needles, and one day when it received an order and specifications for 100,000 needles from a commission house in Philadelphia it shipped this order without knowledge of the ultimate use of the points. It was later found that these needles were sold to the Zonophone Co., of Philadelphia, which was the company from which the present great Victor Talking Machine Co. grew, and of which Mr. Royal was then president. These needles gave such satisfaction that it was not long before the yearly demand amounted to 2,000,000 needles, which was then considered an enormous quantity. In comparison with the present output of over 100,000,000 needles a week, this yearly order of 2,000,000 now seems ridiculously small, but it serves to visibly point out not only the increase in growth in the talking machine industry, but the success attained by the Bagshaw Co. through the production of a quality product. At the time the first order was received the force of the Bagshaw shop consisted of three men, W. H. Bagshaw, the founder and then president of the company; John M. Dean, Sr., and another workman. The present large plant of the W. H. Bagshaw Co. in Lowell now houses hundreds of skilled workmen, augmented by the most approved and modern machinery for needle-making known. The present Bagshaw needle is not only the growth of a business from year to year, but is the result of much experimental and laboratory research work. In fact, the Bagshaw plant is equipped with a special laboratory for this purpose, under the excellent supervision of A. E. Bagshaw, laboratory expert and manufacturing superintendent."

The business of the W. H. Bagshaw Co. at the present time is being conducted by C. H. and W. J. Bagshaw, president and secretary, respectively, sons of the founder, who have specialized the greater part of their lives in the production of talking machine needles. The entire output of the plant is distributed by the Brilliantone Steel Needle Co., which has built up an excellent system of distribution throughout the entire United States and Canada, so that at the present time it is hard to find any town, city or hamlet in which it is not possible to

obtain Brilliantone products. It is expected that 1922 is going to be a big needle year, and the production of the Bagshaw plant for the coming year is being planned accordingly.

### OCCUPY NEW BALTIMORE QUARTERS

**United Music Stores Located at 225 West Mulberry Street—George Fields as Manager**

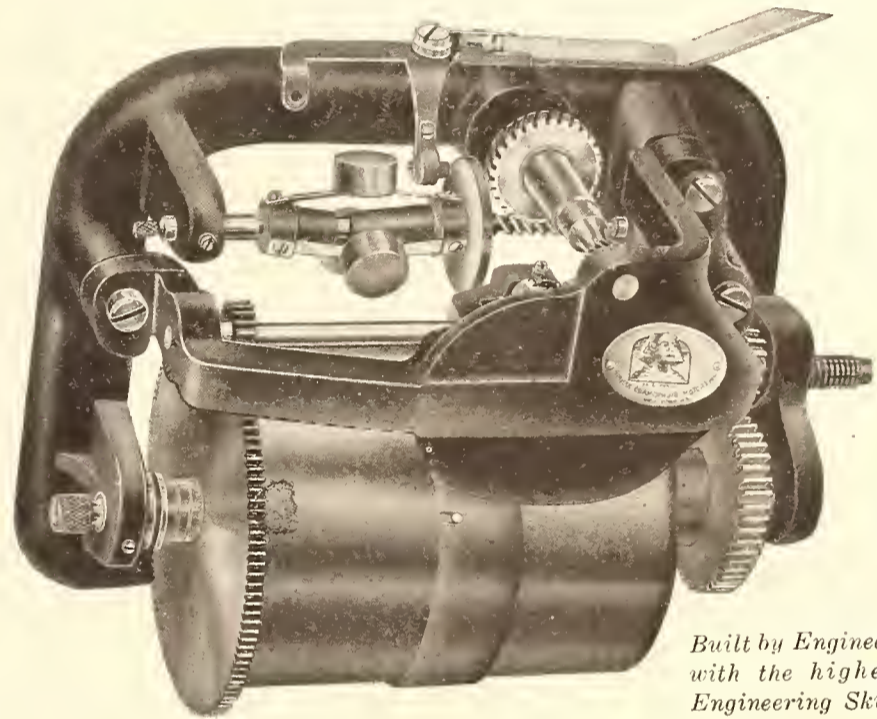
BALTIMORE, Md., January 3.—The United Music Stores, whose main offices are in Philadelphia and of which O. Kearns is president, are now occupying their new quarters at 225 West Mulberry street, this city. The use of an entire three-story building has been found necessary to take care of the growing distributing business which this firm conducts. The United Music Stores is a jobber of ConnORIZED records and rolls, Pianostyle rolls and sheet music.

George Fields, who was formerly associated with Mr. Kearns at the Philadelphia headquarters, has been appointed manager of the Baltimore plant and has moved his family from Philadelphia to this city. Mr. Kearns reports that the company has closed a very successful season and that "Xmas Joy," a new ConnORIZED roll for the holiday season, has sold exceptionally well. Three thousand two hundred of these rolls were sold in Philadelphia and 2,800 in Baltimore.

The business conducted by this firm is constantly increasing and extensive plans for expansion during 1922 are under way. It is expected that by next Fall a Pittsburgh branch of the company will be opened.

### OPENS NEW DEPARTMENT

The Noll Piano Co., of 1015 Muskogee street, Milwaukee, Wis., has opened a new talking machine department wherein it gives the Brunswick talking machine exclusive representation. Very attractive quarters have been arranged to entertain the buying public.



*Built by Engineers with the highest Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



## Sphinx Gramophone Motors Inc.

21 East 40th St.  
NEW YORK CITY

**COTTON FLOCKS**

.. FOR ..

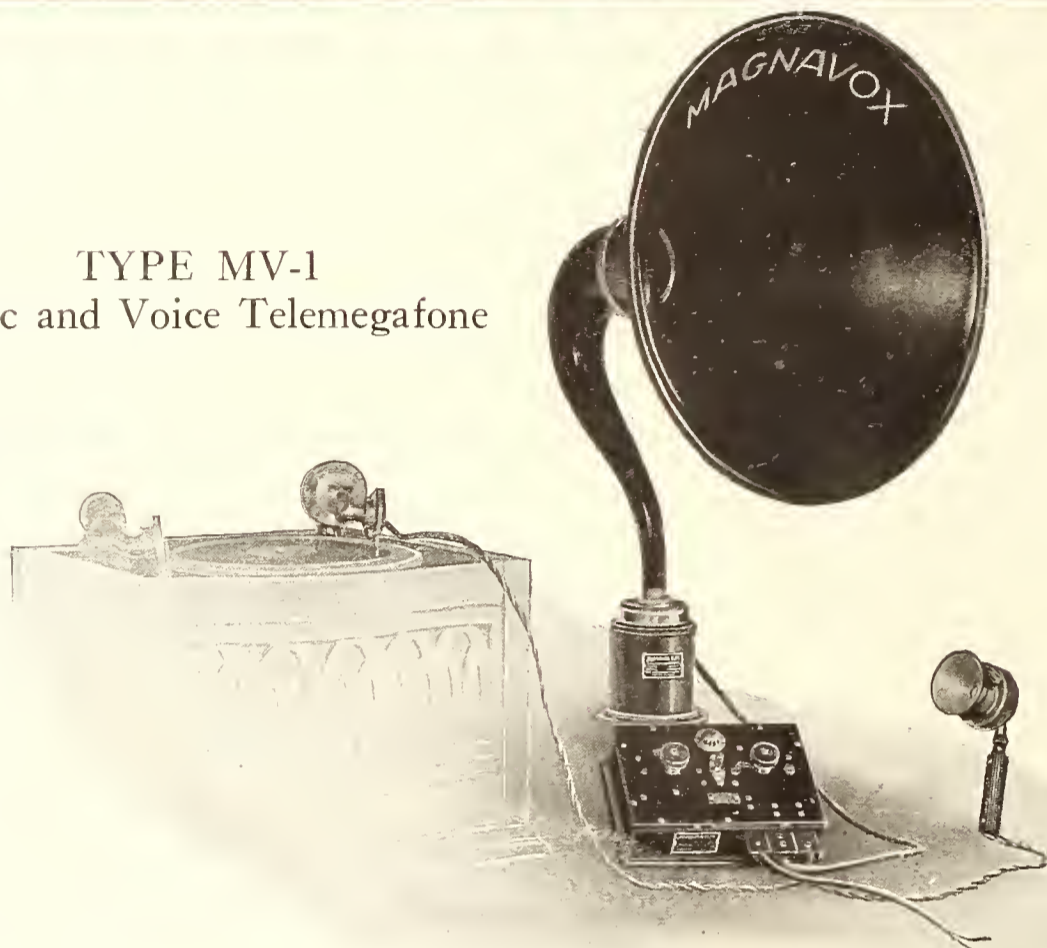
**Record Manufacturing**

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



# MAGNAVOX

TYPE MV-1  
Music and Voice Telemegafone



**MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH  
MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS**

*Because it raises the usefulness of phonographs to a degree never before attained.*

**C**ONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

*Send for Full Particulars*

**THE MAGNAVOX COMPANY**

General Offices and Factory  
Oakland, California.

New York Office  
370 7th Ave., Penn. Term. Bldg.

# VOLUME



**OKLAHOMA VICTOR JOBBERS START**

Oklahoma Talking Machine Co. Begins the Wholesaling of Victor Products With Headquarters in Oklahoma City—Those Active in the Management of the Company

OKLAHOMA CITY, OKLA., January 6.—The Oklahoma Talking Machine Co., new Victor wholesaler, the organization of which was announced in The World last month, is now a thing of fact, for the new business ship was launched on January 1.

As stated in The World last month, the new company has been incorporated with B. W.



B. W. Gratigny

Gratigny as president and general manager, and P. A. Ware will be associated with the company as sales manager. Mr. Gratigny is well known to the trade in the Southwest as the first president of the Southwestern Victor Dealers' Association. He was for seventeen years general manager of the Bush & Gerts Piano Co., of



P. A. Ware

Dallas, Tex., and has had a large and successful experience in the distribution of musical goods. He was one of the organizers of the Texas State Music Dealers' Association and has also been active in national association affairs.

P. A. Ware is well known to the Victor trade for his connection with the Victor Co. as assistant manager of the traveling department, and later as sales manager for a Victor wholesaler in the West. He is recognized as an authority on Victor business.

The new company has ample warehouse and office facilities at 315 East Grand avenue, this city, and has already arranged to serve a large number of Oklahoma Victor dealers, beginning distribution with the January records. The company will confine itself strictly to an exclusive Victor wholesale business.

The Wallace Music Co., of Marion, Ind., one of the oldest music concerns in that territory, recently established itself as a Brunswick dealer in phonographs and records.

The man who complains of being overburdened proves that he cannot organize. Napoleon never said he had too much on his shoulders.

**REASONS FOR OPTIMISM**

International Mica Co. Uncovers Plentiful Supply of Diaphragm Mica

PHILADELPHIA, PA., January 3.—The International Mica Co., of this city, has closed a year which has been universally good. The sinking of a new shaft in the mines of this company has uncovered a plentiful supply of diaphragm mica, which is said to be of exceptional quality. L. H. Crabtree, manager of the company, is optimistic over the coming year and predicts that 1922 will see much increased activity throughout the trade in general.

**ART-TONE CO. OPENS STORE**

LOUISVILLE, KY., January 3.—An attractive music store has been opened here by W. J. Ruff and C. W. Saffell at 414 West Chestnut street. Additional salesrooms will be opened in Cincinnati and Indianapolis early in February. The firm, which is known as the Art-Tone Phonograph Co., is pushing the Prestonia phonograph, a Louisville-made product. These machines are meeting with increasing favor in this city and the surrounding communities.

**MISS HEMPEL HEARD IN RECITAL**

Miss Frieda Hempel, the distinguished Edison artist, gave her second New York recital of the season in Carnegie Hall on Friday evening, January 13. The prima donna was assisted by Coenraad V. Bos, at the piano, and Louis P. Fritze, flutist.

**LOOKS FOR SATISFACTORY YEAR**

E. H. Holmes, sales manager of the Remington Phonograph Corp., reports that both the Remington Phonograph Corp. and the Olympic Disc Corp. experienced exceptional business during the month of December and predicts that 1922 will be a very satisfactory year.

**EXPORT AND IMPORT FIGURES**

Export and Import Trade in Talking Machines and Records Shows a Very Great Decline for November and the Ten Preceding Months

WASHINGTON, D. C., January 4.—In the summary of exports and imports of the commerce of the United States for the month of November, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during November, 1921, amounted in value to \$54,094, as compared with \$63,882 worth which were imported during the same month of 1920. The eleven months' total ending November, 1921, showed importations valued at \$577,008, as compared with \$815,469 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,658, valued at \$157,723, were exported in November, 1921, as compared with 9,796 talking machines, valued at \$397,426, sent abroad in the same period of 1920. The eleven months' total showed that we exported 33,889 talking machines, valued at \$1,594,835, as against 79,530 talking machines, valued at \$3,694,731, in 1920, and 58,871 talking machines, valued at \$2,161,295, in 1919.

The total exports of records and supplies for November, 1921, were valued at \$145,679, as compared with \$378,087 in November, 1920. For the eleven months ending November, 1921, records and accessories were exported valued at \$2,015,467; in 1920, \$3,458,756, and in 1919, \$3,311,098.

**OPEN NEW STORE IN ELGIN, ILL.**

Kennell Bros., of Elgin, Ill., recently opened a new talking machine establishment, with Mrs. L. C. Gaede in charge. The store is modernly equipped and a complete stock has been installed.

**To All Our Friends:**

*We sincerely hope that the Yuletide Season has been as merry a one for you as it has been for us—and that 1922 will surpass it, due to the speedy return to normalcy.*

*We feel that you'll be glad to know that we're just finishing one of our most successful years—glad because you helped make it such, through your patronage and co-operation.*

*For 1922 you have our warmest wishes and all the physical co-operation and help of a much improved organization.*

*Proudly, we look forward to the continuation of our most pleasant existing relations—but continuation or not, may 1922 be a most prosperous and happy year for you.*

*Very truly yours,*

*N. Cohen, Prop.*

**GREATER NEW YORK NOVELTY CO.**

**3922 14th Avenue**

**Brooklyn, N. Y.**

**Manufacturers of the Wall-Kane Needles**





Oh, play that 'Song of In-di-a a - gain. There's some-thing so ap-peal-ing in each strain.

# PLAY THAT SONG OF INDIA AGAIN

YOU CAN'T GO WRONG WITH ANY FEIST SONG

LATEST DANCE SENSATION

ASK TO HEAR IT

## READY FOR MANUFACTURES CENSUS

Work on the 1921 Census of Manufactures to Start Promptly on January 3

WASHINGTON, D. C., January 2.—The taking of the 1921 census of manufactures will begin promptly on January 3, officials of the Census Bureau have announced, and every effort will be made to furnish the results to the public in record time.

Questionnaires for the various industries are now being sent out to manufacturers, and they are being asked to complete and return them with as little delay as possible. The data desired covers the production for the calendar year 1921. The results, when compared with the reports for the census of 1919, will show exactly to what extent business suffered as a result of the post-war depression.

The census schedules on which the information is to be collected have been greatly simplified, and in nearly every case are much shorter than those used in 1919. Much of the data gathered in 1919 will not be collected this time, the 1921 census being the first biennial "census of production" called for under a law enacted by Congress a year ago. As only details of production are desired, manufacturers will be called upon only to give the total output of their various classes of products, together with certain information regarding the sum expended for materials, salaries and wages, etc., and figures showing the percentage of time plants were in operation during the year. This last is considered very important, since from the answers to this question it will be possible to learn to what extent factories closed down or worked on part-time during the year.

While the census figures will be gathered only from manufacturers, they will be of interest to retailers and wholesalers as showing conditions in the various trades.

James Howard, of the Howard and Seymour orchestras, has succeeded W. A. Grubbs as manager of the Robinson & Compton Record Shop, Toledo, O. Mr. Grubbs has opened an exclusive Columbia store in Toledo.

The Brunswick Shop Co., of Galesburg, Ill., has opened a new store for Brunswick representation at Macomb, Ill.

## TWENTY LIVE SELLING POINTERS

Talking Machine Dealers and Salesmen Will Find These "Tips" Well Worth While

The Brunswick Dispatch, the live monthly house organ of the phonograph division of the Brunswick-Balke-Collender Co., in a recent issue presented a score of pertinent and interesting pointers for salesmen, which are so sound as to be well worthy of the consideration of anyone engaged in the selling of machines and records. The twenty points, which have evidently been outlined by an expert, are as follows:

1. Prepare the prospect's mind before playing anything. Remember, you are not giving the demonstration to entertain, but to impart knowledge.
2. Be sure the instrument you use is in perfect running order.
3. See to it that the prospect is seated in a comfortable chair at a proper distance from the instrument.
4. Have a specially selected album of records at your finger tips. Also be prepared with any literature you may need during the course of demonstration, as it greatly weakens the effect of the demonstration to be forced to get such material as you feel the need of it.
5. Do not volunteer the price of the instrument at outset.
6. Always refer to different styles of instruments by the model number.
7. Decline to answer mechanical questions until proper time—late in demonstration. If you maintain your control of the demonstration the prospect will not have opportunity of butting in.
8. Do not play every selection in its entirety.
9. Handle records with care—for effect.
10. Do not converse while playing. Appear interested in the music.
11. Inject an element of suspense in the demonstration—keep prospect expectant.
12. Do not tire prospect with too much music.
13. Do not appear to let prospect hurry you.
14. Never mention your competitors by name. If you refer to them at all—speak well of them.
15. Aim to close in store if possible. Do not suggest a home demonstration until you clearly see the necessity for such.
16. Always see that prospect is supplied with literature before departing.

17. Do not use merely tuneful records. The other fellow has catchy melodies, too.

18. Carry prospect with you as you go along. Get the prospect to agree to your statements as you make them. If the prospect dissents, go no further until you have won the point at issue. Ignoring this fact is responsible for "poor closers." The sale is lost before the demonstration is brought to a close.

19. Remember your first impression makes light or hard work for you after the first five minutes. Give particular study to your "get-away."

20. And lastly, if you see that it will be impossible to close in the store, or secure an immediate home demonstration, leave the way open for a future come-back. Put on your most affable manner.

## INCORPORATED

A charter of incorporation has been granted to the Drucker & Baltes Co.: New York, under the laws of that State, with \$30,000 capital stock. A. N. Baltes, C. D. Kaufman and H. Fabry are the incorporators.

Every now and again get away from everybody and indulge in quiet thought, having as your motive the desire to become a better human being. It helps.

## What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANALER BLDG.  
ATLANTA, GA.

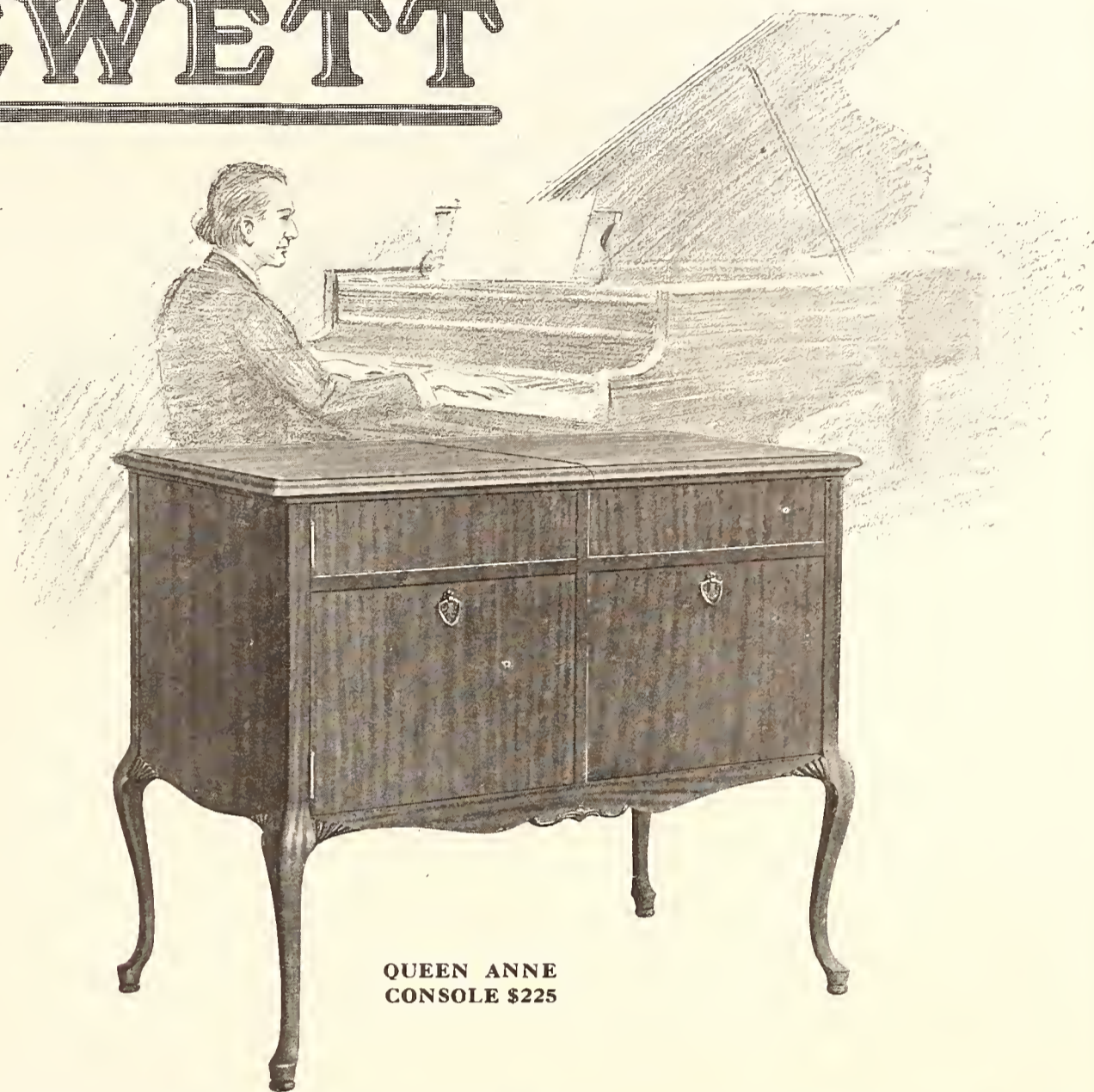
— Service —  
Dependable -- Constructive -- Intelligent

Putnam-Page Co.  
Peoria, Ill.





# JEWETT



QUEEN ANNE  
CONSOLE \$225

## *Make the Most Exacting Test You Wish with a Jewett*

Direct comparison is the one best way the public has of judging phonographs, whether for tone quality or beauty of workmanship.

You cannot appreciate Jewett superiority until you have seen and heard the Jewett side by side with other high grade instruments.

Play any piano record on any instrument you choose—and then play the same record on the Jewett.

You will say to yourself: "At last I have really heard the piano on a phonograph." It is an amazingly lifelike reproduction, with all the feeling and expression of the living artist.

Try the violin—the saxophone—the marimbaphone—the banjo—the xylophone—by the same test.

Hear the instruments that have always been most difficult to reproduce on the phonograph. Play orchestral and brass selections and hear the infinite wealth of detail the Jewett discovers in them—notes and instruments you have never been able to pick out before.

We will gladly supply the Jewett for such a demonstration. Let us show you the remarkable values in the Jewett line and give you details of our attractive proposition.

## THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT



# Importance of Sincerity and Atmosphere In Relation to Successful Merchandising

The following excellent article on sincerity and atmosphere as the two prime requisites to successful merchandising was written by George H. Barnes, president of the Barnes Music Co., Los Angeles, Cal., and was printed in a salesman's bulletin issued by that company.—EDITOR'S NOTE.

Throughout the rank and file of economical institutions, both large and small, there stand unshaken the great bulwarks of such eminently successful houses as Marshall Field & Co., John Wanamaker, Tiffany, Woolworth and a few others who stand head and shoulders above all others. These institutions bear indisputable living testimony to the value of those two prime requisites in business—"Sincerity and Atmosphere."

If there is one quality that can least be spared from a salesman's talk it is sincerity. You can strip a selling argument of most everything else—strength of personality, clarity of expression, taste of arrangement, excellence of idea—and still you have something left, something that will reach out and grasp people, if your selling arguments ring true, for you must remember that all the sparkle and persuasion and drive of good salesmanship come when the salesman is so filled with belief in his product and the unquenchable faith in the equitable policy of his house that he can imbue the buyer with the same enthusiasm which he himself enjoys as a result of his knowledge and experience.

People often point out the great variation between the results obtained by two salesmen—both apparently equally equipped to sell and even working for the same house. Sincerity, and the lack of it, are the reasons for the wide difference in results. One may violate every standard of taste, even be a bit slovenly in dress and approach, yet there is something about him which

begets confidence. Sincerity is the reason, and it is the noble characteristic of American people to forgive a sincere man almost anything. It is equally true that a lack of sincerity in a salesman can totally ruin a perfectly good prospect no matter how highly polished be his manners. Sincerity is of even greater importance in advertising than it is in personal salesmanship, for advertising is multiplied selling—it reaches too many people, and if it isn't "sincere" too many people will find it out.

Many people still seem to believe that attracting attention is the greatest function of advertising and that even unfavorable attention is preferable to being ignored. It is not sufficient that they make people talk. The German nation has made a great many people talk about it in the last five years, but it has not advanced its position in the esteem of the rest of the world. If you would let sincerity pervade your selling don't let people laugh at you—make them laugh with you—or better yet, smile together; but ridicule is a mighty hindrance to the respect that is inspired by sincerity.

The creation of atmosphere is even more important in advertising and store appearance than in spoken salesmanship, and there is no more vital phase of merchandising than the study and practice of creating atmospheric effects in advertising as well as store and window arrangement. Every business, no matter how young or old, has a personality. To catch the spirit of that personality and to reflect it in every way possible—selling talk, courtesy, store arrangements, sincerity, atmosphere—is the duty of every individual connected with the institution, from janitor to general manager.


Atmosphere can be employed in selling per-

fume or china or rugs or kitchen cabinets or vacuum cleaners or fountain pens, hosiery, candy, refrigerators or near-beer—in fact, anything that people want. In selling the masses Marshall Field & Co. recognize this, as you will see from the following article appearing in Printer's Ink:

"To get atmosphere and contrast, Marshall Field & Co. give prominent display to expensive articles, taking valuable space which would sell directly much greater quantities of popular merchandise. That is why we displayed in our most valuable window during the last August fur sale a \$7,500 Hudson sable coat; that is why we have displayed and sold men's cravats as high as \$10; \$400 bedroom sets; \$4,500 dining-room sets; \$10,000 rugs; a \$2,500 painting; \$2,400 phonographs; \$85 ready-to-wear suits for men; \$35,000 pearl necklaces; china service plates at \$3,000 a dozen. People reason that if a store carries merchandise like this the proportion of quality must exist in lower priced articles. In other words Mrs. Jones likes to trade where Mrs. Lake-Shore-Drive buys and Mrs. Lake-Shore-Drive comes here because she gets merchandise which is in many cases better than produced elsewhere—plus 'Field Service.'"

The people who most thoroughly realize the importance of atmosphere are those who are selling high-priced merchandise. There is probably no other line of business where atmosphere is so essential to success as it is in the music business. Therefore, let your conversations and conduct reflect the spirit of sincerity and cordiality which the Barnes Music Co. is daily striving to attain.

Let us all be merchants in the truest, biggest sense of the word.

## FLEXLUME SIGNS

*Make One Music Store Stand Out from the Others*

The purpose of a Flexlume Electric Sign is to make one store stand out from all the others—to give it personality, an atmosphere of substantial quality

which will induce people to come inside and buy. Flexlumes have raised snow-white glass letters on a dark background. The lamps are enclosed in the body of the sign and so arranged that practically all the light is thrown through the openings which form the letters. This means that Flexlumes are day signs as well as night signs—raised white letters in the daytime, solid letters of light at night. They have greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing a Flexlume for YOUR business*

**FLEXLUME SIGN COMPANY**

36 KAIL STREET BUFFALO, N. Y.

*Flexlumes Electric Signs Made Only by The Flexlume Sign Co.*



**WILL CELEBRATE ANNIVERSARY**

**R. H. Morris Nearing Twenty-fifth Anniversary of Connection With Trade**

In the early Summer of this year R. H. Morris, president of the American Talking Machine Co., well-known Victor distributor of Brooklyn, N. Y., will celebrate the twenty-fifth anniversary of his entry into the talking machine industry. Since the late 80's he has been connected with some phase of the Victor business and has risen from employe to president of one of the oldest-established Victor distributing organizations of the country. Although, from his activities, Mr. Morris is quite old as the talking machine field goes, he is still in his early forties— hale, hearty and optimistic.

**H. A. BEACH OPTIMISTIC OVER 1922**

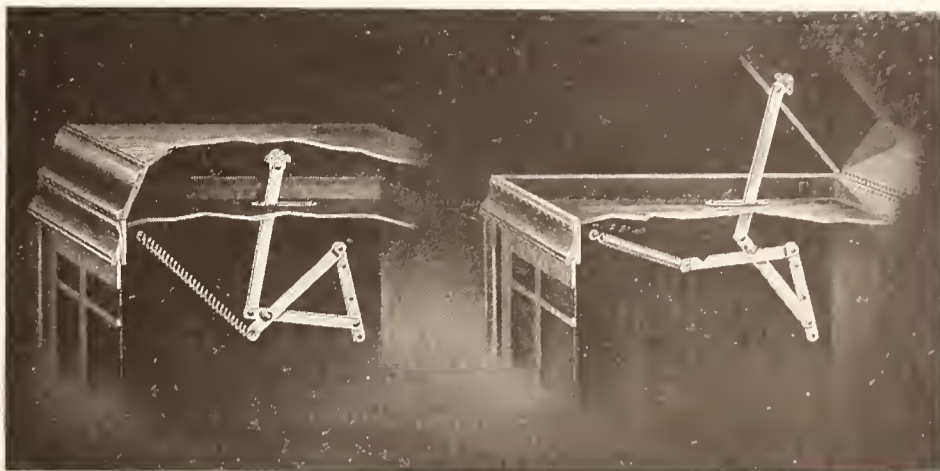
**Vice-president of Unit Construction Co. Tells of Growing Demand for Products—G. A. Lyons' Views on Situation—Many Repeat Orders**

PHILADELPHIA, PA., January 3.—Harry A. Beach, vice-president of the Unit Construction Co., recently returned from a trip throughout New England territory. He found conditions very good and dealers doing a big holiday business. All dealers Mr. Beach interviewed appeared very optimistic over conditions for 1922.

The new lights and ventilators for the demonstration rooms announced by the Unit Construction Co. last month have already found much favor and the shelves for the new Victor No. 80 have also been ordered by many dealers.

George A. Lyons, Eastern sales manager of the company, reports that the No. 50 stands for the portable Victrola are continuing in strong popularity and that initial orders shipped are resulting in repeat orders in many instances.

The Jones Music Co., of Grand Island, Neb., recently opened a new store with a complete line of Brunswick machines, pianos, etc.



**The Superior Lid Support**

*A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid*

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold  
Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
Monroe and Throop Streets CHICAGO

**JOBBER'S EXPRESS APPRECIATION**

Sonora Distributors Assn. Presents Geo. E. Brightson, President of Sonora Phonograph Co., With Handsome Traveling Bag—Gift Keenly Appreciated—Personal Letter Sent

As a mark of their appreciation and esteem, the Sonora Distributors Association, comprising Sonora jobbers throughout the country, presented George E. Brightson, president of the Sonora Phonograph Co., with a handsome traveling bag. This token of esteem was presented at Christmas time, accompanied by the following letter, written by E. S. White, secretary of the Sonora Distributors Association:

"At this holiday season, when good will and friendship are expressed and shown in a marked degree, this association extends to you its wishes for a Merry Christmas. As a token of the mem-

bers' esteem and as an expression of their good will and friendship they send this gift. With it go their sincere wishes for a Happy and Prosperous New Year for yourself and for your company."

Mr. Brightson keenly appreciated this manifestation of good will by the jobbers, and expressed his thanks in a sincere personal letter that was forwarded by Mr. White to every jobber in the association.

**KUNKEL PIANO CO. BUYS QUARTERS**

BALTIMORE, MD., January 3.—The Kunkel Piano Co., 120 North Liberty street, this city, has purchased the building which it now occupies and the three-story building adjoining, which is now occupied by the Hub Piano Co. The Kunkel Piano Co., in addition to pianos, handles the Victor line of talking machines and records.



**MODEL L S**  
COMPOUND  
ROCKER  
ACTION

The highest grade and most scientific reproducer ever offered the trade.

PAT. APPL'D FOR.

## ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.

**ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE**



**1000 to 1010 GEORGE ST. CHICAGO, ILLINOIS**



## THE PERSONAL TOUCH IN SELLING

The Value of a Customer Is Rated by the Number of Repeat Orders—Two Types of Salesmen and Their Methods of Handling Purchasers

The value of a customer is not rated by the first sale made to him, but by the number of repeat orders. Repeat orders are the result of service and good service depends to a large extent on the personal touch established between the house and the customer. A person entering the store cannot be termed a customer until a purchase has been made and whether or not the firm takes advantage of this entering wedge to future sales regulates, in a measure, the continued patronage of the customer. In far too many instances the salesman accomplishes his primary object, that of making a sale of a machine or records, and then promptly forgets this customer and concentrates his attention on other prospects, not realizing that the very fact that he has made a sale indicates that that particular person has been convinced that the product represented by the salesman is the best in its field for the price, has confidence in the house and in the salesman and, therefore, offers an extremely fruitful field for further sales effort.

Take for example two record salesmen: Both are intelligent and ambitious. A customer enters the store and the first salesman, after displaying some clever sales ability, sells her several records. She leaves the store and is promptly forgotten by the salesman. He is not looking to future sales to this same person and if she enters the store again it is entirely on her own initiative.

The second salesman also waits on a customer and sells her several records. Before the customer leaves the store the salesman is in possession of her name and address and from the sale which he has just made and from inquiries he has a fairly accurate knowledge of the kind of music which she prefers. He jots this information down. Here is where the personal touch comes in. Instead of forgetting this customer

## Do You Throw Money away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**

the salesman sees that her name is placed on the mailing list and that she receives monthly record lists and other publicity matter, and he even goes further. He devotes some time to the compilation of letters which contain a more human touch than the average business letter. In his letters he draws this customer's attention to several records which he thinks will please her particularly and subtly conveys the idea that he is not only interested in retaining her patronage but that he is exerting every possible effort to see that she is accorded maximum courtesy and service.

It does not take a very keen mind or very much analysis to determine which of these two types of salesmen is the most profitable for a concern to retain.

### EDISON PARLOR OPENS IN SAVANNAH

SAVANNAH, GA., January 4.—A new, exclusive Edison retail store, to be known as the Edison Parlor, has been opened here by Mead & Manucy. This is the only talking machine establishment in the city. Modern equipment has been installed throughout and the store is said to rank with the finest in the South.

It is a good habit to chat a little bit about general topics before you start the real negotiations.

### PETITIONED INTO BANKRUPTCY

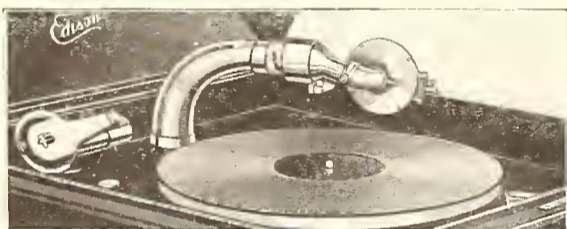
A petition in bankruptcy has been filed against the Phonograph Recording Co., Inc., of 260 West Forty-second street, New York, by the creditors. Judge A. N. Hand has appointed Max Rockmore receiver. Liabilities are about \$5,000 and assets about \$2,000.

### FIRE DAMAGES ATLANTA FIRMS

ATLANTA, GA., January 3.—The stock of the Southern Sonora Co. and the Rawson-Upshaw Co., talking machine distributors, and the building housing these concerns were considerably damaged by a recent fire here. The fire originated on the second floor, where a number of valuable machines were destroyed and damaged. The losses of \$15,000 are entirely covered by insurance.

### R. H. PHILLIPS' NARROW ESCAPE

HAZARD, Ky., January 3.—R. H. Phillips, manager of a music house here, had a narrow escape from death recently in a fire at the Wells & Frank department store. Mr. Phillips was cut off from the exit by flames and he was forced to slide down a rope to safety.



Showing Reproducer of Jewel Attachment turned up to change needle. Also position when not in use.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY attachment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.



Showing Jewel Attachment in position for playing vertical cut records.

# THE IMPROVED Jewel ATTACHMENT FOR EDISON

**N O T**

**Just Another Attachment**

**B U T**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

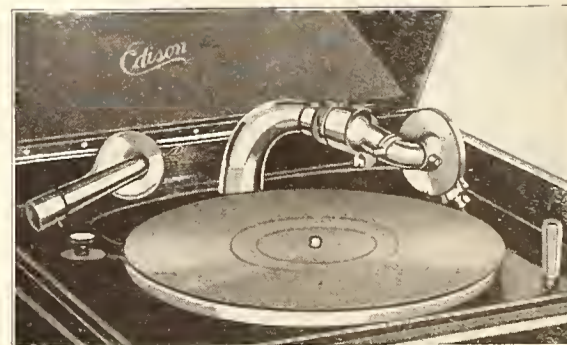
Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.



Showing back view of attachment in position for playing lateral cut records.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**



## The Six Best Sellers on

# OKeh Records

No dealer can serve his trade properly without these OKeh Records, which are the most popular selections on the market today:

- |      |          |   |  |
|------|----------|---|--|
| 4460 | 10 in. { | I WANT MY MAMMY—Fox-trot . . . . .                                    | Green Brothers' Novelty Band                                 |
| 85c  |          | DAPPER DAN—Fox-trot . . . . .   | Joseph Samuels' Jazz Band                                    |
| 4467 | 10 in. { | WHEN FRANCIS DANCES WITH ME—Waltz . . . . .                           | Markel's Orchestra   |
| 85c  |          | MONASTERY BELLS—Waltz . . . . .                                       | Green Brothers' Novelty Band                                 |
| 4468 | 10 in. { | BIMINI BAY—Fox-trot, Banjo Solo . . . . .                             | Harry Reiser<br>Accompanied by Rega Dance Orchestra          |
| 85c  |          | APRIL SHOWERS (From "Bombo")—Fox-trot . . . . .                       | Markel's Orchestra   |
| 4479 | 10 in. { | MY SUNNY TENNESSEE—Tenor with Orchestra . . . . .                     | Lewis James  |
| 85c  |          | TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Tenor with Orchestra . . . . . | Billy Jones  |
| 4497 | 10 in. { | BLUE DANUBE BLUES—Fox-trot . . . . .                                  | Blue Diamond Dance Orchestra                                 |
| 85c  |          | KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt . . . . .   | Blue Diamond Dance Orchestra                                 |
| 4498 | 10 in. { | THE SHEIK OF ARABY—Fox-trot   | Ray Miller, Melody King, and His Black and White Melody Boys |
| 85c  |          | FOUR HORSEMEN—Fox-trot . . . . .                                      | Glantz and His Orchestra                                     |

OKeh gives you not only the latest and best titles, but our artists and orchestras are recognized as second to none in the musical world.

The wonderfully clear recordings from the OKeh laboratory are receiving constant and enthusiastic praise from both trade and public.

### General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City









# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager  
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., January 5.—The trade is now reviewing the past twelve months of 1921, a year that was full of strange fluctuations and variations, when no single month was like a succeeding one. There was the early call on the part of merchants generally to make ready in due season for Christmas and the talking machine dealers got some of the good effects of this. Instead of there being a rush of people a few days in advance of Christmas the call for goods began early in December and there was a steady stream of buyers right through the month, with few large individual orders, but a great many smaller ones, which, in the aggregate, made a very healthy showing for the month. There is not much disposition to make comparisons of the 1921 business with the year previous for obvious reasons, but comparisons are made with leaner years against which 1921 stands out conspicuously. As for the future, what it is to produce in the way of business for the jobbers and dealers, it is yet too early to forecast, but there is a general feeling that, while 1922 will eventually make a good showing, it is not expected that it will have a very healthy beginning before the latter part of the Winter.

### Why the Industry Should Get Together

According to a great many talking machine dealers a real need exists for the reorganization of the trade in such manner that the public may be protected from buying goods that are unworthy of the price and wherein dealers are competing along lines utterly unworthy of the honorable business they represent. Here is the way that a leading dealer in this city expresses it, and, parenthetically, to speak editorially, may there not be some food for serious thought? Therefore, read and digest, you of the army of talking machine dealers:

"Why is it the talking machine manufacturers can't get a great, big, high-grade man back of them to get them massed together for the reorganization of the talking machine industry, which is in such a deplorable condition; where the public is buying goods every day that is unworthy of the price, with no reputation; where dealers are competing, each one trying to hold his own by selling merchandise cheaper than the other fellow, making it necessary for them to go out and buy cheaper products; where manufacturers are trying to give an upright type machine at a cheaper price than their competitor and, by so

doing, slight workmanship, quality, etc., and think of just price? There is no regard for the truth; they are offering \$150 and \$175 machines for \$82, \$87 and all such prices.

"The industry has degenerated to such an extent that something has got to be done to save it and, I believe, it needs a high-grade man to either go out and fight these cut-price fellows with their own weapons for the next six months and make them sick of it or see that the situation is cleaned up where there is an oversupply of product. There is such a combination, especially in the moving picture industry, to keep control and bring business back to normal and something ought to be done here. The big manufacturers should be brought together, instead of fighting against each other."

### Holiday Spirit Manifested

The Christmas spirit was given visible expression by the dealers in no unmistakable manner in this city and, while some of the displays did not involve as much expense as in former years, they amply served their purpose. The Steinert house, both at its Boylston street and Arch street headquarters, had windows that attracted marked attention. In Boylston street there was a beautifully decorated tree at one end, a small stage at the opposite side, on which was set a handsome Victrola, while in the middle was a Wintry scene as glimpsed through a window. Scattered in the foreground were miniature figures of the grand opera characters so familiar to Victor enthusiasts. The C. C. Harvey Co. decorated its warerooms in ropes of laurel and in the window was a Santa Claus coming out of a box with quantities of tied-up gifts scattered about, Edison, Victor and Brunswick records predominating. A Victor display in one of the windows of the Oliver Ditson Co. was effectively set in the midst of a canopy of Southern smilax and red poinsettias. In the window of the Vocalion Co. was a handsomely dressed tree with a display of records suggestive of Christmas gifts. Ropes of laurel and poinsettia blossoms also helped to add to the general effect. The A. M. Hume Co., next door, had a number of wreaths tied with red ribbons, and there were effective displays to be seen in the windows of the Frank S. Horning Co., Henderson's and the Puritan, all on Boylston street; the Tremont Talking Machine Co. in Tremont street, Widener's in West street, and the Grafo-

## EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



Beyond the shadow of a doubt 1922 will be a banner year for Victor dealers. We can help you make it so.

**Eastern Talking Machine Co.**  
85 Essex Street  
BOSTON MASS.

nola Co. of New England at the corner of Tremont and Avery streets.

### Introducing the Strand

An interesting announcement is that made by Arthur C. Erisman, head of the Grafonola Co. of New England, who has associated with him Arthur W. Chamberlain in presenting the merits of the Strand, the new and popular-priced console type of talking machine, which Mr. Erisman became interested in only a few weeks ago. Mention was made in last month's issue of *The World* of this new connection in the wholesale end and since then Mr. Erisman has been able to interest a great many talking machine houses, furniture houses and department

(Continued on page 68)



## VICTOR SERVICE PLUS

for

### NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

## THAT'S DITSON SERVICE

**OLIVER DITSON CO.**  
BOSTON

**CHARLES H. DITSON & CO.**  
NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

stores all through New England in this proposition. Mr. Chamberlain, who will act as special salesman, is widely known in the New England field through his long association with the Victor Co. For the past year he has been traveling in the interests of a line of accessories, but these he will not give up, simply representing the Strand as an additional line.

**Encouraging Vocalion Report**

Manager Wheatley, of the Vocalion Co., makes a most encouraging report of the holiday business and the retail and wholesale were considerably in excess of the same time a year ago. Much of the success of the retail business was due to some good advertising in the daily papers, advertisements that told a story well and convincingly, and for these Mr. Wheatley was responsible, as he put in a lot of time in getting ready the copy. Another drawing card for the good business were the rebates that were offered prospective customers and so many persons seized the opportunity of taking advantage of the offer within the specified time that many sales resulted. Mr. Wheatley went over to New York the end of December to confer with the Aeolian officials relative to the policy to be pursued in 1922, a year that Mr. Wheatley thinks will be a very successful one.

**Steinert's Christmas Party**

There was a Christmas party Thursday, December 22, at the Steinert Victor headquarters, 35 Arch street, which was the best Christmas festival ever held—that's what Bob Steinert called it, and he ought to know, for he was right in the thick of it and did his share in giving everybody a good time. There was a tree as usual, from which the forty or more employes got presents, both funny and serious, but the best one given out was a handsome safety razor set which found its way into the possession of Bob Steinert, with the compliments of his associates. Kenneth Reed, wholesale manager of the department, was an active

# HORTON-GALLO-CREAMER CO

**NEW HAVEN**  **CONNECTICUT**

## VICTOR SERVICE SPECIALISTS

Here's hoping that 1922  
will eclipse all former years  
in the volume of Victor  
business you transact.

factor in the good time and "Shad" Plenty, the negro elevator boy, without whose presence a Steinert party wouldn't be a success, gave some of his imitations and buck and wing dancing, and he was assisted by John Mahoney, for, you see, the place has a lot of good talent. Not to be outdone, Bob Steinert gave a very good imitation of "Shad" himself, provoking great hilarity.

There were refreshments, and dancing brought the Christmas festivities to a close.

**Paul Zerrahn With Widener**

Widener's, at 23 West street, which was beautifully decorated during the Christmas holidays, has a new manager, Paul Zerrahn, whose long association with the Emerson Co. has made him a conspicuous factor in the talking machine

# KRAFT-BATES AND SPENCER INC.

## NEW ENGLAND DISTRIBUTORS

# *Brunswick*

PHONOGRAPHS AND RECORDS

### MORE THAN BEAUTY OF TONE RECOMMENDS THE BRUNSWICK

Phonograph buyers, who, from lack of experience with phonographs, are unable to appreciate the finer quality of Brunswick Tone, are often moved to buy a Brunswick by another important feature.

And that is its ability to place at the owner's command every type of record made (playing each type according to its individual requirements, and without attachments). No other phonograph can justly claim such an achievement.

And this is only one of the powerful selling arguments with which every Brunswick dealer is armed.

**KRAFT - BATES AND SPENCER, Inc.**  
1265 Boylston Street - - - Boston, Mass.

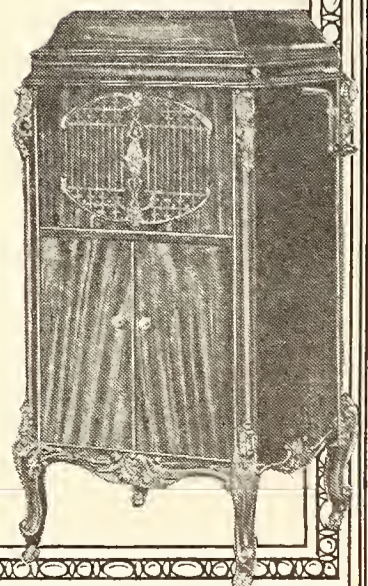
NEW ENGLAND DISTRIBUTORS

*Steel Needles*

*Albums*

*Record Brushes*

*Khaki Covers*





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

field. Mr. Zerrahn, while with the Emerson Co., was in charge of the New England field for three years and was also in the South for a time, where he represented a record line. Mr. Zerrahn comes of a fine Boston family and has many friends here. He is making a success in handling the Granby machine.

Within the week before Christmas the Widener store was entered and out of the safe was taken \$211. The robbery was discovered in the morning. The time indicator showed that the outer door of the store had been opened at 9:22 the night before, then closed a minute later, opened again at 2.32 a. m., and closed at 2.33. It was the opinion of the police, therefore, that whoever was responsible for the break entered at the first-mentioned time and left at the latter hour. The person or persons apparently knew something of the combination of the safe, which was found open.

**Grafonola Quarters Rearranged**

The Grafonola Co. of New England, of which Arthur C. Erisman is manager, has sublet a part of the property at the corner of Tremont and Avery streets to D. A. Schulte, Inc., who runs a chain of tobacco stores throughout the city. This concern will have the Tremont street end of the building, Mr. Erisman retaining the Avery street side from the main doorway and having at the rear a quick-service department. All the booths will be moved upstairs, as Mr. Erisman has long had elaborate quarters on the second floor. A rearrangement of the quarters will be begun soon, so that the new tenant may take possession by March 1.

**Brunswick Plans for 1922**

Kenneth T. Finney, wholesale manager of the Brunswick, reports an excellent Christmas business which rather exceeded the best expectations and, furthermore, he stated that there was no appreciable falling off in trade in the week immediately following the holidays. He expressed himself as highly confident of good business during the year 1922, saying that there



**STEINERT SERVICE**

*Our Unswerving Policy*  
for  
**1922**

To Protect—to Develop—to Serve  
To the Limit of Our Ability  
The Victor Retailers of New England  
Already Established

Our Entire Stocks and Personnel At Your Disposal

**M. STEINERT & SONS**

*New England Victor Wholesalers*

35 Arch Street

**BOSTON**

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



have been many very encouraging indications already. The Brunswick is planning early in the new year to enter new territory in New England and Harry Spencer, head of Kraft, Bates & Spencer, Inc., which handles the wholesale Brunswick, is on the lookout for advantageous locations. Mr. Spencer, right after Christmas, went to Chicago to confer with the Bruns-

wick officials relative to the plans which are to be worked out during the new year.

**Big Demand for Okeh Records**

An expansive smile playing over the countenance of E. B. Shiddell is explained when one hears him say that he had a very good business in the Okeh line of records. He says that the way that some dealers ran out of goods rather early in the holiday period served as a sufficient warning never again to take any chances when it comes to carrying an adequate stock. He looks, therefore, to see those handling the Okeh line to place bigger orders than usual early in the new year.

**Greetings to the Boston Trade**

The greetings of the New England Music Trade Association, of which Frank S. Horning, head of the Frank S. Horning Co., Inc., is now president, are extended to the members of the organization through the medium of a folded card of yellowish buff in an envelope of the same color, which Secretary Merrill has got up. The lines were composed by George W. Willmington, whose verses have often been printed in publications. The lines are headed "A New Year's Thought for 1922," and here they are:

"The war-worn world is sick and thin  
Of non-productive toil,  
As guns are made where looms should spin  
And weeds o'errun our soil.  
United we can reconstruct,  
But selfish strife must end;  
Do what you like will but obstruct,  
Like what you do will mend."

**Columbia Co.'s Christmas Party**

There was a happy Christmas party at the Columbia headquarters with Fred E. Mann, the manager, as master of ceremonies. There was a tree set up in the doorway of the model shop from which presents for everybody were drawn as out of a grab. Miss Helen Connors, one of the office staff, who teaches dancing on the side, brought some of her pupils to the headquarters and they gave an exhibition of fancy dancing. Later there was general dancing with refreshments, and on the breaking up of the party Manager Mann wished everyone a Merry Christmas.

**An Important Announcement**

A. J. Cullen, head of the Lansing Sales Co., announces that this company is giving up the manufacture of the khaki coverings with which

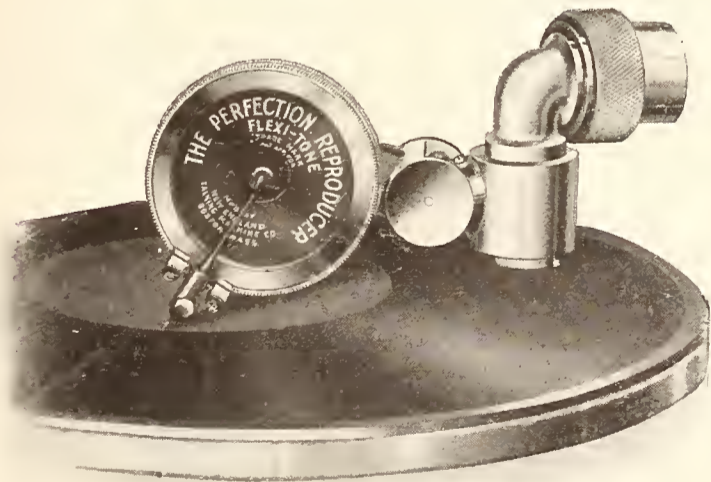
(Continued on page 70)

**The "Perfection" Ball-Bearing Tone Arms**

and

**The "Perfection" Reproducers**

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

16-18 Beach Street

Boston, Mass.

Factory Representative

**L. A. SCHWARZ, Inc., 1265 Broadway, New York City**



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

the house has been identified for so long a time. This part of the company's business has been transferred to Henry Smith, who has been with the Lansing Co., beginning his career there during the years that Mr. Lansing was alive. Mr. Smith will continue to manufacture these coverings and will have an establishment in Harrison avenue not far from where the Lansing Sales Co. is now located, Number 170, a location that is convenient and in every way better adapted to the needs of this concern. There will soon be some additional news of interest touching this house, which it is hoped will be ready for the readers of the February issue.

**Looks for Greatly Improved Business**

Wholesale Manager Herbert Shoemaker, of the Eastern Co., sees every reason for looking for improved business during 1922. He says that on several days following Christmas there were some cancellations of goods, but this was natural at a time so close to the new year, a fact that will become obvious to anyone who stops to

think; but the type of dealers who thus canceled their orders are the very ones who will be ordering heavily some time in January. Thus far he says he has found very few timid souls, most of the dealers he has come in touch with being imbued with the idea that 1922 is going to be a very satisfactory year. The Eastern Co. meantime is laying plans to make the current twelve months the most successful ones in its history.

**Fitzgerald's Big Holiday Trade**

Billy Fitzgerald, whose shop at 28 Cornhill street is becoming widely known to his large following, says he had a very big Christmas sale of Victor goods. He has not yet completed all his improvements in the interior, but when his plans are finally carried out he will have a comfortable, well-equipped store. Among his callers during December were several of the managers of theatrical companies here in town and they were large purchasers of records.

**Regret Passing of A. L. Bailey**

News was received a few days after Christmas of the death on that day of A. L. Bailey, a well-known music dealer, who ran a series of stores, with headquarters at St. Johnsbury, Vt., which was his home. Starting originally as a piano house he had so developed his business in the last few years that the talking machine end became a valuable adjunct, and he carried several types of machines. He operated as many as sixteen stores in Vermont and New Hampshire, which were known as Bailey's Music Rooms. Mr. Bailey was seventy-seven years of age. He was widely known to the Boston trade and had been a visitor to this city earlier in the month.

**Suffers From Fire**

The Manganaro Music Co., of Quincy, was a heavy loser through a disastrous fire which swept through a part of the business center of that neighboring city on the morning of December 30, with a total loss of \$200,000. This music shop, which was an exclusive Columbia wareroom, is operated by Andrew Manganaro, who is a live wire in the retail trade. His store adjoined the building in which the fire originated. Because of a large Christmas trade there was not a heavy supply of goods on hand. Mr. Manganaro is enough of a hustler not to allow his doors to be closed very long.

**To Visit the South**

Robert Steinert, of the Steinert Co., is planning to take a trip South some time in January, if business can be so arranged that he can find the time to go. He plans to return to Boston so as not to interfere with the plans of his father, Alexander Steinert, who usually goes South in February or March.

**Stephen Colahan Goes Home for Holidays**

Stephen Colahan, who is now exploiting the Cheney line, with headquarters at the A. M. Hume Music Co.'s Boylston street warerooms, hurried over to New York to spend Christmas with his parents in Brooklyn, N. Y., and a few days later made his start for home, coming by way of Connecticut and making it a business trip in the interests of the Cheney outfit.

**Souvenir From Eastern Co.**

The Eastern Co. did not forget its friends during the holiday season and its dealers accordingly received for Christmas artistic oxidized silver paper cutters with the Eastern Co.'s name inscribed on the handle, for which gift "we" all extend our thanks.

**Hallet & Davis Holiday Reminder**

The Hallet & Davis Co. was early in the field with its Christmas souvenir, and its constituents accordingly received a handsome brass pad calendar which matches the paper cutter of last year. Thanks, again, says the trade and "us."

**Executive Board Re-elected**

Now that the Christmas rush is over, President Frank S. Horning, of the New England Music Trade Association, has found time to give heed to the executive board of the organization and he, acting on the advice of some of his fellow officials, has come to the conclusion

**COMBINATION**

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

**L. W. HOUGH**

20 SUDBURY STREET BOSTON, MASS

that no better body of men could be selected than those already holding office. Accordingly, the old executive board has been re-elected, as follows: Edward Payson, chairman; R. G. Kneuper, of Lawrence; Stanwood Miller, Jerome Murphy, E. M. Wheatley, Frank Beal and Leonard Wright. There is also the same membership, publicity and advisory committees, the latter divided into the piano and talking machine departments. The make-up of the latter division is as follows: R. V. Davis, chairman; Harry L. Spencer, Kenneth E. Reed, Walter Gillis and William E. Titus.

**J. A. Frye Visits Victor Plant**

James A. Frye, of the traveling staff of the Victor, spent several days at the factory following the Christmas holidays. Mr. Frye and his wife, who has lately returned from an extended visit with her people in the South, are now pleasantly settled in the Back Bay.

**Encouraged Over Sales**

Chester J. Sylvester, manager of the talking machine department of the Osgood Co., is quite encouraged over the sales which he has made, not alone approaching the holidays, but in the week since Christmas, and he is quite optimistic over the prospects for 1922. Just now he is engrossed in stock-taking, as one of the statements has to be in by the tenth of this month. Mr. Sylvester has with him Sturgis Wood, one of the best repair men in the talking machine business, and there is little about a machine which he does not know.

A man's principal asset is his loyal, trained working force. It is the men behind the guns who save the community.

**LANSING KHAKI  
COVERS**

The Pioneer Moving Cover

High  
GradeGovern-  
ment  
Khaki

Dealer's Prices NOW:

\$6.<sup>00</sup>medium  
size  
43"x20"x23½"\$6.<sup>50</sup>large size  
49"x23"x24¾"\$7.<sup>35</sup>extra large  
52"x22½"x23½"Fitzall Leather or No. 3x Strap  
\$2.50

Piano Moving Covers \$18.00

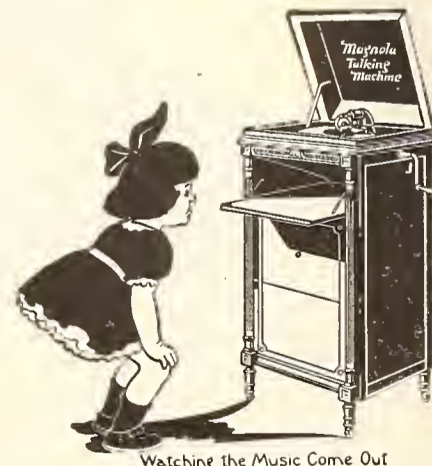
SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS

170 Harrison Avenue  
BOSTON, 11, MASS.**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA  
"Built by Tone Specialists"**

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices Southern Wholesale Branch  
711 MILWAUKEE AVENUE 1550 CANDLER BLDG.  
CHICAGO ATLANTA, GA.



**PROBLEMS OF MUSICAL DIRECTOR IN THE LABORATORY**

**Must Be a Genius at Picking Out Selections That Will Appeal to Popular Favor and Selecting the Right Artists to Sing Them—Recording of Symphony Orchestra Presents Difficulties**

Making records that "get across" is very much like producing successful moving pictures, says a writer in *The New York American*, who points out that a clever story will often be ruined and fall flat because of poor acting or as a result of casting the wrong actors for the leading parts. Just as often the reverse is the case, and a poor story with a weak plot will go over by the saving grace of the star's winning personality and delightful characterization.

The musical director at the recording laboratory has exactly the same problem to face. First he must choose a musical "story" or composition that is sufficiently interesting to insure its popularity and then determine which artist will sing it to the best possible advantage. He must select one whose art is most suitably adapted to that type of song or music and who, because of a particular quality of voice or style, is most likely to infuse into the recording that lyrical grace of execution or that charm of interpretation which makes the record a living embodiment of the art of its creator. There must be more than mechanical reproduction of sound behind a record to make it good. The phonograph is no longer a novelty.

Have you ever stopped to consider what there is in a record that attracts you besides its charm as a musical composition? There are three elemental points on which a recording should be judged—clarity of recording, expression or interpretation and tonal purity or fidelity.

Clarity of recording is not easily achieved, and in spite of the fact that they have been at it many years there are still many and varied difficulties which are eternally presenting themselves. Take, for example, the problem of recording the many instruments in a symphony orchestra of approximately one hundred pieces. Do not forget that the diaphragm which catches and transmits the

vibrations sent out by these hundred different musical instruments is less than two inches in diameter, and that each instrument produces an entirely different set of vibrations, all of which strike the diaphragm at the same instant. All this must be recorded in one single groove, one continuous sound wave in the wax matrix. That it is possible to produce the beautiful symphony records which are being offered today is remarkable, and it is due only to unremitting scientific research and experiment, combined with the serious and tireless efforts of the artists themselves.

Expression of interpretation is perhaps the most important single consideration in producing a record of artistic worth. The artist must register the dramatic quality so vital to a song such as "Danny Deever," or "On the Road to Mandalay," or the subtlety of interpretation necessary to Massenet's "Elegie," otherwise the recording will prove flat and uninteresting. The

artist must infuse into the record that intangible something that makes you feel his presence.

The matter of tonal purity and fidelity can perhaps be best illustrated by a consideration of violin recordings. Wonderful strides have been made in this direction and it is not unusual to find a record possessing a tone of surprising purity, a tone round and warm in feeling or of scintillating brilliance. Unless a record reflects, with close fidelity, this beauty of tone much is lost, for in the limpid tone of a violin is the fullness of expression, the delicate shading and color that distinguishes artistic achievement.

Tone is the foundation of expression for the virtuosi. The difficult little tricks of technique can be mastered with persistent practise; they are more or less mechanical. Supple fingers can be taught to respond instantly with unerring precision and agility to an instinctive wish, but tone—that is an entirely different matter.

Tone is infinitely difficult of accomplishment. There is a certain something not readily definable about a pure and limpid tone that is hard to separate and analyze as a thing apart. The artist feels, as he plays, that it is the soul within him that breathes into his beloved violin.

**ORGANIZES MUSIC STUDY CLUB**

**Garst Store of Coon Rapids, Ia., Hits on Plan to Increase Red Seal Record Sales**

The Garst Store, Coon Rapids, Ia., has organized a Music Study Club for the purpose of developing interest in Victor records and attracting attention to the store. The Club is scheduled to meet at the Garst Store once each month, and at each meeting a different opera will be studied with the aid of the Victor Book of the Opera, the demonstrations being through the medium of Victor records. It is believed that the plan will result in increased sales.

The Sterling Talking Machine Co., of Chicago, Ill., has changed its name to the Budhai Mfg. Co.

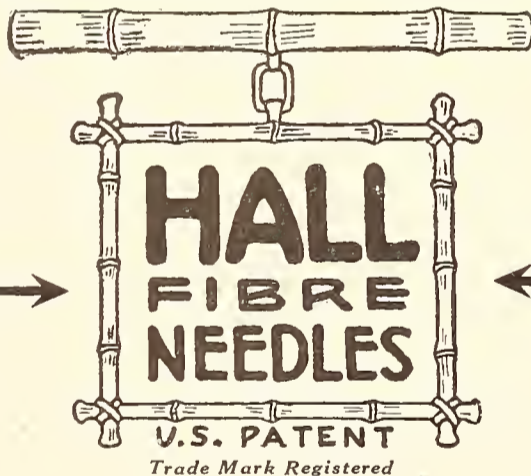
**FIRE DAMAGES LAWLER BUSINESS**

NEW HAVEN, CONN., January 3.—The establishment of J. F. Lawler, piano and talking machine dealer, Chapel street, this city, was considerably damaged in a fire which broke out in an adjoining building and spread to surrounding business houses. The damage to the music store, which is estimated at \$1,000, was fully covered by insurance, it is reported.

**NEW JONES-MOTROLA DISTRIBUTORS**

MINNEAPOLIS, MINN., January 3.—The distribution of Jones-Motrolas has been augmented by the addition of the Beckwith O'Neil Co., of this city, which will distribute this electrical winding device in its territory.

Insist on the  
**ORIGINAL**  
Trade Mark



Insist on the  
**ORIGINAL**  
Trade Mark

**Hall Fibre Needles**

Represent years of experience in tonal development.

The Hall Fibre Needle was born of necessity and has made good.

The needle with a universal reputation that cannot injure the record and—

The needle that has brought about the sale of thousands of talking machines and of hundreds of thousands of records.

**IT PAYS TO PUSH  
HALL FIBRE NEEDLES**

**HALL MANUFACTURING CO.**

*Successors to B & H Fibre Mfg. Co.*

**33-35 West Kinzie St.**

**Chicago, Ill.**



## A WONDERFUL HOLIDAY TRADE CLOSED IN NEW ORLEANS

Leading Establishments Make Encouraging Reports Regarding Trade Outlook—What J. D. Moore Says—Miss Jalenak Married—Small Music Shops as Sales Mediums—Situation Reviewed

NEW ORLEANS, LA., January 5.—Talking machine dealers emerged from the holiday period well satisfied with their share of profits for the season. The rush lasted until closing Christmas Eve and many stores made deliveries with Santa Christmas morning. While the trade has quieted down to normal in machine sales, many stores report increased business in records since Christmas.

Maison Blanche, one of the biggest department stores in the city, reports a wonderful business. The rush started early and stayed until Santa Claus arrived and was waiting for talking machines to put into the stockings. "Xmas week showed a 35 per cent increase over the corresponding week last year," said J. D. Moore, manager of the music department, "and, while I don't expect that the month as a whole will show quite that much improvement over last year, still we are well satisfied with the business. Too, we were especially careful to get a stock large enough to carry us through the season and this is the first time that we have had a big enough stock to last. We still have a few \$100 machines left. But machines from \$125 up went like hot cakes. The Brunswick \$300 Stratford was very popular. Records were excellent sellers and the business has kept up since Christmas." Maison Blanche will discontinue its line of player rolls.

L. A. Guenard, who has two small music shops, one in the business section of the city and one in the residential section, claims that he closed "a world of business last year." Player-pianos have just been added to his stock and he sold three Lindeman & Sons players during the week before Christmas. Player rolls picked up wonderfully, as well as records. Jazz pieces were the most popular, but sentimental music ran a close second. Cash sales were better at Christmastime than in the early part of the year. Mr. Guenard intends to add banjos and other stringed instruments to his line in the early part of this year.

An agreeable surprise in local talking machine circles was the marriage on December 15 of Miss June Bernice Jalenak, for the past four years manager of the Dugan Piano Co.'s Victrola department, to D. J. Trembley, sales manager for the Abbott Automobile Co. Though the engagement had been rumored for some time the couple slipped away quietly, and the an-

nouncement of their wedding took their many friends unawares.

Mrs. Trembley has returned to her duties at the Dugan Piano Co. and will, no doubt, remain in charge of the department until Mr. Dugan can make other arrangements, though everyone admits this will be no little task, as Mrs. Trembley has built up a splendid patronage and acquaintanceship among local music dealers, and she will be greatly missed when she steps from the ranks of New Orleans sales folks who are identified with the talker business here.

High-priced period model Victrolas have had the call lately in this section of the South served by the wholesale department of Philip Werlein, Ltd. The Pierce-Goodell Piano Co., representative Victor dealer at Beaumont, Tex., reports the sale of a William and Mary period model to ex-Governor Hobby, of Texas. Ex-Governor Hobby, who is a resident of Beaumont, being proprietor of two daily papers there, installed the Victrola in his handsome home, where it has been seen and heard and favorably commented upon by many of his friends.

At Monroe, La., the Foster Jewelry Co., another live Victor account, reported the sale of an Adam period model to a Shreveport oil magnate and believes it will sell several more directly, as a result of placing this at the disposal of this party, who maintains a beautiful country estate near the city of Shreveport.

J. Henry Blache, who is the head of the Orphone Talking Machine Co., is another believer in small music shops scattered in different parts of the city. Business has been even better than he anticipated in the three months that his store has been operating and he is now thinking seriously of opening up two more small shops. Mr. Blache has found the people liberal spenders this year and not as lacking in funds as reports would indicate. His shop was opened as an experiment and it has more than proved his theory. He has always encouraged a cash business by allowing a liberal discount for cash sales, and in spite of the fact that there were three other competitors in the block his store has established itself and is now on its way to make a good profit in 1922. Mr. Blache has been in the music business for the past seven years and is competent to express himself on the outlook for the future.

Manager Billet, at the Edison Co., states

that business is really as good since Christmas as it was before, because of the fact that a lot of the machines which were sent out on approval are now being paid for and they are still doing a big closing-out business. Their estimate of the business done this year is about 25 per cent better than that of last December, while for the whole year the percentage is between 25 and 30 per cent better than in 1920. They still sell more of the official laboratory model New Edison machines than any other. The Edison Co. continues to supply restaurants with machines. The Vieux Carre and the Comus were buyers of machines just before Christmas.

The business done by the Philip Werlein Co. was a surprise to all, for it was above what anyone had anticipated. The start was later than usual on the holiday rush, and due to that, and the fact that the stock ran short, the sales were smaller than what they would have been otherwise. The Style 110 Victrola was the most popular machine. Record sales were exceptionally good, both in Red Seals and in popular rags. Miss N. Pavone won the monthly prize for record sales and Miss Hoyt was second. Generous checks were received by all employees of Werlein, Ltd., for Christmas.

The L. Grunewald Co. was one of those at the top of the list in both record and talking machine sales. The season was, in the words of one of the salesmen, a "clean-up." Both the Rampart street branch and the Jackson, Miss., branch reported a wonderful business and the store is very optimistic over the outlook for 1922. The "Little Consul" machine was one of the best sellers in the Mississippi territory. This was the first year that the Grunewald has handled the Victor line and it has proven a very big success.

The Dwyer Piano Co. had the biggest December it has ever had; that is, as a whole. A big improvement was noticed in cash sales, though the buyers were very conservative as a whole, and the higher-priced machines were not sold in the volume that the \$100 and \$125 machines were.

### VICTROLAS FOR SECTION GANGS

Victrolas for the entertainment of railroad section gangs are in order. The manager of Harmony Hall, Iowa City, Ia., recently prevailed upon the Superintendent of Maintenance of Way of the local railroad to place a Victrola and a supply of records in the car of every section superintendent. The section cars are continually moving along the lines of the railroad and are frequently held on sidings in remote districts. It is believed that the Victrola music will serve to brighten many otherwise dark hours for the members of the section gangs, keep their morale at a high level and greatly increase their efficiency while at work.

### SETTING THE FIGURES RIGHT

In the very interesting article under the caption of "Sales Formula of Advertising, Salesmanship and Hard Work Still Scores," written by D. G. Baird, which appeared on page 15 of the December World, there was one slight error which, by reason of its extravagance, may take from the value of this admirable story of business expansion. In the first column it states that "a young man just out of high school sold \$83,000 worth of talking machines by direct canvassing." The figures should have been \$8,300. As this typographical error detracts from the value of the article, we are particularly anxious that our readers should note this correction.

### EMANUEL WOLFF PASSES AWAY

ROCHESTER, N. Y., January 2.—Emanuel Wolff, president of the Rochester Phonograph Co. and a pioneer operator of five- and ten-cent stores in this city, died recently at his home at 49 Dorchester road. Mr. Wolff was well known in local business circles, and had been in business here for many years. He is survived by a widow, a son and a daughter.

## A Musical Merchandise Department Pays EXTRA Profits

A modest investment—\$500.00 or even less—will start a Musical Merchandise Department in any Piano or Phonograph store.

And its profits are clear velvet!

For the new department takes little room (it uses wall space rather than floor space)—needs little technical knowledge—requires no additional selling force. The increase in overhead expense is negligible.

It will sell goods the year around—at a generous profit and with a rapid turn-over. There is no competition with your other lines. On the contrary it brings new customers into your store. And every one of them a prospective Phonograph or Piano buyer.

But why not talk this over with our representative the next time he's in your town? He can explain this interesting idea from a merchant's standpoint, and he can show you, in a common-sense, practical way, just how to start after these EXTRA Profits and get them! You won't be obligated in the least—you aren't promising a thing except that you will give him a little time. Drop us a line today and we'll arrange to have him call.

## THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.





The Best Policy  
for 1922

The  
**VICTOR LINE**  
through  
**BLACKMAN**  
insures

*A Happy New Year*

*Blackman*  
TALKING MACHINE CO.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS







**Columbia Mid-Month Postals put the names of the newest records into your customers' hands—and thus put money in your cash drawer. An inexpensive advertising stunt for dealers. Ask your dealer service man.**

**Columbia Graphophone Co  
NEW YORK**

## INDIANAPOLIS TRADE IN DISTINCTLY OPTIMISTIC MOOD

Volume of Holiday Trade Exceeded Expectations—Great Campaign of Stimulating Buying Carried On—Original Plans Employed—General Feeling Is That 1922 Will Reward Those Who Work

INDIANAPOLIS, IND., January 4.—Christmas business in the talking machine stores of this city was sufficient to give the dealers a brighter outlook on life than they have had in many months. Almost without exception they report the holiday trade as being equal to, if not better than, that of the 1920 Christmas season. Some of them say their increase last month over the same period of the preceding year was from 25 to 50 per cent. Record business fell off for some of the dealers, but in most of the stores it was well up with the machine business, while in several of the season's hits it was found impossible to fill the demand.

"Our business in Columbia records was limited only by our ability to get stock," W. G. Wilson, manager of Widener's Grafonola Shop, said. "We could have sold several hundred dollars more of some of the records if we could have got them from the factory. As for our machine business, it was good in both the Columbia and the Granby instruments. It was very noticeable that we sold a better grade of machines this year than we did during the holiday season last year."

Miss Gertrude Woirhaye, former cashier and bookkeeper for the Grafonola Shop, was married recently to Dr. W. F. Johnson, of this city, and is succeeded by Miss L. B. Scott, formerly with the Columbia company.

Among the visitors at Widener's during December was Harry Caplan, sales manager for the Granby Phonograph Corp. He reported business prospects in the talking machine trade as becoming gradually better. He said the success of the Granby in this part of the country is very gratifying.

### Tries Out New Record-selling Plan

An altered scheme of introductory selling did much during the holidays to increase the business of the Victrola department of the L. S. Ayres & Co. department store, according to F. R. Follis, manager. Mr. Follis said his business for both November and December was exceptionally good, with the Christmas business running ahead of the previous holiday season.

One special record each day was featured by Mr. Follis in his introductory sales. The plan of selling the featured record was to wait until

a customer had purchased the record or records for which he entered the store. Then the clerk would call attention to the featured record with the result that the playing of it generally resulted in a sale.

"The one-feature-a-day idea enabled us to keep track of the sales by each clerk and aided in maintaining rivalry among the clerks to see who could sell the largest number," Mr. Follis said. "We did not attempt to force any lemons on the public in that way, but what we featured were records of merit which were not moving rapidly simply because they were not known. They were such records as sell readily when heard."

### Good Season for the Sonora

The Christmas business in Sonora phonographs was much better than in 1920, according to O. C. Maurer, of the Sonora department of the Kiefer-Stewart Drug Co., State distributor, and C. H. Becherer, of Charles Mayer & Co., Indianapolis, retailers. Both refer to the outlook as being particularly bright for Sonoras in this territory.

### Some Large Sales of Kimball Phonographs

In many cities where special campaigns were conducted in the sale of Kimball phonographs the Christmas business was better than last year, according to E. H. Jarrard, manager of the phonograph department of the Capital Paper Co.

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., reports the sale of a larger number of machines during the holidays than during the corresponding period of the previous year. She says, however, that the demand was not so great for the larger types.

### An Effective Holiday Window

A unique and unusually effective window display of original design was used during the holidays by A. C. Hawkins, of the Indianapolis Talking Machine Co. The fact that Mr. Hawkins is a practical electrician made it possible for him to construct an appliance that resulted in the striking of music notes being represented by flashing electric lights.

The representation was on an enlarged copy of three bars of music taken from a popular Christmas carol. For the operation of the dis-

play Mr. Hawkins removed the felt from the turntable of a talking machine and put in its place a disk of fiber in which he had cut as many slots as there were notes in the three bars of music chosen for display. Above the turntable and resting on the fiber disk he placed a stationary brush which, with the revolving of the turntable, caused a metal contact and a resultant flashing of one of the lights in the music bars at each slot in the fiber disk. In this manner the notes on the two bars of music were made to flash in consecutive order just as they would be struck in playing the music.

### Local Concern Reorganized

The Indiana Phonograph & Supply Co., which was organized here five years ago, has been reorganized as the Hoosier Mfg. & Supply Co. The control of the concern remains in the hands of J. C. Mather and J. R. Kuebler. The company now sells "Quality Phono Parts" instead of "Perfection Phono Parts," and is about to distribute a new catalog. Mr. Mather said that his efforts for several months have been directed to making the new catalog a text-book on phonograph education as well as a catalog of parts. Educational matter is used freely.

### Gennett Record Sales Increase

"Our business in Gennett records has increased very much in the last three months," said T. H. Bracken, of the Starr Piano Co., in reference to the holiday business of the store. "The recent cut in the price of the records and the fact that we have pushed the sale of them harder than we ever did before are responsible for the larger sales."

Among the dealers most elated with the results of the holiday trade is W. O. Hopkins, of the Edison shop. Although not given to talk concerning his sales and prospects, Mr. Hopkins said that the closing weeks of the year proved beyond a doubt to his sales force that 1921 had rewarded fighters and that 1922 would also.

### Caruso Calendar as "Door-opener"

Mr. Hawkins says that his Christmas business was most satisfactory largely as the result of work done by a special crew of house-to-house canvassers. The men used a small calendar with the photograph of Caruso as a "door-opener" and the general results were such, Mr. Hawkins says, as to transfer the bulk of his business from the floor to the field force. Mr. Hawkins is making successful use of many little sales ideas to promote the record sales, which he is convinced is the backbone of the phonograph business. He has now prominently posted in his store classified lists of educational records grouped for quick perusal.

### Circle Talking Machine Activities

The Circle Talking Machine Shop is closing the third year of its existence with a record of steadily increasing business. "Individuality in policy and insistence on the importance of the service idea are responsible for the growth of our business," said H. E. Whitman, president and general manager of the concern. "From the very first we have adhered strictly to a few fundamental, basic ideas. We realized when we opened our doors for business that in the old



## PHONOGRAPH CASES Reinforced 3-ply Veneer

**The Standard Case for Talking Machines and Records**

*Let us figure on your requirements*

MADE BY

**PLYWOOD CORPORATION, Goldsboro, N. C.**

Mills in Va., N. C. and S. C.



days one of the worst features of many shops and stores asking for the patronage of musically inclined persons was the utter indifference displayed to the wants, requirements and tastes of the individual customer. Such a spirit cannot succeed in modern business and so our one big aim has been to give our customers the utmost in value and in service alike. Individual attention to customers is vital in modern merchandising."

Mr. Whitman says there was a noticeable demand among his customers during the holidays for the Udell console type of cabinet manufactured in Indianapolis for the portable Victrola. This was taken by him as an indication of an increasing interest in medium-priced console models, of which the lowest priced in the Victor line is \$250.

**Planning Edison Sales School**

Satisfactory business among all the Edison dealers of Indiana is reported by H. G. Anderson, general sales manager of the Kipp Phonograph Co. "We are confident," he said, "in view of the accomplishments of the last few months of hard work that the new year will have its reward for every man who keeps on the job and fights for business. Tone-test recitals held throughout the territory have proved a wonderful boon to the Edison business and our dealers are now cashing in on them at a splendid rate."

The company expects to secure one of the ten salesmen's schools that are to be held this year by the Edison company in various cities of the country. Plans are being made for a five-day session and the dealers of the territory are displaying a keen interest in the proposed school.

**Sells Carload of Grafonolas**

A carload of Columbia Grafonolas was handled by the Hook Drug Co. for the Christmas trade. Large posters were placed on the trucks from which the machines were loaded calling attention to the fact that the company had purchased a carload. It was reported that the merchandising plan of \$1 down and \$1 a week for the lowest-priced machines, with slightly higher rates for the other machines, resulted in the shipment being practically all sold.

O. M. Kiess, who has been in charge of the Pathé Shop, has resumed his work on the road as general field supervisor for the Pathé Frères Phonograph Co. R. R. Ernsberger, who has been in the music business in Indianapolis for many years, is acting manager of the Pathé

Shop. He reports that reduced prices on the Pathé machines resulted in a healthy increase in business for the holidays.

**Pearson Piano Co. Buys Department**

Arrangements have been made for the sale of the complete stock and equipment of the Victor talking machine department of the Steinhauser Jewelry Store at Shelbyville to the Pearson Piano Co. in that city. The Victor agency was established with the Steinhauser store several years ago and was held by them exclusively until, a few months ago, the agency was extended to the Pearson Piano Co. The Pearson store is managed by D. W. Williams and has one of the most complete Victor departments in the State. The Steinhauser store is going out of business.

**Columbias in Public Schools**

A Columbia Grafonola has been placed in the Ridgeview public school at Peru and another in the Liberty school near the same city. The instruments were purchased by the school trustee of Peru township. They are being used in connection with the physical culture and recreation work of the schools.

**Baldwin Business Shows Increase**

The Baldwin Piano Co. reports a phonograph business in Indianapolis that was much better than the business of the store during the 1920 holiday season despite a serious reduction of stock by fire in November. Credit for the increase of business is given largely to sale of Brunswick machines, the agency for which was taken on by the Baldwin company last Summer. A one-cent sale of medallion records was featured by C. P. Herdman, manager of the talking machine department, during Christmas week. One record was sold for 85 cents, the regular price, while two records were sold for 86 cents.

Among the concerts to be given in this city during the Winter are several of especial interest to Victor dealers. They will be by the Flonzaley Quartet, which makes its thirteenth annual appearance in the city; Fritz Kreisler, Rachmaninoff, Heifetz, Galli-Curci and Schumann-Heink. Victor dealers throughout the State have learned to cash in on the many concerts by Victor artists who are heard in the capital city of the State.

E. F. Routh, Victor dealer at Salem, is making Victrola concerts in the home very popular. His plan of promoting the idea is to send a letter to a select few of his prospective customers informing them that he will furnish the Victrola and records if they in turn will invite some of their friends to enjoy a concert by the world's greatest musicians.

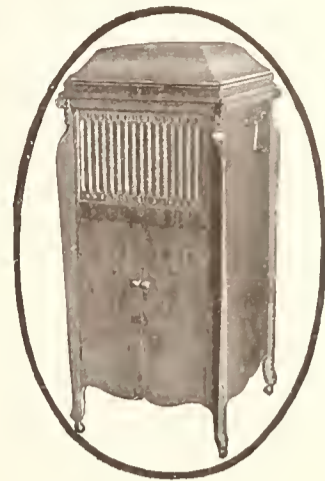
**SALES TAX BILL OFFERED IN HOUSE**

**Measure Introduced by Representative Volk Would Place Heavy Burden Upon Business for the Purpose of Providing for Soldier Bonus**

WASHINGTON, D. C., January 5.—A bill providing for a sales tax similar to that in operation in Canada has been introduced in the House by Representative Lester D. Volk, of New York, as a means of raising revenue with which to defray the expenses of a soldiers' bonus. Mr. Volk was chairman of the delegation of forty-seven Congressmen which recently made a tour of Canada, studying the law of that country.

The provisions dealing with the bonus are substantially the same as in the Fordney bill which passed the House and was amended in the Senate. The sales tax incorporated therein provides a rate of 1½ per cent on sales and deliveries by manufacturers or producers and wholesalers or jobbers; 2½ per cent of the duty-paid value of importations by manufacturers, wholesalers and jobbers; 3 per cent on sales and deliveries by manufacturers to retailers or consumers and 4 per cent tax on duty-paid value of importations by retailers or consumers.

The tax is made payable by the purchaser to the wholesaler, producer or manufacturer at the time of sales and by the latter to the Government within thirty days after the last day of the month for which the tax is to be paid. Food-stuffs and products of mines and forests would



**BLANDIN**

**J**UST as the pipe organ surpasses the old style instrument in producing many musical effects, so the Blandin Phonograph surpasses the ordinary phonograph in reproduction of the most difficult records like that of the human voice, the piano or the violin. Dealers find that the Blandin displayed and once heard is practically sold. Its purity of tone reproduction is remarkable. Place a few on your floor and note the difference by comparison with other kinds. Write today for complete particulars.

**Racine Phonograph Co., Inc.**  
RACINE, WISCONSIN.



be exempted from the taxes. A tax of ½ per cent on gross receipts of all land and water transportation companies and public utilities (gas, telephone, telegraph and electric light) is also contemplated.

Mr. Volk estimates the taxes will produce \$1,000,000,000 in revenue, this amount to increase 50 per cent when business becomes normal.

**STORE WINDOW IS A MIRROR**

A store window reflects the character of the establishment and passers-by usually judge on that basis.

TRADE MARK  
**DISC-O-GAMES**  
PAT APPLIED FOR

**Equip Your Booths with Stewart Record Stands**



No. 5A 010  
\$8.70  
f. o. b.  
Indianapolis

**C**OMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

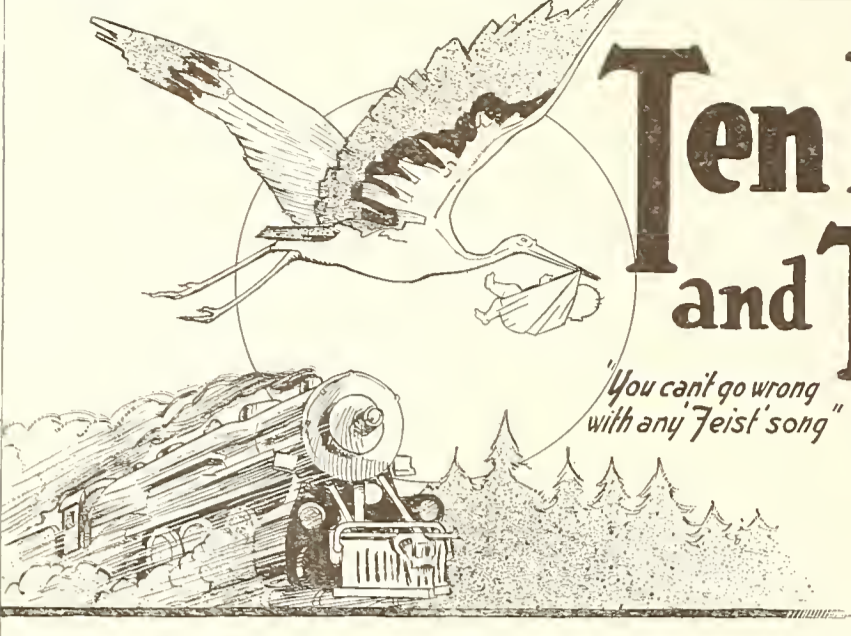
The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

In Mahogany, Golden Oak and Birch finish. Height, 43¼ inches. Top, 16½ x 16½ inches. If you have no account with us please send check with order.

**STEWART**  
TALKING MACHINE CO.  
Victor Jobbers  
INDIANAPOLIS







# Ten Little Fingers and Ten Little Toes

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

## A "Peach" of a song!

**ASK TO HEAR IT!**

### TALKING MACHINE TRADE SHOWS BIG GAIN IN CLEVELAND

Eclipses All Other Trades as Compared With Previous Year—New Okeh Record Distributors—Wholesalers Oversold—Columbia Carload Sales Drive—New Eclipse Traveler—Granby Activity

CLEVELAND, O., January 8.—The turn of the year brings the talking machine industry of this section into what many believe to be the most enviable position of any industry—showing a gain during 1921 over the business of 1920. Though total figures have not yet been compiled, jobbers assert that the year's business will exceed the highest expectations, and that they surpass the greatest hopes of a few months ago. Since jobbers have had the demands made upon them by dealers, it is reasonable to suppose that retailers have actually sold the machines and records. In a word, the talking machine trade eclipses any other trade in this section, for it is the only one that does not report a loss from 1920 figures. This is an achievement worthy of special emphasis.

#### Many Orders to Be Filled

Significantly, most lines of talking machines show the same proportionate gain. Shortages, predicted months before the Christmas season began by those who had witnessed similar conditions in former years, were experienced by most jobbers. As a whole, there are still hun-

dreds of machine orders to be filled by the wholesale trade.

#### Victor Wholesalers Oversold

Victor business was the biggest in the history of the Cleveland Talking Machine Co., according to Howard J. Shartle, general manager, during December. Both November and December business was expected to pass the same period of a year before, and the total for the year was expected to make a similar showing. The Eclipse Musical Co., Victor wholesaler, likewise was oversold, according to Edward B. Lyons, general manager, and deliveries on the business booked will continue through January.

#### The Activity in the Other Zones

Certain models of the Cheney phonograph were taken in such number by dealers that a decided shortage was experienced before the Christmas season was over, according to George R. Madson, president of the Cheney Phonograph Sales Co. Granby demand exceeded all plans for prompt delivery, according to C. H. Kennedy, the Kennedy-Schultz Co., distributor. Columbia carload sales stimulated business for

many dealers in the northern Ohio territory, according to S. S. Larmon, branch manager, and raised the total business done to what, final figures are expected to show, is equal to last year's business. There was practically nothing left for dealers to choose from during the last days of the campaign in Edison instruments, in the opinion of phonograph company officials.

#### New Okeh Record Distributors

Plans for the new year already are being shaped by leaders in the trade here, the first to be announced being the taking over of the Okeh record distribution by the Record Sales Co. and the opening of a branch office in Pittsburgh by that firm. The Okeh records will be added to the company's present Odeon and Fonotopia lines. With the completion of present plans the company will cover all of Ohio and the greater part of Pennsylvania. The Record Sales Co. has the same personnel as the Cheney Phonograph Sales Co. George R. Madson is president and T. R. Buel, secretary-treasurer. M. O. Giles, special representative of the General Phonograph Corp., was in town this week co-operating in planning the initial campaign. The Okeh records have been distributed by the Kennedy-Schultz Co., which firm will continue as the wholesale representative of the Granby phonograph in this district.

#### Columbia Carload Sales a Success

The carload sales planned by Columbia branch officials here have been more successful than the most optimistic dealer anticipated. In addition to those named previously, the Standard Music Co., Akron; Robert L. Seeds, Columbus, and Charles L. Yockey, Newark, entered into these events. In nearly all instances the carloads were disposed of long before the Christmas period ended. Truck loads of the machines, on parade, featured all these events. Special salesmen from the Cleveland branch, including Dan Des Foldes, W. H. Inderrieden, William Underwood and J. G. Mejord, aided the dealers in putting the sales across.

#### Columbia "Family" Celebrates

Christmas was celebrated by the Columbia branch "family" in the salesrooms of the firm. George Krauslick's band played for the dancing. Mr. Krauslick is manager of the record department. E. F. Hughes, Miss Florence Turner, Miss Gwen Tremble and others entertained. Max Levy, Columbia dealer, distributed cigars, and Santa Claus, by proxy, gave presents to everyone, each gift being in a way symbolic of the eccentricities of the one receiving them.

#### New Eclipse Co. Traveler

The staff of the Eclipse Musical Co. has been augmented by the appointment as traveling representative of Don B. Lightner, formerly of the J. E. Lightner Co., Painesville. Mr. Lightner has been in the retail end of the business for five years, and is well known throughout the district.

Among dealers to broaden their scope for the new year is the Kloefer Music Shoppe, Bucyrus, which adds the Brunswick line. The firm is

(Continued on page 78)



# The "NEW" MOTROLA

## With Universal Motor

Operating on All Electric Currents

**NOW SELLING AT RETAIL \$19.50**

*Liberal Trade Discounts, of course.*

Any of our exclusive distributors herewith listed are prepared to offer you prompt and efficient service

Distributors for State of Illinois RUOLPH WURLITZER CO., Chicago.	Distributors for Greater New York CHARLES H. OITSON & CO., New York City.	KRAFT, BATES & SPENCER, Boston, Mass. Exclusive distributors for New England States.
BRUNSWICK-BALKE-COLLENOER CO., Chicago.	SILAS E. PEARSALL CO., New York City.	COHEN & HUGHES, Baltimore, Md., and Washington, D. C. Exclusive distributors for Maryland, Dis- trict of Columbia, Virginia, North Car- olina, Southern Delaware and West Virginia.
COLE & OUNAS MUSIC CO., Chicago.	BLACKMAN TALKING MACH. CO., New York City.	BUFFALO TALKING MACHINE CO., Buffalo, N. Y. Exclusive distributor for Western New York.
H. A. WEYMANN & SON, Philadelphia, Pa. Exclusive distributors for Eastern Pennsyl- vania, Southern New Jersey and North- ern Delaware.	CABINET & ACCESSORIES CO., New York City.	STEWART TALKING MACHINE CO., Indianapolis, Ind. Exclusive distributor for Indiana.
BUEHN PHONOGRAPH CO., Pittsburgh, Pa. Exclusive distributor for Western Pennsyl- vania, Eastern Ohio and Edison Dealers in West Virginia.	KNICKERBOCKER TALK. MACH. CO., New York City.	PERRY B. WHITSIT CO., Columbus, Ohio. Exclusive distributor for Central Ohio.
MOTROLA SALES CO., OF NORTHERN OHIO, 1404 E. 9th St., Cleveland, O. Exclusive distributor for Northern Ohio.	GREATER CITY PHONOGRAPH CO., New York City.	
LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada	INTERSTATE SALES CO., Milwaukee, Wis.	
<b>JONES-MOTROLA, Inc. 29 W. 35th ST., NEW YORK</b>	BAOGER TALKING MACHINE CO., Milwaukee, Wis. Exclusive distributors for Wisconsin.	





**75c Gennett Records 75c**

A pre-war price, priority in real hit releases, and quality in recording have created an unprecedented demand for Gennett Records.

"First and Best on Gennetts" is the popular slogan. Get acquainted with the new hits. Weekly releases.

**GENNETT RECORDS**

Manufactured by

**THE STARR PIANO COMPANY**

**Richmond, Indiana**

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



## LARGE TRADE GAIN IN CLEVELAND

(Continued from page 76)

by no means new to the talking machine trade here, however, having been in the Victor line for several years. The firm plans to extend its operations into the country about Bucyrus.

### Howard J. Shartle, Jr., Arrives

Cigars distributed by Howard J. Shartle, general manager of the Cleveland Talking Machine Co., about Christmastime had a double significance. On December 20 a new member to the talking machine fraternity was added in the person of Howard J., Jr. Howard, Sr., now wears his well-known smile all the time.

The Cleveland Talking Machine Co. gave Christmas presents to some 200 friends, among them being bound volumes of all the Victor records for 1921.

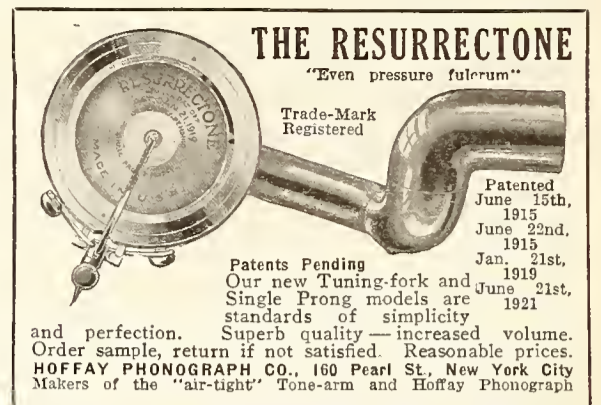
### John Steel a Welcome Visitor

A gain in popularity for the theatre, the talking machine, the artist and music was acquired during the personal appearance here of John Steel at the Hippodrome Theatre. Excellent co-

operation was given to this end by Keith officials and the Cleveland Talking Machine Co. for the trade. Mr. Steel appeared at the Euclid Music Co., the L. Meier & Sons' and the Buescher Co.'s stores and autographed records. Hundreds of persons met him at each establishment. Publicity was prepared by the Keith management to apprise the public of his appearance at these stores. Mr. Steel sang songs, the records of which may have required additional boosting such as this, in the opinion of dealers. He gave a singing lesson to some 500 aspirants for concert or stage honors. And he was one of those who appeared at the request of City Architect J. H. MacDowell to assist in testing the acoustics of the new public hall, critics having declared said acoustics to be inefficient.

### An Attractive Window Display

How a talking machine can be used to convey the spirit of Christmas in window display was demonstrated in the picture created by Mrs. M. M. Smith, talking machine department of the Harmony Music Shoppe. The machine was con-



verted into a motor sleigh, with records for wheels, and Santa Claus driving it. The whole was surrounded with snow. The window served to stimulate holiday demand at the tail end of the buying period, according to Walter S. Raeder, member of the firm.

### Granby Signs on Door Knobs

Another new retail establishment makes its bow at the turn of the year, the Frey-Fisher Co., in the East End, introducing the Granby phonograph in that section. This is one of the largest departments for a neighborhood store in this district, in the opinion of H. C. Schultz, of the Kennedy-Schultz Co., distributor. The opening was heralded with the placing, in one night, of 10,000 door-knob hangers on front doors in the vicinity. Members of the Kennedy-Schultz organization aided in the opening.

Results of the campaign being conducted by the Phonograph Co. with Edison dealers soon will be announced, according to E. S. Hirschberger, advertising manager. This is a series of sales contests, in progress since August. The object is to see which dealer and salesman dispose of the most merchandise in this period, and also who does the most business in dollars and cents. Prizes include an expensive watch and free trips to the Edison school of salesmanship. The contest has been so arranged that each contestant will have a fairly even break in attaining the higher honors.

Plans of the Euclid Music Co. include the direct-by-mail system of ascertaining the ownership or non-ownership of Victrolas. About 2,500 families will be reached by this medium, offering a prospect list extraordinary for the new year drive.

### Shortage of Brunswick Machines

The shortage in instruments was thoroughly demonstrated at Brunswick headquarters here. Orders for hundreds of machines that could not be delivered in time for the holidays were on hand, according to V. K. Henry, phonograph division manager in this district, but these are now being filled since receipts are heavier. A. J. Kendrick, general sales manager, was in town at the beginning of the month to aid in planning the campaign for the new year in this territory.

### NEW RECORD TESTING SYSTEM

Columbus, Ohio, Store Installs New System That Eliminates Interruption

COLUMBUS, O., January 3.—An innovation in record selling has been introduced in the talking machine department of Spence's Music Store here, and it is evidently meeting with the complete approval of the company's customers. The record customer obtains the record desired and then places it on the turntable of a talking machine in a box-like compartment. Seating himself on a stool in front of the compartment, the customer inserts the receivers in his ears and is thus able to listen to the music of the record without annoyance from outside noises.

### BRUNSWICK SHOP CHANGES HANDS

LAGRANGE, ILL., January 5.—The Forest Park Brunswick Shop, of this village, has been purchased by M. F. Hill, who has been in business locally for twenty-eight years. A complete line of Brunswick machines and records is handled, and in addition a well-stocked sheet music department has been installed.

## Christmas Business is over—but

### BUBBLE BOOK business is going right ahead

THERE are no dull months for Bubble Books. They are in season every month in the year and will sell just as well this month as they did last.

THE thousands of children who received one Bubble Book for Christmas are going to demand the others right away.

BE ready for this demand—Display Bubble Books and make January one of your best months.

*Remember—When you sell one you sell a habit, and when you sell a habit you are doing business.*

## BUBBLE BOOKS

“that Sing”



## HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., January 4.—The talking machine business in Philadelphia finally turned out to be quite satisfactory, very much to the surprise of the jobbers and dealers who, for some reason or other, were experiencing a rather lethargic business through the late Fall and were rather anticipating a bad holiday trade. It all seemed to come in December in such a volume as to be equal to the business done last year, and with the firms in general the business of 1921 came very close to being equal to that done in 1920, which was the banner year.

Machines came through in good shape and there seems to have been plenty to go around. In the Victor Co.'s product, the only machine on which they were short in delivery, owing to the big demand for this style, was in the Style 100, in mahogany. But very few sales were lost on this account, for most of the dealers were able to supply some other machine to take its place.

#### Ornstein Business Being Continued

Little of importance transpired here during the month and the trade enters the New Year in very good shape. The death of George D. Ornstein, in December, took away from the Philadelphia jobbers one of the few of its members, and so far as is known now the business will be continued at its present location, 1025 Arch street, by Mr. Ornstein's widow, through her attorney here, Mrs. Ornstein's residence being in New York.

#### New Distributor to Be Announced

The Philadelphia Show Case Co., which for some years has figured in the talking machine business here, first as representative of the Sonora and L'Artiste machines, and later as the

local Vocalion distributor, left the talking machine field with the first of the new year, and a new distributor is about to replace this firm, though his name has not been announced by the Vocalion Co.

#### Emerson Business Conducted From New York

During the month Harry Fox, who for several years has been the Emerson distributor here, has relinquished that representation and the Emerson wholesaling is now being conducted from New York. Mr. Fox continues at 810 Arch street, closing up the Emerson machines and records on hand, and expects shortly to make the announcement of a new representation. Mr. Fox has a fine location and a well-appointed establishment and has been one of the brightest, most active and progressive of the young Philadelphia talking machine men.

#### Getting Matters Straightened Out

There were two Pathé managers here during the month, Mr. Johnson first, who has been replaced by O. M. Kiess, from the New York headquarters, who has come here to put new life and energy into the business and hopes very soon to get matters straightened out in a way satisfactory to the manufacturers and the handlers of this popular machine.

#### A. J. Heath Sells Controlling Interest

The firm of A. J. Heath has been dissolved, but will be continued under the old firm name of A. J. Heath & Co., by C. A. Malliet, the former vice-president of the company. Mr. Heath has sold his controlling interest in the business he established two years ago. The firm has been the leading distributor here of the Okeh records.

Through the efforts of Mr. Heath the Okeh records are now well established in this territory

and Mr. Heath says the present organization, under Mr. Malliet, will be able to carry on the work, while he desires to become identified with a business which will occupy more of his time and effort. The future plans of Mr. Heath will be announced soon. The retirement will not officially take place until January 15. Mr. Heath has been the president and treasurer not only of the Philadelphia, but also of the Baltimore firm operating under his name.

#### Louis Buehn Discusses Outlook

Louis Buehn reports that his firm enjoyed a most satisfactory holiday business and they had plenty of goods, with the exception of the Victor 100. He believes that business is going to be somewhat quiet during the first few months of the new year. Although not inclined to predict thereafter, he feels that business next year will equal if not exceed the present one.

#### Columbia Force at Year-end Dinner

The Columbia Co. has had a very good year here and its carload scheme has been the means of getting rid of a big surplus of instruments it had on hand. The heads of departments, as well as the sales force of Columbia, had a Christmas dinner in Philadelphia on Saturday, December 24, starting at one o'clock at the Hotel Adelphia. Those who were present state it was a very great success and that, aside from a number of interesting speeches, J. D. Westervelt initiated those present into the Tank Club as members.

Mr. Lorenzo, of the Dealers' Service department of the Columbia Co., accompanied by C. E. Sheppard, spent a few days during the two holidays visiting dealers at Scranton, Wilkes-Barre,

(Continued on page 80)

## Babson Says Fair Business Buehn Says Good Business for 1922

First reference is to phonograph business generally. The second to Victor business specifically.

Fair business awaits the average dealer—Good business the man above the average, the "go-getter"—the advertiser—the creator—the outside worker.

Tie up your strength with the creative resources of this organization. Make this a profitable and successful Victor year.

### The Louis Buehn Company of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

Hazleton and Stroudsburg. At the same period John J. Doherty, the branch credit man, spent several days in Harrisburg, Pa. Miss Margaret Martin, the Columbia's educational representative, spent the holiday week in Wilmington, where she conducted a teachers' meeting instructing the teachers there how to use the Columbia machine in the classroom.

**Blake & Burkart Branching Out**

Blake & Burkart, the Edison and Vocalion handlers here, at Eleventh and Walnut streets, contemplate moving in a short time, although their lease is not out until July 1. They will have two stores instead of one in the near future. They have already rented a store at 20 South Tenth street, close to the shopping district, which they will open about the first of February under Mr. Elton, who has long been connected with the Blake & Burkart firm. The firm is also negotiating for a main store near Seventeenth and Chestnut streets, in the very heart of the majority of their customers, a fashionable neighborhood where most of the high-class Edison trade lives.

The Blake & Burkart firm report that they enjoyed a very good business in December and are quite well satisfied with the Vocalion business they have been doing. Since Christmas they have had a wonderful record business, not alone on Edison records, but also on the high-class Vocalion records. They will continue, in the new year, the exclusive handling of the Edison and Vocalion, both machines and records.

**Penn Co. Reports Business Advance**

The Penn Phonograph Co. enjoyed an unusually good year, although goods came in so late that the sales and office forces were compelled to work evenings the last few days in order to get out purchases. The company's record business was in advance of 1920 and it was busy all last week getting out the January records, which arrived several days late. The firm made liberal money distributions among its sales and office force, and sent out handsome wallets to the trade. Miss Bessie Markley, of the Penn clerical force, spent the Christmas holidays at her former home in Zeiglersville, Pa.

**Weymann Closed Great Holiday Business**

H. A. Weymann & Son, distributors and manufacturers, report that their business in December was remarkable. "In all our departments," said Mr. Weymann, "we went far beyond our expectations. Of course the bulk of the business was done the week before Christmas. All the dealers in our territory report a great shortage

of Victrolas, but we were able to complete the orders we had on file, on the last day's shipment, with the exception of Style 100, mahogany. This style failed to reach us, according to schedule, on the 24th. However, most of our dealers managed to hold their sales by substituting types of styles No. 80 and 90. The demand for Victor records was enormous. Likewise in the musical instrument department the demand for the Weymann-Keystone State's string instruments, during the week preceding Christmas, according to reports from all of our dealers, far exceeded any previous December week."

**George D. Shewell, Jr., in Harness**

George Dunbar Shewell, Jr., a son of G. D. Shewell, the head of the Cheney distribution here, has joined his father's force as city representative and has already made good—a veritable chip of the old block. He is a most affable young man and is well liked by the Cheney customers.

He has entered the business with the enthusiasm of youth, having but recently come out of school.

**Handicapped Through Shortage of Stock**

Manager Nelson, of the Brunswick here, was handicapped in December on account of the shortness of stock, although many carloads of machines reached this city in the month. They have not been able to appoint any new agencies recently, but hope to do so shortly after the first of the year. Mr. Nelson states that the firm's business was much better than last year, and he believes, with the company's plans for a greater production, that their business here will be helped materially in the new year. The local firm received some of the new Brunswick consoles early in the month and they were quickly taken up and have already become deservedly popular with the local purchasers.

**Plans Active Campaign in New Year**

O. M. Kiess, shortly after coming here to take charge of the Pathé's local distribution, secured the services of H. S. Pope, who had been with the Pathé for several years, but resigned shortly after Walter L. Eckhardt relinquished the representation here. Mr. Pope is a man of wide experience in the business and is looking for a bright future for the Pathé in this market. He is planning an organization and a campaign here which he feels sure is going to spell success.

**Rainbow Records With Heath & Co.**

A. J. Heath & Co. have recently added to their line the handling of the Rainbow records, gotten out by the Rodeheaver Record Co., of New York and Winona Lake, Ind. These records consist of gospel songs, messages and sacred music by prominent singers, ministers and evangelists. They have a long list of records of considerable variety.

**Joins Columbia Forces**

James Robinson was added to the Columbia's sales force during the month to cover southern New Jersey, Delaware and a part of Pennsylvania.

**Union Co.'s Attractive Window**

The Columbia Co.'s office here recently received a picture from the Union Music Co., Columbia dealer in Harrisburg, of its Christmas window, which was unique and which attracted a great deal of attention. The Columbia firm has been selling Grafonolas by the carload and has been advertising that fact, so the Union Music Co. placed an electric track and cars in its window and attached to the locomotive a

# On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only



Make The New Year  
A Big Year  
In Sales and Profits

# Oké Records

Will Be A Big Help

## SONORA COMPANY OF PHILADELPHIA

1214 Arch Street

Philadelphia



number of freight cars, each bearing the sign, "A carload of Columbias." It also had a big placard in its window containing a similar announcement.

**Geo. D. Ornstein's Funeral Largely Attended**

The funeral of George D. Ornstein, the Victor jobber here, which took place early in the month, attracted a large number of Victor dealers from all over the country, and was attended by practically all the local dealers.

The People's Talking Machine Co., of this city, is giving away a very fine Grand Opera Book as a present to all its customers.

**Some Recent Trade Visitors**

Among recent trade visitors here were: Robert Porter, field sales manager of the Columbia Co.; J. A. Wuchter, of Allentown; F. L. Lowry, Berwick, Pa.; Mr. Youngjohns, Norristown, Pa.; Calver Anderson, Wilmington, Del.; Mr. Monroe, of the Brunswick Shop, Williamsport, Pa.; Mr. Zercher, of the Regal Co., Harrisburg, Pa., and Mr. McAllister, of Watt & Shand, Lancaster, Pa.

Visitors to Weymann's included: M. F. Malarkey, Pottsville; Paul Britz, of Reading; Elmer Fouratt, a new Weymann account in Reading; Nathan Worth, Riverside, and R. M. Watts, who recently bought out the J. J. Ryan store at Burlington, N. J.

Charles F. Tracey, of the Aeolian Co., is to be noted as among the recent Aeolian Co. visitors.

**New Columbia Agent in Bryn Mawr**

The Vassello Music Shop, an exclusive Columbia shop, has been started at Bryn Mawr. It is named for the proprietor, Mr. Vassello. The building, in one of the most desirable locations in the suburban town, is fitted in such a way as to make a striking commercial establishment of the place.

**WANAMAKER LOOKS FOR "SETTLING DOWN" YEAR**

**The Merchant Prince of New York and Philadelphia Believes the Country Will Get Nearer Even Keel Despite Many Vexing Problems**

John Wanamaker, commenting early this month on the business outlook for the coming year, pointed out that high wages, costs, rents and taxes still exist and that these will have to be adjusted before business can get back to an even keel. He predicts that 1922 will be a year of settling down and getting near to a normal balance. His statement reads:

"Every good American must look into the new year hopefully. There are still the conditions of high wages, high costs, high rents and high taxes to be dealt with. There will have to be an adjustment of these things before business can get on an even keel.

"Every business man wishes, of course, that it could all be settled at once by some single sweeping action—adjusting wages, adjusting costs, adjusting prices, adjusting rents, adjusting taxes, all coming down together.

"But let us not be discouraged. The nation is full of life and health. It has the right spirit and is not panicky-minded. It has great opportunities, greater than the opportunities of any other nation in the world.

"We made progress, in 1921. We are better off than we were in 1920.

"The year 1922 will continue to be a year of settling down and getting nearer to an even keel."

Any business arrangement that is not profitable to the other fellow will in the end prove unprofitable to you.

**Italian Music Rolls**  
Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.  
**UNITED MUSIC STORES**  
619 Cherry Street Philadelphia, Pa.  
225 W. Mulberry St., Baltimore, Md.

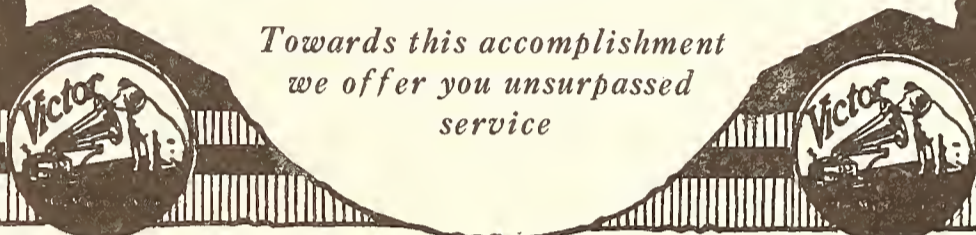
**WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA.**

**VICTOR WHOLESALE DISTRIBUTORS**

Q.R.S. PLAYER ROLLS  
WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS

1922 promises to be a year that will hold much good in store for the Victor retailer. Therefore, at the beginning of this important year we urge that every Victor retailer concentrate his energies on Victor merchandise and we believe his efforts will be well repaid

*Towards this accomplishment we offer you unsurpassed service*



**OPTIMISM IS DOMINANT FEATURE OF PITTSBURGH TRADE**

Dealers Manifest Determination to Go After Business—Leading Trade Members Review Present and Future Prospects—Standard Co.'s New Home Near Completion—News of the Month

PITTSBURGH, PA., January 5.—Optimism is the dominant feature in the talking machine fraternity in this city and vicinity since the New Year. While the past twelve months were not as satisfactory from a business standpoint as had been anticipated, the general sentiment of the talking machine dealers here is that this year much better things are in store for the trade as a whole.

At any rate, there is a more pronounced determination on the part of various dealers to go after business than ever before. This has been demonstrated by the business that was handled the week or ten days prior to Christmas. By use of the newspapers as an advertising medium and circularizing of prospects a number of talking machine dealers were enabled to turn what looked like a poor holiday season into a very remunerative one.

**Slackness in Steel Trade Hurts Business**

Many dealers here are extremely optimistic as far as the business outlook for the next six or eight months is concerned. The prosperity of the talking machine trade in this section is based on the measure of activity that prevails in the iron, steel, coal and coke industries. At present the operations in these respective lines of trade are rather hesitant. While orders are being booked by the large steel companies they are not of sufficient volume to keep the mills operating at anything like normal capacity. The expectation of the mill managers is that with the advent of the Spring months enough orders will have been booked to justify a real resumption of the mills. This will, in turn, stimulate business of all kinds here.

**Evans Anticipates Good Victor Trade**

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., is of the opinion that there will be a very satisfactory volume of Victor business handled the next three or four months. He is strongly of the opinion that the era of good business is in sight and that it will be the progressive and enterprising dealer who will obtain a generous share of business during the next twelve months.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick

Piano Co., also is anticipating a brisk season ahead for the Victor line.

**Good Business for Columbia Dealers**

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., said: "We are absolute believers here in the permanence and continued prosperity for the Columbia line in this territory. We believe that there will be a revival of business conditions soon, not rushing or swift, but moderate and steady, that will be lasting and justify the retail talking machine merchant in making plans for increasing his business capacity. The mills of the Pittsburgh district are an infallible indicator of general business conditions here and when they are running full all other lines of trade prosper." Mr. Nichols stated that he was convinced that the new year would be a prosperous one for the Columbia dealers.

**Scanlan Forecasts Brunswick Outlook**

J. A. Scanlan, manager of the sales department of the Pittsburgh offices of the phonograph division of the Brunswick-Balke-Collender Co., in a forecast of the year said: "We are prepared to give the Brunswick dealers the best of service and to improve it, if possible. The outlook for business is good and we believe that the Brunswick phonographs and Brunswick records will attain more popularity during the coming year than ever before. The standing of the Brunswick line in this territory is assured and our dealers are highly satisfied

(Continued on page 82)

**DECALCOMANIA**

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



All that I need is you, dear,

**HEAR IT NOW**

**ALL THAT I NEED IS YOU**

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

### OPTIMISM DOMINANT IN PITTSBURGH

(Continued from page 81)

with the manner in which the public has taken to the Brunswick phonograph, as well as at the excellent co-operation that was accorded them by the company." Mr. Scanlan stated that all indications pointed to an increase not only of sales, but also of Brunswick dealers the coming year, as many applications had been made by interested persons who wished to handle the Brunswick line.

#### H. J. Brennan Comments on Business

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, said: "The outlook for business is good and there is not the slightest use for anyone to be disturbed or pessimistic over the business field. The talking machine trade in this city and adjacent territory has enjoyed a splendid business in the past and I am more than convinced that this Spring will see a splendid revival of business. With a resumption of the industries that have made Pittsburgh known the world over there must be a corresponding upward trend in all other lines, the talking machine trade included.

#### Gately & Fitzgerald Feature Pathé

Major "Jack" Barnett, the midget demonstrator of the Pathé, was for several days at Altoona, Pa., prior to the holiday, where the firm of Gately & Fitzgerald had a showing of the Pathé and Actuelle lines. One of the features was the free bestowal of a Pathé machine to Mrs. Grace Harkness, of Altoona. As each woman visitor entered the talking machine shop her name was registered and when the display period was over all of the names were placed in a box and one was drawn from the mass, which had been thoroughly shaken up.

#### P. S. Mechling Joins Dawson Bros.

Paul S. Mechling has been appointed sales manager of the Dawson Bros. Piano Co., dealers in Starr phonographs and Gennett records.

#### Bible Classes Give Victor Concert

The Men's Bible Class and the Women's Bible Class connected with the Sunday School of the Fifth Street Methodist Episcopal Church at Harrisburg, Pa., gave a Christmas entertainment to the inmates of the Dauphin

County Home, in which two Victrolas featured. When the entertainment closed one of the Victrolas was presented to the men's tubercular ward and the other to the women's ward, together with a number of Victor records.

#### Talking Machines for Home Inmates

The Grand Jury of Cumberland County, at Carlisle, Pa., in a recommendation to the court, made the observation that it would prove advisable for the county commissioners to purchase several talking machines and records for the use of the inmates of the Cumberland County Home. At Pottsville, Pa., the Schuylkill County Grand Jury made a like recommendation some time ago. Public-spirited men and women at Reading, Pa., some months ago, presented two Victrolas to the Berks County Home, with a large assortment of records.

#### W. C. Dierks Receives Present

W. C. Dierks, treasurer of the C. C. Mellor Co., was presented with a handsome desk set for a Christmas gift. The arrangements were made by Miss Hyams.

#### Talking Machine for Restaurant

The Fulton Cafeteria, one of the large downtown restaurants, located in the Fulton Building, has installed a talking machine in the main dining room.

#### Passing of Joseph E. Hardwick

Joseph E. Hardwick, a well-known music dealer, died at his home in Uniontown, Pa., on December 26, aged forty-six years. He had been operated on at the Uniontown Hospital for the removal of the small toe on his right foot and was taken home on Christmas Day, apparently on the road to health. Death ensued the following morning. His widow and five children survive.

Mr. Hardwick, who was a veteran music merchant, handled the Aeolian-Vocalion and Vocalion records, in addition to a line of pianos.

#### Standard Co.'s New Home

The Standard Talking Machine Co., Victor distributor, will soon open its new home on Penn avenue, which is now receiving the finishing touches at the hands of the painters and decorators, after having been remodeled. When ready for the formal opening the new building will be one of the finest in the city. Ample facilities will be employed for giving

up-to-the-minute service to Victor dealers. On the second floor will be installed a large room for the use of Victor dealers for holding meetings, etc. The offices of J. C. Roush, president of the company, will also be on the second floor. The offices of French Nestor and Wallace Russell will be on the first floor. The lobby at the entrance will be richly decorated and will form a most fitting entry to the store. A complete printing plant will be installed on the first floor. Ample facilities for railroad service are secured from a siding that is approached from the second floor and where two cars can be unloaded simultaneously.

#### Bright Outlook for Sonora

H. Milton Miller, manager of the Sonora Phonograph Co.'s Pittsburgh offices, is viewing the New Year with complacency, stating that the excellent record established by the Sonora in the past justifies the expectancy that the public will continue to buy freely of the Sonora line. Mr. Miller is an advocate of the period models and believes that the Sonora dealer who makes a specialty of placing Sonora period models in the homes of his patrons, will score heavily in sales records.

#### Clark Co. Secures Vocalion Dealers

The Clark Musical Sales Co., Aeolian-Vocalion distributor, is preparing for a brisk season. A number of new dealers have been listed during the past few weeks and the management here is confident of securing a good share of business in 1922.

#### Victrola School Contest

The prize-winners in the Victrola school contest, held by the educational department of the Johnson Music Co., in which a number of essays were submitted, have been announced. The title of the essays submitted was "Why Should There Be a Victrola in Every School and Home?" The judges were: Mrs. T. C. Donovan, president of the Tuesday Musical Club; Ralph Lewando and Carl Bernthaler, of the good music committee of the Musicians' Club of Pittsburgh.

The first prize of \$20, in the sixteen to twenty-one-year-old group, was awarded to Curt L. Blumer, of Millvale, aged nineteen, who attends the Pittsburgh Academy night school.

The \$10 cash prize was given to Miss Katherine E. Dunning, of Aspinwall, aged fifteen, of the Aspinwall High School. She was entered in the eleven to fifteen-year-old group.

In the up to ten-year-old group the \$5 cash prizes went to Katherine Swanson, of Homestead, aged eight years, who attends the Fourth Ward School, and to John Regis Fisher, aged nine, of Ingram, who is a student in St. Philip's Parochial School, Crafton, Pa. In the latter group the two prizes were awarded because the judges couldn't decide which was the better.

#### Good Edison Trade in View, Says Buehn

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that all indications pointed to a very satisfactory season ahead for the Edison line.

## "MAGNET" DECALCOMANIE NAMEPLATES

### FOR TALKING MACHINE CABINETS ETC.

From the  
**DORAN CO.**  
45 MICHIGAN AVE.  
DETROIT

SOLE BY  
**HURTEAU, WILLIAMS & CO.**  
MONTREAL — OTTAWA

**Kunkel Piano Co.**  
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

**SMITH-SCHIFFLIN CO.**  
149 Church Street New York City

FROM  
**THE PHONOGRAPH CO.**  
1240 HURON ROAD (BROADWAY)  
CLEVELAND

SOLE BY  
**WALTER D. MOSES & CO.**  
103 E. BROAD STREET  
RICHMOND, VA.

SOLE BY  
**J. E. STRATFORD**  
AUGUSTA, GA.



**MICA  
DIAPHRAGMS**

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.  
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

**TRADE PROSPECTS IN SOUTH AFRICA**

**American Consul General at Cape Town Furnishes Interesting Report on Condition and Outlook of Talking Machine Trade**

Alfred A. Winslow, American Consul General at Cape Town, South Africa, in a special report to The Talking Machine World regarding the trade in talking machines in his district, states that during the year 1920 the total imports of phonographs and gramophones into South Africa were valued at \$367,000. Of this amount the United Kingdom was credited with \$243,000, and the United States with \$67,000. The bulk of the imports from the United Kingdom consisted of American phonographs and gramophones manufactured in England.

The customs duty on phonographs and gramophones imported into South Africa was 25 per cent ad valorem. A rebate of 3 per cent is granted on the manufactures of the United Kingdom and reciprocating British colonies. Phonograph records are subject to the customs duty with a light rebate on the manufactures of the United Kingdom and reciprocating British colonies.

The higher grades of phonographs and gramophones are becoming very popular in South Africa, although the cheaper grades, particularly from Germany, have been finding a ready sale in this country.

The following list of names of firms importing phonographs and gramophones into South Africa has been furnished by the American Consul General, Cape Town, South Africa. American consular officers in any foreign city will furnish such names directly to any American firm or individual addressing them:

C. Bothner, P. O. Box 1624; Darter & Sons, P. O. Box 174; Forrests & Co., G. R. P. O. Box 88; W. Duncan Gray, P. O. Box 1544; Perry & Co., 104 Adderley street; Petrie & Son, 4 Barrack street; H. Polliack & Son, P. O. Box 227; G. W. Price & Son, P. O. Box 278, and R. Muller, P. O. Box 133.

**SECURES AGENCY FOR MOTORS**

**William Brand to Handle Lindstrom Motors and Diaphragms in This Country**

William Brand, who for a number of years has been connected with several large organizations in the talking machine industry in the capacity of sales manager, some time ago opened offices at 27 East Twenty-second street, New York City, where he has been successfully conducting a distributing business. Mr. Brand now announces that he has secured the exclusive agency for the Carl Lindstrom Co., of Germany, manufacturer of single spring motors and mica diaphragms. These motors are of several designs, thus placing a single-spring motor in the manufacturers' hands that can be used in several types of talking machines.

**INCREASE CAPITAL STOCK**

The Clarion Record Co., of New York, has increased its capital from \$5,000 to \$100,000.

A new Victor department was recently opened by the Hausman Drug Co., of Trinidad, Col. Modern equipment has been installed and the department is a feature of the store.

**NEW OKEH "AD" MANAGER**

**John A. Sieber Appointed Advertising Manager of General Phonograph Corp.—Well Known in Publicity and Dealer Service Fields**

John A. Sieber, who has been associated with the service and publicity divisions of the talking machine industry for many years, has been appointed advertising manager of the General Phonograph Corp., New York. E. L. Sampter, who was formerly advertising manager of the company, is now doing special work as an assistant to W. G. Pilgrim, treasurer and assistant general manager of the company.

Okeh dealers will be glad to learn of Mr. Sieber's appointment to the important post of advertising manager, as he brings with him an intimate knowledge of the dealers' sales and publicity problems. For several years he was associated with the dealer service department of the Columbia Graphophone Co., and more recently was head of the Okeh dealer service department. He is planning to give Okeh jobbers

and dealers maximum service and co-operation and several new features in publicity work will be introduced shortly.

**WILLIAMS REVIEWS HOLIDAY TRADE**

**Head of G. T. Williams, Inc., Believes New Year Will Bring Increased Victor Trade**

G. T. Williams, head of G. T. Williams, Inc., Victor distributor, of Brooklyn, N. Y., in commenting upon the holiday business, recently said: "Most of the Brooklyn dealers and many others of the metropolitan district anticipated substantial demands during the holiday season and stocked goods accordingly. This, however, was not true in all cases, and there were many last-minute efforts to supply consumer demands. Early January business has shown up well.

"During the coming months business in many other lines will show a gradual improvement, with a natural further call for Victor products. Therefore the retailers' requirements should be planned in advance to meet each new situation."

**CONNORIZED**

**PHONOGRAPH RECORDS**

*10-inch DOUBLE DISC*

**WITH A POPULAR HIT ON EACH SIDE**

**Durable — Clear Tone — Musical**

**FOR JANUARY**

New Music for the New Year will be found in this month's list. Get acquainted with these records. Send an order to-day and prove their worth to your own satisfaction.

- 3033 { **Granny Song.** (Young-Lewis-Akst.) Charles Harrison. Orchestra Acc.
- Vocal { **Georgia Rose.** Song (Sullivan-Flynn-Rosenthal.) Charles Harrison. Orchestra Acc.
- 3034 { **Brother-Low-Down Blues.** Fox-trot. (Bernard-Briers.) Connorized Jazzers.
- Inst. { **How Many Times?** Fox-trot. (Robinson.) Bailey's Lucky Seven.
- 3035 { **Lonesome Lovesick Blues.** Fox-trot. Connorized Jazzers.
- Inst. { **Wimmin (I've Got to Have 'Em, That's All)** One-step. (Cantor-Fisher.) Bailey's Lucky Seven.
- 3036 { **Stack of Barley.** Irish Reel. Accordion and Piano.
- Inst. { **McBan's Reel.** Irish Reel. Accordion and Piano.
- 3037 { **Just Like a Rainbow.** Fox-trot. (Earl and Florito.) Lanin's Dance Orchestra.
- Inst. { **Weep No More, My Mammy.** Fox-trot. (Clare-Mitchell-Polliack.) Gentile's Dance Orchestra.
- 3038 { **Stars.** Fox-trot. (Alden.) Nathan Glantz's Orchestra.
- Inst. { **Sal-o-May.** Fox-trot. (Stoltz.) Raderman's Orchestra.

- 3039 { **My Hawaiian Melody.** (Ringle-Coots.) Ferrara's Hawaiian Trio.
- Inst. { **Susquehanna Shore.** Ferrara's Hawaiian Trio.
- 3040 { **I Want My Mammy.** Fox-trot. (Weiner and Breu.)
- Inst. { **All That I Need Is You.** Fox-trot. (Santly and Baer.) Lanin's Dance Orchestra.

**NUOVI DISCHI ITALIANI**

- 118 { **A Cerenara.** Coppia Voccia. (Mattello-Falvo.) Duetto Drammatico. Acc. dell' Orchestra Napoletana.
- 129 { **Mala Nova Coppia Covia.** Duetto Drammatico. Acc. dell' Orchestra Napoletana.
- Vocal { **Morning, Noon and Night.** Part I. Honourable Artillery Company's Band.
- 129 { **Morning, Noon and Night.** Part II. Honourable Artillery Company's Band.
- 107 { **Morning, Noon and Night.** Part II. Honourable Artillery Company's Band.

**CONNORIZED MUSIC CO.**

*ALSO MAKERS OF CONNORIZED MUSIC ROLLS*

**817 E. 144th St., New York**

**UNITED MUSIC STORES**

PHILADELPHIA

BALTIMORE



*Illustration  
of  
Snyder Music  
Company's  
Establishment,  
Wilkes-Barre,  
Pa.*



*Van Veen designed and furnished all except the four walls and roof of this establishment*

*Van Veen  
Hearing Rooms  
Record Racks  
Counters  
General  
Accessories*

# Van Veen Equipment Service

## Complete in Every Detail

It is well known in the talking machine and musical merchandising trade that Van Veen service includes full and complete equipment. All incidental appointments, such as general alterations, lighting and ventilating fixtures, floor coverings and the accessories required in connection with Van Veen hearing rooms and store equipment, are supplied by us and designed to meet the special needs of each individual installation.

We feel that the trade should know how complete an equipment service we render; how painstaking all our efforts are to make every detail of your musical sales room perfect. Quality and fitness come first, prices are no higher than catch penny jobbing products sold without consideration of their suitability. This complete service is not conducted for profit, but is part of the work we feel our customers are entitled to.

A few notable examples of this feature of our business are installations of complete musical merchandising plants for the

Columbia Graphophone Co., N. Y. City and Branches throughout U. S.  
Hardman, Peck & Co., Brooklyn.  
Bloomingdale Bros., Third avenue, Fifty-ninth street, N. Y. City.  
Frederick Loeser & Co., Fulton street, Brooklyn, N. Y.  
Snyder Music Co., Wilkes-Barre, Pa.  
Sonora Phonograph Co., N. Y.  
Brounstein, Blatt & Co., Atlantic City, N. J.  
Baldwin Piano Co., 142 West Fourth street, Cincinnati, Ohio.  
James A. Hearn & Son, West Fourteenth street, N. Y. City.  
G. Fox & Co., Hartford, Conn.  
Jerome H. Remick & Co., 240 State street, Chicago, Ill.  
Griswold, Richmond & Glock Co., Meriden, Conn.  
Landau's Music House, Wilkes-Barre, Pa.

We have quoted above the users of some of our large complete installations. The smallest dealer is assured of the same careful attention and the same low prices, because it is only by this policy of fair dealing that Van

Veen & Company have built up the large business they now enjoy.

Van Veen hearing rooms have established a new standard of efficiency. The old joke about blowing smoke through the cracks has been applied solely to the product of others since Van Veen equipment has been available.

Van Veen patented construction positively eliminates open joints by reason of every section being made in one piece. Van Veen double construction is air-chambered throughout, making the rooms more sound-proof than any others on the market today.

Van Veen record racks are all wood. We are replacing many of the racks made by others, of partly cardboard construction, now in use by dealers.

To sum up, we have been directly instrumental in bettering musical merchandise equipment and at the same time have established a standard of low prices which makes us fearless of competition and makes it possible for the dealer in moderate circumstances to have first-class equipment. We give direct and intimate service to our customers, handling our trade directly through trained and efficient traveling representatives, eliminating the annoying red tape of buying through branch agencies, thus saving to the dealer the additional jobber's profit which must either be added to the price or taken out of the quality.

Many of our customers have been saved the cost of expensive blunders; making changes and alterations to their plans by the advice of our traveling representatives.

*A letter, telegram or 'phone call will bring  
our service to you.*

# VAN VEEN & COMPANY

INC.

*Principal Offices*

47-49 West 34th Street

New York City



## IMPROVING CONDITIONS HELP BUSINESS IN ST. LOUIS

**A Year of Unevenness Went Out in a Blaze of Glory—Better Feeling Regarding the Outlook for 1922—A Time to Resolve to Do More and Better Business—News Review Shows Great Activity**

ST. LOUIS, Mo., January 3.—First to last, 1921 was a year of ups and downs in the talking machine business, and with a tendency toward dragginess during the greater part of it, but December business, which was more than brisk, went a good way toward making amends for the shortcomings that had gone before. The talking machines, during the year were in pretty much the same situation as befell the pianos the year before. That is, they discontinued selling themselves and the job of selling them became increasingly difficult. All of the distributors and dealers did a fair business, but they had to work for it. It was largely a console year, with the demand for period models growing as the year passed, and being strongest in the pre-Christmas buying. Stocks of retailers in St. Louis and throughout the St. Louis trade territory are understood to be low. In not a few instances they got so low before Christmas that hasty replenishment was necessary. General conditions throughout the southwest, which were not the best during the greater part of the year, are improving and fairly liberal buying by retailers is expected in the early months of the new year.

For the most part merchandising holds to the necessity basis which has obtained since the reaction in general business commenced in the Fall of 1920.

### Brunswick Salesmen Meet

An end-of-the-year meeting of Brunswick salesmen was held on December 30 and 31 at the offices of the Brunswick Co. here, under the direction of Manager Robert W. Jackson and Assistant Manager Bennett. Recognition of the good work during the past year was accorded and plans for the coming year outlined.

### To Decide Fate of Association

The fate of the Music Merchants' Association of St. Louis, with its large contingent of talking machine distributors and dealers, will be decided at a meeting to be held January 18 at the Statler Hotel. Rudolph Ganz, new director of the St. Louis Symphony Orchestra, and Arthur Gaines, manager of the orchestra, will be the guests of honor. Both will deliver addresses. Afterward the members will discuss whether it is best to continue the organization or let it expire. A handsome souvenir of the meeting is being prepared.

### New Dealers for Granby Line

H. J. Arbuckle, manager of the Widener Co.,

says the wholesale business in the Granby line, which was taken on a few months ago, is going big. Accounts have been opened with twelve good retailers in St. Louis and a good trade has been secured in the country. E. W. Schumaker, factory representative, is working city and country.

Miss Loraine Merritt, for the past two years manager of the talking machine department of Scruggs, Vandervoort & Barney, and for nine years connected with the department, resigned December 31 to prepare for her marriage, January 24, to F. G. Abbott, a wholesale druggist of Minneapolis, Minn.

### Reports 100 Per Cent Increase

Manager Ennis, of the Stix, Baer & Fuller talking machine department, feels that he has a right to be satisfied with 1921, since it registered an increase of 100 per cent over the business of the preceding year.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, says business got under such headway during the year that it could not stop at Christmas but kept right on through the holidays and into January.

### Silverstone's Edison Concerts

The Silverstone Music Co. has been giving a series of Edison concerts at the various police stations and for various organizations, with a total attendance in one week of 2,267 people.

Miss Frieda Meyer, formerly with the Silverstone Co., but who gave up work for a while, is back with that company.

A successful tone test was given by Elizabeth Spencer December 17 at the concert hall of the Silverstone Music Co.

### New Year's Resolutions Worth Following

Speaking of New Year resolutions the Koerber-Brenner "Red Seal" for January has this:

"January the first—and a time for making promises. What are you going to swear off this year—too much candy—too much temper—too little sleep—just the same as last year? Selfish resolutions, merely intended to benefit *me*, aren't they?"

"Why not try a new kind this year, a perfectly unselfish resolution for the benefit of the General Public, at least of the General Music Buying Public?"

"Here on the table before us are laid two huge sheets of paper. One is a mass of figures. The other is a beautiful white expanse. The figures are the numbers of the records we sold

last year. What a tale they tell—first of the musical taste of the aforesaid General Public—and a lot longer tale of the sales effort we put forth. For some, the sheet shows very, very black with only an occasional dash of red; for others, a more cheerful amount of red, and, oddly, for the one whose total is greatest, a great splash of red with only enough black to form a contrast.

"Now, for our resolution—that that fine, white space will be covered for 1922 with figures which represent the musical happiness of others. Let us resolve that every person who comes in contact with us for this year will carry away the effect of our effort to have him hear real music."

### Some Columbia News

Dealers in St. Louis have been laying particular stress in their advertising on "The Sheik," the most recent Columbia record release. It is expected that the great popularity of "The Sheik," both as a book and moving picture play, will be strongly reflected in the coming sales of the record. Mr. Millikan, of Rolens & Millikan, Murphysboro, Ill., was a visitor at the St. Louis branch office of the Columbia last week. Dealers in this territory report excellent Christmas sales. Interest in the improved monthly Window Displays Service for the New Year has been clearly shown by the many new subscriptions. There has been a substantial reduction in the service starting with the January number. Record sales in St. Louis have been unusually heavy throughout the past month.

### Some Brieflets

Joseph Hoffman, the celebrated Columbia exclusive artist, appears at the Odeon in St. Louis January 23.

Dealers conducting sell-by-truck campaigns have had such good results that many are going to continue this efficient sales method indefinitely. Period models have sold unusually well during the holiday season.

Nineteen twenty-one was a good year for the Vocalion and December was a good month for it, says R. V. Johnson, local manager. In the wholesale division the showing on records was particularly good, in fact better than was expected.

John Stevenson, formerly with the Wurlitzer Co. at Springfield, O., has joined the Vocalion organization in St. Louis, and will travel in Missouri and Illinois for the wholesale department.

The Boot Music Co., on Champa street, Denver, Col., has erected a large electric sign on the roof of its quarters which can be seen for many blocks. Victrolas are handled here.

*The*  
**ECLIPSE  
MUSICAL CO.**  
*VICTOR WHOLESALE ONLY*  
**CLEVELAND  
OHIO**

**1922 Greetings—**

The New Year will bring with it unlimited opportunity for the progressive and aggressive Victor retailer. The Victor industry made phenomenal strides in 1921, and the coming year should be the greatest year in Victor history.

The Eclipse organization is prepared to assist you in getting your share of 1922 Victor prosperity.

Let us prove our willingness.







The many admirers of Charles Hackett will want his latest record, "Could I," a sweet love ballad. The popular tenor at his best! Add this new record to your order. Columbia 49936.

Columbia Graphophone Co.  
NEW YORK

## QUALITY PRODUCTS PREFERRED BY SAN FRANCISCANS

Period Style Machines and High-class Records Have the Call—Several New Stores Opened Recently—Ready for Tour of the Victor Artists—Business Outlook Viewed Optimistically

SAN FRANCISCO, CAL., January 4.—Holiday shopping in most of the principal merchandising centers of California started rather early this season and continued strong right up to Christmas. The volume of business transacted is estimated to be close to normal, the interior districts making a better showing, proportionately, than the large coast cities. Buying was more conservative this year than last and, apparently, more discriminating. Period styles in machines had a specially good movement and classic records sold well. The merchants of San Francisco spared no expense in making their Christmas show windows attractive, but there was no extraordinary amount of advertising space carried in the newspapers. The wholesalers report some shortage of stock, due to late orders from the retailers, but on the whole the trade is well supplied with standard merchandise. Rainy weather, no doubt, cut down the volume of holiday sales a great deal.

George Coster, who was formerly associated with the California Phonograph Shop, of San Francisco, has accepted a position in the Columbia record department of the Remick Song Shop on Market street.

Louis Connor, proprietor of the talking machine department of the Connor Furniture Store, Rialto, Cal., has taken on the Pathé agency.

### New Manager Pleased With Results

J. L. Gibbins, manager of the Victor department of the Emporium, San Francisco, is gratified with the large volume of sales in his department this month. Mr. Gibbins took charge of the department about a month ago, succeeding

Miss Gertrude Kingston, who resigned. He came just in time for the holiday rush.

William Austin Callahan, sales engineer of the Los Angeles office of the Edison company, was in Bakersfield for two weeks this month conducting a sales promotion campaign in connection with the new store of the Hackett-Bristol & Cowan Co. in Bakersfield. This concern has music stores in Fresno, Dinuba and Visalia also, and they feature the Edison line. Mr. Callahan is spending the holidays at Santa Barbara.

The Baillard-Cramer Co., Santa Barbara, opened a music store on December 15 at 1218 State street. Opening business was very encouraging. The company features talking machine merchandise.

Max Wilmark, formerly of Mill Valley, Cal., is now in charge of the outside sales work for M. Newfield & Sons, phonograph dealers, at Lodi, Cal.

### Ready for Edison Tone Test

Bookings are well under way for the Spring tone-test tour of the Edison company on the Coast. The artists to participate are Helen Davis, mezzo-soprano; Victor Young, pianist, and Edward Hungerford, violinist. The recitals will start at Phoenix, Ariz., in February, and end in the Northwest probably in May. Other Edison artists to give recitals on the Coast this season are Emmy Destinn, Arthur Middleton and Vasa Pihoda.

### Stores Adding New Lines

The Phonograph Studio, Alameda, Cal., which started in business a month ago, has taken on the Columbia line. The proprietor is Louise M. Pates.

Scott & Kennedy, dealers in musical merchandise at Willows, Cal., have taken on the Brunswick line. They also are Victor dealers who are well established in their community.

R. E. Kane, former assistant manager of the wholesale Victor department of Sherman, Clay & Co., has accepted a position on the traveling force of the Chicago Talking Machine Co., of Chicago.

A. G. Corcoran, Pacific Coast sales manager for the Brunswick phonograph, has had splendid success with Brunswick products for the holiday trade. The San Francisco office is short on all the popular models and does not expect to be able to supply their customers with their requirements for a month or two after New Year's. The Brunswick period styles have made a specially strong appeal to the public.

William J. Campbell, who has recently been with the Columbia Graphophone Co. in Los Angeles, is again back in San Francisco and is now on the staff of the wholesale department of Sherman, Clay & Co. He has been away from San Francisco for several years.

### Andrew McCarthy Optimistic

Andrew McCarthy, general manager of the wholesale Victor department of Sherman, Clay

& Co., sums up the business situation thus: "In California, both in the large Coast cities and in the interior districts, we have enjoyed a very satisfactory holiday business, and I think it will be found to be about up to normal. The situation here is much better than in the North, and we have every reason to expect a steady improvement in talking machine business all along the line. In regard to the exclusive Victor dealers, experience has surely proved this year that the policy is a wise one. We have the most gratifying reports from all the exclusive Victor dealers. It pays to concentrate on one line."

### Ready for Victor Artists' Tour

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., is enthusiastic regarding the coming tour of the Victor Eight, the artists supreme, who will give a series of concerts on the Coast very shortly. He has arranged already for recitals at Fresno, Sacramento, Stockton, Oakland, San Francisco, San José and Santa Rosa. Mr. Mountcastle, who represents Philip W. Simon, the manager of the Victor Eight, has just been in San Francisco making arrangements for publicity in connection with the concert tour.

### High-class Products in Demand

J. J. Black, of the Wiley B. Allen Co., San Francisco, says the general average of talking machine business of the various stores of the company has been most encouraging for the holidays. In some stores the buying was very "spotty" or spasmodic, but there were many surprise sales and high-class merchandise moved very well in most of the stores. The Christmas decorations in the Wiley B. Allen stores were most artistic. Mr. Black says business for the year as a whole is not quite as good as the year before, but the volume of sales on the highest class of goods has been very satisfactory.

### Okeh Records Please Purchasers

Kohler & Chase, in San Francisco and other cities, found the demand for Burnham phonographs and Okeh records very gratifying during the holidays. The dealers are pleased with the promptness with which they get the newest and most popular music hits on the Okeh records.

The Paramount Phonograph Shop, Sixteenth and Cleveland Place, Denver, Col., is engaged in an extensive advertising campaign which is getting results.

## Princess Watahwaso

Appearing in Costume Presenting



## Indian Songs - Dances - Legends

A LIVE VICTOR ENTERTAINER  
FOR VICTOR DEALERS AND JOBBERS

Recitals given in warerooms,  
schools and recital halls

Booking Now for Season of 1922

Watahwaso Studio

111 W. 68th St.

New York

## HEADQUARTERS

For

## Single Spring Motors

and

## Mica Diaphragms

## WILLIAM BRAND

27 East 22nd St., New York City



**A TRIO OF INTERESTING CATALOGS**

**Starr Piano Co. Issues New Volume Devoted to Starr Pianos, Players and Phonographs, Together with a Complete Catalog of All the Gennett Records up to January, 1922**

The Starr Piano Co., Richmond, Ind., has started the New Year right by issuing a trio of very attractive catalogs, one devoted to Starr pianos and players, another to the Starr phonographs and the third to Gennett records.

The phonograph catalog is complete and attractive in every particular, showing in great detail the various mechanical features of the Starr, together with illustrations and descriptive matter covering the several models of Starr phonographs, from the table machine to the elaborate console model. The showing includes several upright period styles that are distinctly attractive.

The record catalog has been carefully compiled, and includes the complete lists of Gennett records up to and including January, 1922, a showing, by the way, that is impressive. The catalog is carefully classified so that dance records of various sorts and the recordings of well-known artists may be found without difficulty. The volume is enlivened with interesting portraits of numbers of the better known artists and musical organizations who record for the Gennett records. A long list of foreign Gennett records is also included in the catalog.

The piano and player catalog is distinctly practical in every sense. There are two pages of text telling of Starr ideals and the progress made in developing Starr pianos and players, and the balance of the volume is devoted to illustrations and descriptive matter of the various Starr-made pianos, including the Starr Concert Grand, the Parlor and Minum Grand, the Starr, Richmond and Remington player-pianos, and several models of Starr, Richmond, Trayser and Remington pianos, all instruments well and favorably known in the trade. The catalog is of the sort calculated to interest the recipient in the instruments themselves as well as in the history of the house making them.

**"SOUND" TO EXTINGUISH FIRE**

**Prof. Hilton I. Jones, of the Oklahoma Agricultural and Mechanical College, Makes Some Interesting Acoustical Demonstrations**

KANSAS CITY, Mo., January 3.—When there is a big fire, find out the flame tone and call a symphony orchestra instead of the fire department.

Prof. Hilton I. Jones, chemistry head of the Oklahoma Agricultural and Mechanical College, demonstrated vibrations before the City Club here. He let the audience hear a flame "sing" and then put it out by sound.

"Extinguishing a fire by sound is easy when the burning substance is known and when there is only one element, such as hydrogen," he said. "The flame is extinguished when its neutralizing tone is produced, because its own sound waves are flattened out. Without its flame tone the burning gas is cooled immediately to a point below the ignition temperature and the fire is out."

**NEW MANAGER IN SHELBYVILLE**

SHELBYVILLE, IND., January 4.—The Cory Furniture Co. has announced the selection of J. Edward Briggeman as manager of its music department. Mr. Briggeman was for many years connected with the Pearson Piano Co.'s store here, and prior to coming here he was with the Pearson Co. as a salesman in Kokomo and in Columbus.

The Grafonola Co. of New England, Boston, Mass., has secured a long-term lease on a store at the corner of Tremont and Avery streets.



**Superior Universal Reproducer on the Edison**  
*The Ideal All-Record Reproducer for the Edison Disc Phonograph*  
 Superior Reproducer with 21-E Connection for Edison—Sample Prepaid  
 to Dealer, \$4.75 Nickel—\$6.25 Gold  
 Retail Prices, \$7.50 Nickel—\$10.00 Gold  
 Quantity Prices on Application

**Superior Products Since 1868**  
*Superior Specialties for Phonographs*  
**BARNHART BROTHERS & SPINDLER**  
 Monroe and Throop Streets CHICAGO

**R. B. CALHOUN OPENS NEW STORE**

DECATUR, ILL., January 6.—The Calhoun Music Store, 118 East William street, this city, was opened recently by R. B. Calhoun. The various demonstration and display rooms are finished in old ivory and black, an unusual combination which presents a very striking appearance. Columbia Grafonolas and records and a complete stock of sheet music are handled.

**FINE NEW STORE IN DENVER**

DENVER, COL., January 6.—The latest addition to the talking machine establishments of this city is the Mae E. Gerarden Music Co., Fifteenth and Cleveland Place. A jazz orchestra and the distribution of souvenirs delighted future patrons on the opening night. In addition to talking machines, sheet music will be handled.

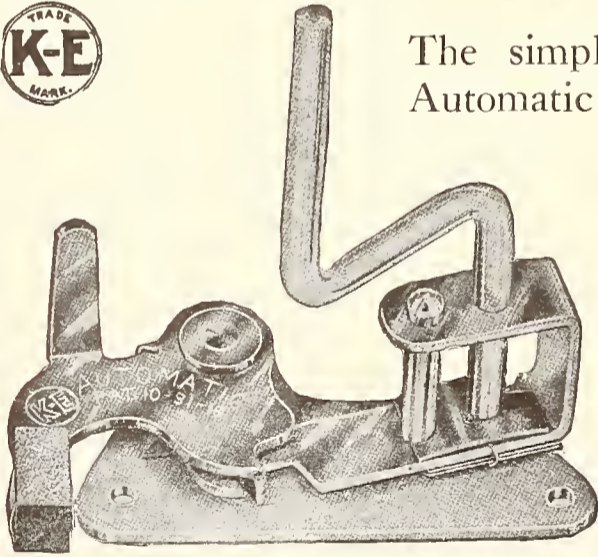
**HEIFETZ PLAYS FOR BLIND GIRL**

**Victor Artist Plays Strangest Concert of His Career With an Audience of One, Miss Helen Keller, Famous and Accomplished Blind Girl**

DENVER, COL., January 6.—Jascha Heifetz, the brilliant young violinist and Victor artist, recently played what was probably the strangest and at the same time one of the most appreciated concerts of his career. The audience consisted of one person, Helen Keller, the most celebrated deaf, blind and formerly dumb girl in the country, and the setting was the suite occupied by the artist in the Brown Hotel.

Miss Keller placed her sensitive fingers under the body of Heifetz's Stradivarius while he played and thus listened and was swayed by the playing of "The Hymn to the Sun," from the opera "Le Coq d'Or."

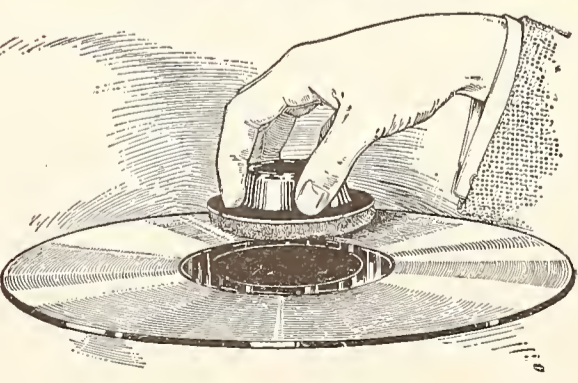
**AUTOMATIC STOPS**



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

Send 50c. for Sample Stop

**SWEETEN THE TONE**

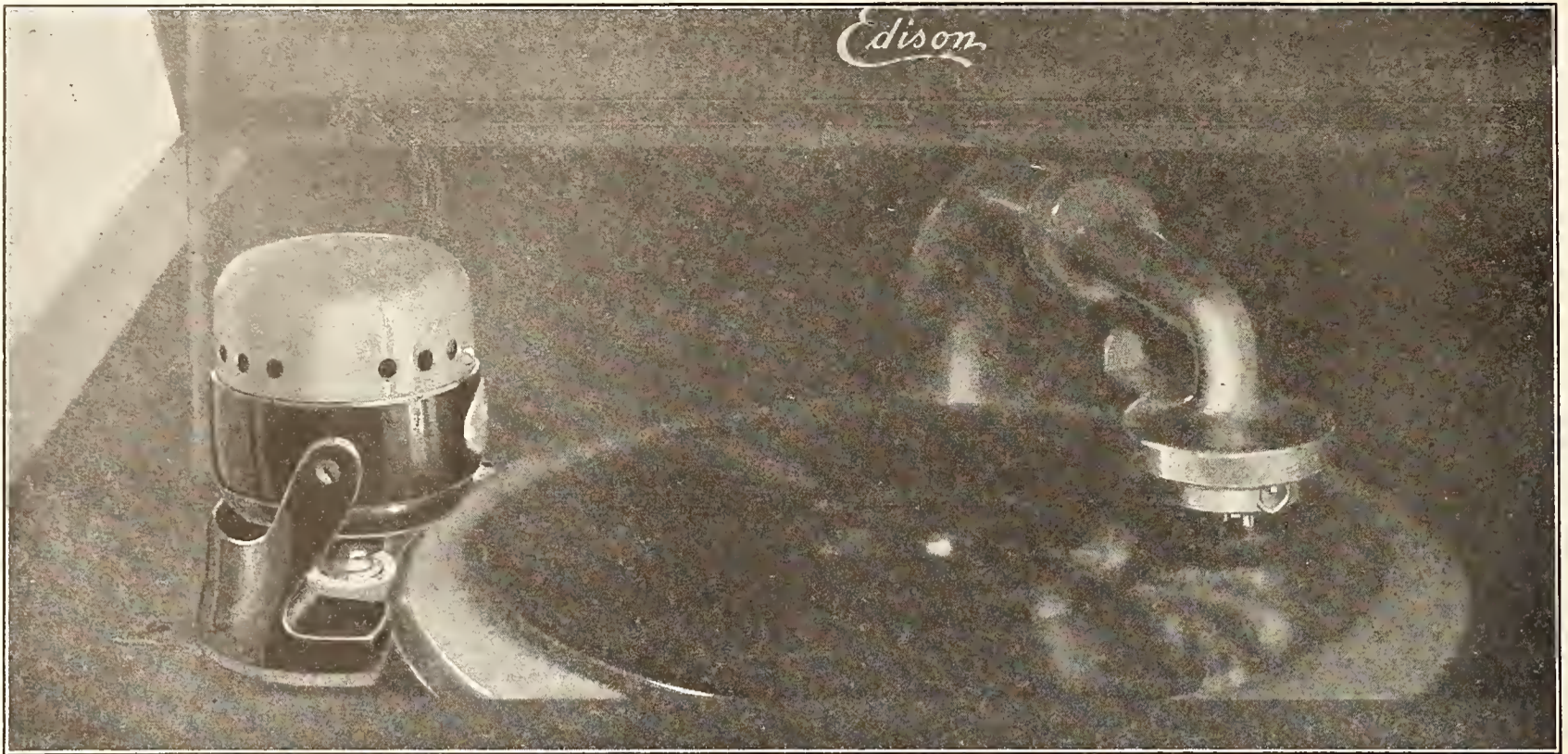


with K-E and Simplex Circular Record Cleaners  
 Reduced Prices Big Profits  
 Write for Particulars NOW

**KIRKMAN ENGINEERING CORPORATION**  
 484-90 Broome Street New York

TRADE MARK  
**DISC-O-GAMES**  
 PAT APPLIED FOR.





MR. JOHN D. ROCKEFELLER      MR. ALFRED I. DUPONT      MR. HENRY FORD

—Have Equipped Their Phonographs With

# THE SHELTON MOTOR

The Perfect Motor for Phonographs

EDISON and VICTOR DEALERS! ARE YOU INTERESTED  
IN SELLING THE BEST?

Owners of phonographs throughout the country have been quick to see the many advantages of the compact little Shelton Motor which transforms any phonograph—Edison—Victor—Columbia—into an electrically driven machine. There are more than 20,000 satisfied users today.

Can be installed in a minute. So small it will fit in your pocket. *Invisible when lid is closed.* Cost of operation less than five cents a month. Never gets out of adjustment. *Guaranteed indefinitely.*

Exceedingly simple to operate. A light push on turntable automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. *Absolutely noiseless.*

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a minute to demonstrate its superior points.

## DISTRIBUTORS EVERYWHERE

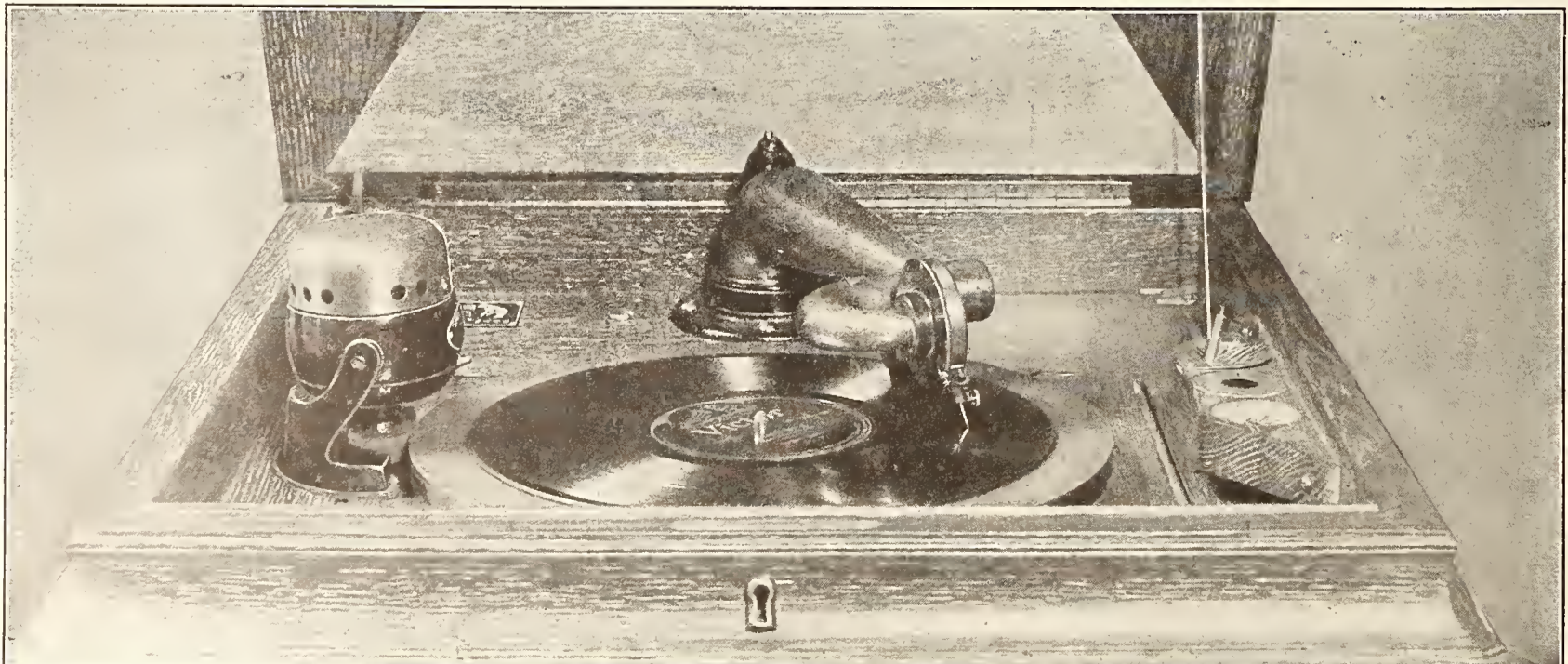
*Write us to-day for the name of the nearest service agency*

**Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device**

## **SHELTON ELECTRIC COMPANY**

16 EAST 42nd STREET

NEW YORK, N. Y.







# Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

## Helping to Make the Passer-by Buy

**O**FTTIMES a talking machine dealer will place a number of models of machines in the window without any apparent arrangement or sales effort other than visualizing the machine to the passer-by. Often a simple card, cleverly worded, will help the sales punch of your window. The next time that you group machines in your window place a card bearing the following inscription, so that it can easily be read: "We have yet to find a person who having once enjoyed the privilege of owning a.....talking machine has been satisfied to continue living without one."

\* \* \*

**S**O much advertising has been run on the general style of "this machine in your home for \$15.00" that it is well to use a window arranged as follows to counteract this: In the rear center of your window place the largest floor model you have. From this model, arranged in a semi-circle grading down on both sides, should be cheaper models, and in the front of the window at the two corners should be placed small portable models. A large sign should be placed in the center of the floor exposed—flat on the floor—bearing the words "Which of These Machines May We Place in Your Home?" On each machine should be placed a small neatly printed card bearing just merely the price per month, for example, "\$10 per month." Such a window will stimulate immediate buying.

\* \* \*

**A**VERY clever attraction and attention-getter can be arranged at a moderate expense in the following manner: Take the turntable of any machine that you have to a tinsmith. Have him solder onto the outside metal flange of it a six-inch strip of copper, so that it projects about one-quarter of an inch from the rest of the turntable. After replacing this turntable, adjust an ordinary lighting outfit which is used to illuminate the turntable of the machine. Run one wire in contact with any metal part of your motor—such as the crankshaft—then place a wire so that, as the turntable revolves, it strikes the copper strip, thus forming a complete circuit. Use any electric motor or winding apparatus in order that the machine will run continuously. Slow down the speed so that the revolutions are about thirty per minute. Cut a piece of white cardboard, the same size as a record, and print in large black letters the name of your store, and underneath it the words: "Extends Real Service." Place this cardboard on your turntable. An apparatus of this sort, placed in your window at night and left to run continuously, will only cost you the price of a battery occasionally—yet it will stop the pedestrian and attract considerable attention as it flashes.

\* \* \*

**A**FTER all, there are very few ways that a business institution can extend any invitation of real hospitality to prospective customers. Here is one novel way that has been employed with success by several merchants in the industry: Print a card to fit in a No. 9 envelope, reading as follows: Across the top, in large letters, "Why not charge your records at our establishment?"; in smaller print, the following should appear: "It is with the idea of extending old-fashioned hospitality and courtesy that we offer to open up a charge account for you, so that you can purchase, at your convenience, those records which you may desire and pay for them monthly. The usual trouble of waiting for change after purchasing records, or trying to make change on C. O. D. deliveries, can be avoided in this way. We will be pleased to open up a charge account for you whenever you may desire." Send this to people who pay their instalments on talking machines with regularity; also to those people in your community whose reputation for credit is unquestioned.

\* \* \*

**P**RIENT on cardboard stock, postal card size, the resemblance of a theatre ticket. On the part ruled off as the stub print, "One ticket for an enjoyable evening at home." On the main part of the ticket should appear the following: "The highest class professional talent producing medley, jazz and opera can be furnished for your private entertainment at your own home." Then in large letters, across the bottom of the ticket, "The (name machine)." On the

top of the postal card should appear the words, "Here's something for you"; at the bottom, "The (name machine), the greatest reproducing instrument in the world," followed by your name and address. This card is unique and has an attractiveness which will appeal to your prospective mailing list.

\* \* \*

**W**HEN the customer has selected the last record which he wishes, ask him if he has heard such and such a record (any new release which you may care to push). If he replies in the negative, place this record on the machine, starting it, saying "Listen to it while I wrap up your selections." The customer, having nothing else to do while waiting for the records to be wrapped, will often listen to the selection, and on many occasions purchase it at that particular moment. This is an old idea, but we do not apologize for reminding you of it, due to the fact that the practice of this idea has always brought exceptional returns.

\* \* \*

**M**ANY of you have record brushes which have been lying on your shelves and which you cannot dispose of. Try the following stunt, which will sell quite a number for you: Place a brush in each booth. Before a salesman demonstrates any record, have him go over it with the brush, then have him place the brush on a table conveniently located. A small, conservative card on the wall of the booth should read "Record brushes 50c." This will complete the chain of psychology for the purchase. The customer realizes that if the store uses such a brush it must be of real value. The price card saves the asking of questions.

\* \* \*

**I**NSTEAD of a plain flat card, get up for your salesmen some cards which can be folded the same way as a pamphlet is folded. On the front place the name of your salesman, your firm, etc., the same as on your business card. On the inside list about ten of your best-selling operatic numbers. Place a caption over this list to run as follows: "The Finest Selections From the World of Opera"—also insert the number, price, title, opera, artist. Underneath this list run a line which reads: "Such Great Operatic Stars as (list the names of several) Record Exclusively on (name make) Records. We are the duly authorized representatives for (name make) Records in this City."

\* \* \*

**I**F you have on your books a list of record customers that has become inactive, you can secure a lot of good-will and revive sales interest in the following manner: Make out a bill all filled in on your regular monthly statement form. Fill in the date, the name, address, etc., and when you come to the column where charges would be itemized, fill in the month, for the date draw a blank line, for the item leave a blank space, and for the dollars and cents columns draw lines. At the bottom of the statement, either in type-writing or by means of a rubber stamp, convey the following message: "This is an accurate statement of your account. Is it our fault you do not owe us a cent? Is there something wrong with our merchandise, service, or salesmanship? Surely, there is something we can sell you! May our representative call, or will you be in to see us within the near future?" Inclose with this statement any good snappy printed matter you may have on hand, such as a record bulletin, etc.

\* \* \*

**W**HENEVER you are using ads in the newspapers, devoted to a theme you know will appeal to certain people on your prospect list, you will find it very good practice to send out a regular U. S. post card to people you feel will be especially interested in a given ad. Use copy somewhat like this: "Dear Friend: We are going to run an advertisement in the New York Times on January 18, in which we feel you will be especially interested. We want to call your attention to it at this time so that you will not miss the important message we are conveying in this particular advertisement. Sincerely yours, JOHN DOUGH & Co., 221 Easy street." Change name of paper and dates to suit your demands.

**EDITOR'S NOTE**—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



## STOCKS WELL CLEANED UP IN KANSAS CITY DISTRICT

Volume of Holiday Trade Proves Better Than Expected—Prospects for 1922 Considered Good—Value of the Special Department—Selling Columbians by the Carload—News of Month

KANSAS CITY, Mo., January 4.—“Better than expected” is the universal report on the Christmas business in talking machines, not only in Kansas City, but throughout the Kansas City trade territory. Some of the jobbers are sold out on all the leading models and are forced to send in rush orders to the factories for supplies. Some of the dealers have sent rush orders to supply machines which were sold at Christmas, but not delivered, owing to the lack of machines in stock to fill all orders.

One jobber who stocked up heavily in the Summer and Fall on leading models in oak, American walnut and mahogany was pleased to find that his estimate of the market had not been amiss and that he finds himself with a relatively low stock. Another jobber reports that his stock of machines is lower than at this time in years. One retailer, who has recently moved to a better location, reports a larger business than he has ever had before and attributes it partly to his better location and better window display.

The Jones Store advertised that machines ordered for Christmas would be put on the February bills, and the store had the biggest sale of machines in its history.

The J. W. Jenkins & Sons Music Co. rented an outlet store and stocked it up with small merchandise and found a good trade as a result. There has been a very satisfactory sale of records during the month and the plan of making Christmas gifts of records, or rather, orders for records, has been a general custom during the last month.

The outlook for the new year is bright. There is a feeling that the first two or three months of the new year will be quiet, but the expectation is that the year will show, as a whole, gradually improving conditions, fully keeping

pace with the expected improvement in business in general.

### Looking to the Future

It is not expected that 1922 will be an easy year. If 1921 rewarded fighters it is understood that 1922 will do the same. One advantage which the talking machine merchant has now is that a better feeling exists than a year ago. Then, many people would not buy because they did not know what to expect during the year to come and kept their money in their pockets, or banks. Now they know what they are up against and are ready to let loose of their money—if they have it.

The past year has demonstrated the value of the plan, “Sell music to a community and it will buy machines to play it on.” There has been a very general effort throughout the territory to carry out this plan and the work here in Kansas City has been the most extensive. In all the schools, and in numerous clubs and public gatherings, there were given “music appreciation” talks, which have been demonstrated with the use of the talking machine. These have always been followed by the purchase of the records in some of the retail stores and often by the purchase of a machine.

During the past ninety days Miss DeForeest, who is connected with the J. W. Jenkins & Sons' Music Co., has been co-operating with the supervisor of music for the Kansas City public schools and will probably spend January in the same work. After that she will be busy in similar work with Jenkins' stores throughout the territory. Some of the Victor record salesmen in Kansas City are counting the work done in the schools as the very best kind of advertising.

The campaign for 1922 opened with a concert given at the Convention Hall by the Eight

Famous Victor Artists on Sunday night, January 1. The eight artists who appeared were Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. The attendance was very large and very enthusiastic.

### The Value of Departmentizing

One of the developments in this territory during the year was the practice of the dealers making their talking machine business a distinct department, whether in a music store or in some other kind of store. It is found to have many advantages. It is encouraged by Kansas City jobbers, for it has been found that the plan helps collections. Where there is a distinct department, and the money collected for the machines and records is kept separate, there has been but little trouble in having the bills met, and in most cases discounts taken advantage of. In the same way the distinct department makes the dealer realize more than ever the profits he is making on his talking machine trade, and that means he will give it more attention, which, in turn, means an increase in sales.

The carload Grafonola sale of the J. Ed. Black Music Co., of Springfield, Mo., exclusive Columbia dealer, is meeting with success and Mr. Black is very enthusiastic about the plan. E. R. Smith, Columbia representative, is assisting Mr. Black.

Hulda Lashanska will appear in Kansas City, Mo., and several Kansas towns during January. Arrangements are being made by dealers in each of the town where Lashanska appears to tie up to her appearance, through newspaper advertising, a special window display, distribution of literature, etc.

B. L. Plank, of the J. W. Jenkins & Sons' Music Co.'s Victor wholesale organization, is in Pennsylvania, visiting relatives. He will visit the Victor factory before he returns.

### A Practical Booth Suggestion

The value of having higher and lower-priced machines in the same booth has been demonstrated a number of times in Kansas City during

The thousands of talking machines sold during 1921 have greatly increased the field of the record manufacturer for 1922.

The use of our exceptional pressing facilities will help you to substantially increase your record business.

*Write Us To-day*

*Samples and Prices on Request*



**THE BRIDGEPORT DIE AND MACHINE CO.**

170 ELM STREET

BRIDGEPORT, CONN.





the holidays. A lady came into one of the establishments Christmas week with the fixed purpose of buying a \$95 machine, and practically bargained for one of that kind. Seeing another type of machine in the demonstration booth, which caught her fancy, she asked about it. The salesman took the opportunity to point out the attractive features of the machine, and the result was a sale of a machine at \$300 instead of the \$100 one. It was a case of "seeing and buying."

**Successful Columbia Sale**

The Eads Bros. Furniture Co., of Fort Smith, Ark., exclusive Columbia dealers, have just completed a week's sale of Grafonolas, having purchased a carload of Grafonolas for this purpose, and report that they were successful in selling the entire carload before the campaign was over. One of the features of the advertising in this campaign was a parade of trucks containing Grafonolas, taken from the car to Eads Bros. store through the principal streets of Fort Smith. Two Columbia representatives, D. M. Guthrie and L. S. Blythe, were with Eads Bros. during the campaign.

**WORLD HELPS IOWA MERCHANT**

**L. Q. Selzer Praises World as a Merchandising Help—Growth of Talking Machine Department Indicates Small-town Possibilities**

BURLINGTON, IA., January 3.—The value of the trade paper in aiding the development of a business and the opportunities contained in the small town and farming community for the talking machine business has been amply demonstrated by Leland Q. Selzer, manager of the talking machine department of the Gulick-McFarland Co. here.

In a letter to The World Mr. Selzer states that from a start of two or three machines the talking machine department has been developed into a \$20,000 annual business, and this year, despite the much-talked-of business depression and buyers' strike, Mr. Selzer expects to close the year with a sales volume of \$23,000. This is all the more remarkable in view of the fact that Burlington is a town of only 23,000 population and the surrounding country is devoted to farming.

Hard work, consistent advertising and the adoption of live-wire suggestions contained in The World have made the department a success. The Christmas window display of this concern was modeled after one described in The World. Among the many worth-while ideas which this aggressive manager is putting across is the slogan "What Is Home Without Music?" This slogan is keeping the store in the minds of people throughout the entire community and the constant efforts of Mr. Selzer to keep it before the public have been repaid in increased business.

**RECO-RAP MEETS WITH SUCCESS**

**New Package for Shipping Records Well Received—Now Used by Jobbers and Dealers**

ST. LOUIS, Mo., January 4.—The Reco-Rap Co., of this city, manufacturer of the Reco-Rap, is meeting with pleasing success in the introduction of this package for shipping talking machine records. This package is furnished for all sized records, with metal posts to take care of from one to eight records.

The company recently issued an attractive circular showing reproductions of some of the letters it had received from prominent jobbers and dealers emphasizing the practical value of the Reco-Rap. Although this shipping package has only been on the market a short while, it is now being used by jobbers and dealers throughout the country, who find that it practically eliminates the possibility of record breakage.

The more you keep your employes smiling and contented, the more money you bring into your business.

**S. L. SCHOTT BUYS VICTOR STORE**

MOUNT VERNON, N. Y., January 6.—The establishment of Brodbeck & Co., established for twenty-one years, and one of the leading Victor dealers in Westchester County, has been purchased by S. L. Schott, a brother-in-law of the Landay brothers. Mr. Schott has been in the music business for the past sixteen years, traveling to the Coast, and he is well equipped to make a success of his new enterprise.

**HARTZELL CO. REPRESENTATIVES**

The Hartzell Crucible Co., Pittsburgh, Pa., manufacturer of "Black Diamond" graphite spring lubricant, announced recently that its factory representatives are Louis A. Schwarz, Inc., 1265 Broadway, New York City, and S. F. Larrimore, 5836 Easton avenue, St. Louis, Mo. This company is meeting with pleasing success in the sale of its spring lubricant, and its product is being used generally by manufacturers and dealers throughout the country.

**APPOINTED OKEH JOBBER**

**Record Sales Co., Cleveland, New Okeh Jobber—Will Cover Very Important Territory**

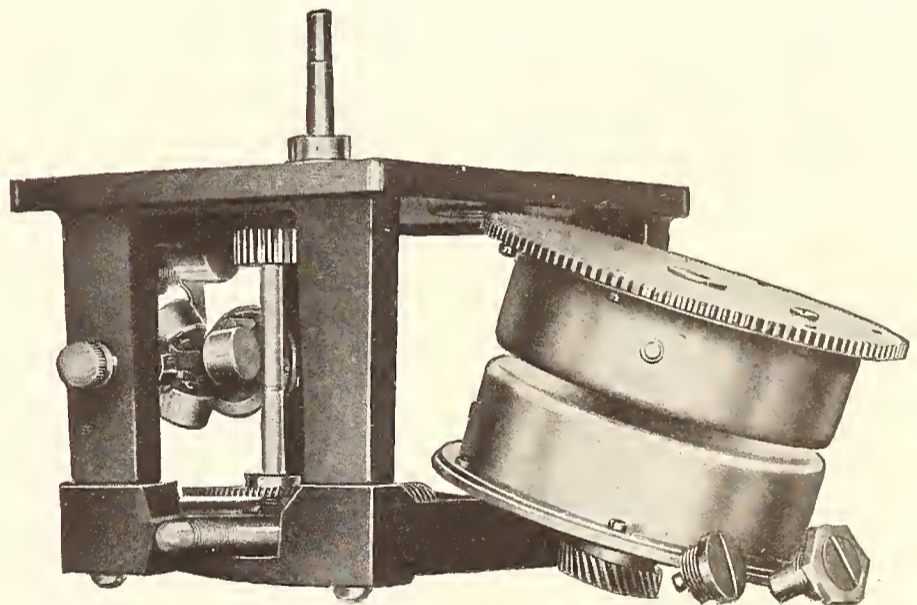
CLEVELAND, O., January 6.—The Record Sales Co., of this city, has been appointed a jobber for Okeh records for a territory that includes Cleveland and Pittsburgh. This company is a subsidiary of the Cheney Phonograph Sales Co., Cheney jobber in this territory, and George R. Madson is president of both companies. Mr. Madson is enthusiastic regarding the sales possibilities of Okeh records, and an aggressive sales campaign has already been started.

It is understood that the Kennedy-Schultz Co., of this city, will no longer be a jobber of Okeh records, and that the Sterling Roll & Record Co., of Cincinnati, O., which formerly maintained a Pittsburgh branch, has closed this office and will concentrate its activities on the development of Okeh business in Cincinnati territory.

Work plus brains plus service equals success.

*Study the*  
**SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive  
**SILENT MOTOR** Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.



# Discuss the Business Outlook for 1922

## Views of George E. Brightson

Discussing general business conditions and the outlook for 1922, George E. Brightson, president of the Sonora Phonograph Co., New York, said to *The World*: "It is my belief that during 1922 there will be an absence of that great speculative demand for talking machines which characterized our industry for several years, but there will be an active, healthy demand for merchandise that has been placed in the homes on a satisfactory basis and delivered to the consumer as advertised and represented.

"This thought is substantiated by a conversation which I had a year ago with a well-known



George E. Brightson

talking machine manufacturer who remarked that coming events would bring about the survival of the fittest in our industry. I said at that time that the fittest who survived would not be the ones with the largest pocketbooks or the largest investments, but would be the manufacturers who produced merchandise wherein the pride of possession was the dominant thought of manufacture.

"From the very inception of the Sonora Phonograph Co. it has been our aim and ambition to refrain from endeavoring to secure the largest possible output, but to concentrate on placing our phonographs in the homes of music-loving people who would appreciate a high-grade musical instrument.

"For the coming year we have planned many important new offerings for the trade in the anticipation of relief from one of the burdens which

the music trade has been subjected to because of the prevalent thought among so many people that music must be classed as a non-essential and as a luxury. Successful efforts to counteract this view have been made, and the Government has relieved us of one of the burdens—namely the five per cent excise tax.

"There is every reason to be optimistic in considering the outlook for the coming year, and as far as we are concerned, we are well assured of a substantial, healthy business in 1922, and in fact, this business is in hand at the present time."

## H. L. Willson Optimistic

"We are going to have a normal year in 1922," said H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., New York, in a chat with *The World*. "This statement is based on the fact that there is going to be better business generally in all industrial lines. I look for no skyrocket improvement in the early part of the year, but there is going to be a very gradual return to normal conditions generally, for we have the basic requirements for such an improvement.

"The period of liquidation, which was so necessary to curb the false inflation common to all industries during the war period, has been very nearly accomplished with the close of the year, and I believe we may look for each calendar month of 1922 to show a steady improvement



H. L. Willson

in sales and the character of business done, and may expect 1922 figures to exceed those of our

most prosperous year during the pre-war period.

"We look forward confidently to a large and healthy business year in 1922, not only for our company, but for our thousands of loyal dealers to whom we pledge our heartiest co-operation."

## J. Newcomb Blackman's Opinion

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City, Victor wholesaler, gave the following interesting interview to *The Talking Machine World* in connection with his views regarding the business outlook for 1922:

"It seems to me that 1922 will be a year of real competition, a return to conditions such as were experienced by those in the industry in its



J. Newcomb Blackman

earlier stages, when struggles for success and supremacy were the order of the day.

"I believe there are still concerns, chiefly among manufacturers, to whom relief will come only through bankruptcy, while others will bring about the necessary changes and reforms through a reorganization. The future of many concerns financially embarrassed will be definitely known before the year is half spent, because temporary extensions will have matured and will not be renewed, or financial aid given will not be continued if the desired results have not been accomplished.

"I look for changes in types of instruments during the year and believe that there will be a further development in new models of the so-called console type. These, in competition with the upright designs, will definitely determine which type will predominate and be most popular with the public.

"Among the talking machine manufacturers financial strength, plus steady demand, will enable quantity production, embodying quality at a list price hard to compete with. The manu-

## NATIONAL METALS DEPOSITING CORPORATION

FACTORY  
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE  
MOUNT VERNON, N. Y.

LABORATORY  
415 Fourth Ave., New York, N. Y.  
Tel. Madison Square 6635

MANUFACTURERS OF

**MASTERS**

**MOTHERS**

**STAMPERS**

FOR PHONOGRAPH RECORDS



For Your Convenience  
Deliver Recorded Wax  
To Our Laboratory



We Deposit the Finest  
Copper in the World  
Try Us





**Another laugh-maker comes through. Al Herman, vaudeville comedian, sings "I Hold Her Hand and She Holds Mine," and "They Call It Dancing," from *The Music Box Revue*. This will be a fast seller! A-3507.**

**Columbia Graphophone Co.  
NEW YORK**



facturer of such a product will occupy an enviable position. However, this may be somewhat counterbalanced by weaker manufacturers if the cost of the former's goods to dealers and jobbers is too high. The best product in great demand still needs the support and co-operation of the dealers and jobbers if the consumer is to be supplied through those channels.

"During hard times sales volume is seldom maintained and a falling off in sales causes overhead charges to mount. Furthermore, cash business diminishes and time sales increase in proportion, all of which contribute to higher overhead costs. Under such conditions the trade may look for a solution in increased discounts. Large discounts are only offered as a rule on goods in little or no demand, and are necessary to induce dealers and jobbers to handle such products.

"Bitter experience has been furnished lately through the necessity to market some goods at great reductions from the list price. More serious, however, is the ill-will created by such sales and the return of goods in lieu of installment payments not continued because of later price reductions on the same goods, or other dissatisfaction with the product.

"In the current year the greatest results will be shown by reorganizing our forces and reviving our energies. Distributors and dealers can no longer expect the business to come to them. They will have to go out after it or make way for those who are willing to do so. The efficient organization will be made up of principals and employes willing to earn what they expect to receive.

"Real profits will be made on goods of quality which will stand the test of time and build good-will. This class of goods will enable the dealer and the distributor to show a quick turnover in capital and make a larger net profit, rather than on goods that cannot measure up to this standard and on which larger discounts are offered.

"Dealers will do well during 1922 if they select a talking machine product and a distributor justifying their full confidence. Business relations should be more on a basis of investment than speculation. It will not be the volume of sales in 1922 that will count so much as the amount of net profit.

"We should avoid straining our business structure to obtain a volume of sales at the expense of good-will and net profit. Then we will be well fortified."

**BROOKLYN FIRMS ESCAPE FIRE**

The Supertone Talking Machine Co., manufacturer of talking machines, and the Nightingale Phonograph Cabinet Co., occupying the third and fourth floors, respectively, of the building at 280 Nevins street, Brooklyn, N. Y., were saved from possible destruction by fire through the successful operation of a sprinkler system in the building.

The Hecht Co. department store, Washington, D. C., is featuring Emerson phonographs.

**CANTON ENJOYS BRISK BUSINESS**

**Pre-holiday Sales of Talking Machines and Records Exceed Expectations—Brisk Demand for Cheney Machines—Other News**

CANTON, O., January 3.—Talking machine dealers in Canton and vicinity enjoyed an excellent holiday business and the new year entered with considerable promise for a fair amount of business in both machines and records.

The sales of Cheney machines during the two weeks prior to Christmas were exceedingly brisk in all styles, according to C. M. Alford, head of the firm of Alford & Fryar. Mr. Alford stated that the only trouble in the music business at this time is the difficulty of making collections, but there is a tendency toward improvement in this direction, which is expected to become more pronounced in January.

The Van Fossen Smiley Piano Co. is planning to select a new president to succeed S. B. Van Fossen, late head of the company, and to determine upon the future policy of the business, according to an announcement made last week. The date of the meeting has not been determined upon.

M. M. Potee, manager of the A. B. Smith Piano Co.'s Canton store at the time it was discontinued, has been made manager of the new Rudolph Wurlitzer store, on Market and Sixth streets. The company is planning to add talking machines and small goods to its stock and the present inadequate quarters may be abandoned in favor of a larger establishment.

Record sales during the holidays at the new Rhines Edison Shop, Cleveland avenue, North, were the biggest in the history of the company, which operates another store in Massillon, according to C. R. Rutledge, who was recently appointed manager.

The E. & J. Co., Cleveland avenue, Northwest, has added a line of standard talking machines, which it has been pushing through newspaper advertising and novel publicity stunts.

**HOLD SALES CONFERENCE**

**Sales Executives of General Phonograph Corp. Attend Meeting in New York—Make Plans for Active Campaign During the Year**

An informal meeting of the sales staff of the General Phonograph Corp. was held at the company's executive offices in New York on Friday, January 6. S. A. Ribolla, general manager of the Illinois corporation, and C. J. Pott, manager of the company's Canadian interests, attended the meeting.

Otto Heineman, president of the company, was in charge of the sales meeting, and the reports that he received from the members of the staff indicated that the products manufactured by the company were gaining new friends rapidly. Sales policies and plans for 1922 were discussed, and nothing will be left undone during the coming year to enhance the efficiency of the company's service to its clientele and to wage an aggressive campaign for business.

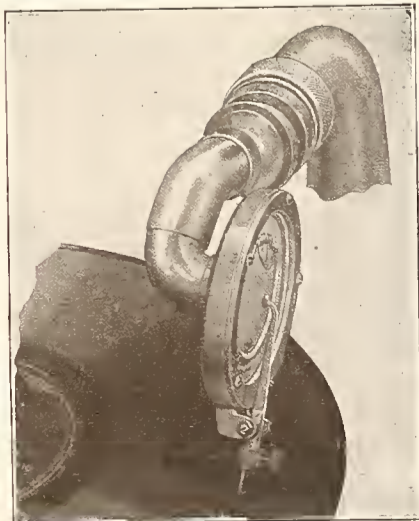
**DID YOU GET YOURS?**

*If not, write today for circular illustrating our latest creation,*

**THE KENT "SPECIAL"**



**to play lateral cut records only on THE EDISON DISC PHONOGRAPH**



Operates only with the lever, same as EDISON. Made of brass tubing, carefully finished, beautifully fashioned and modestly priced, it is easily the best buy on the market. Do not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We specialize in attachments for Edison and Victor machines, also sound boxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed. Inquiries solicited.

**F. C. KENT COMPANY**  
IRVINGTON, N. J. U. S. A.

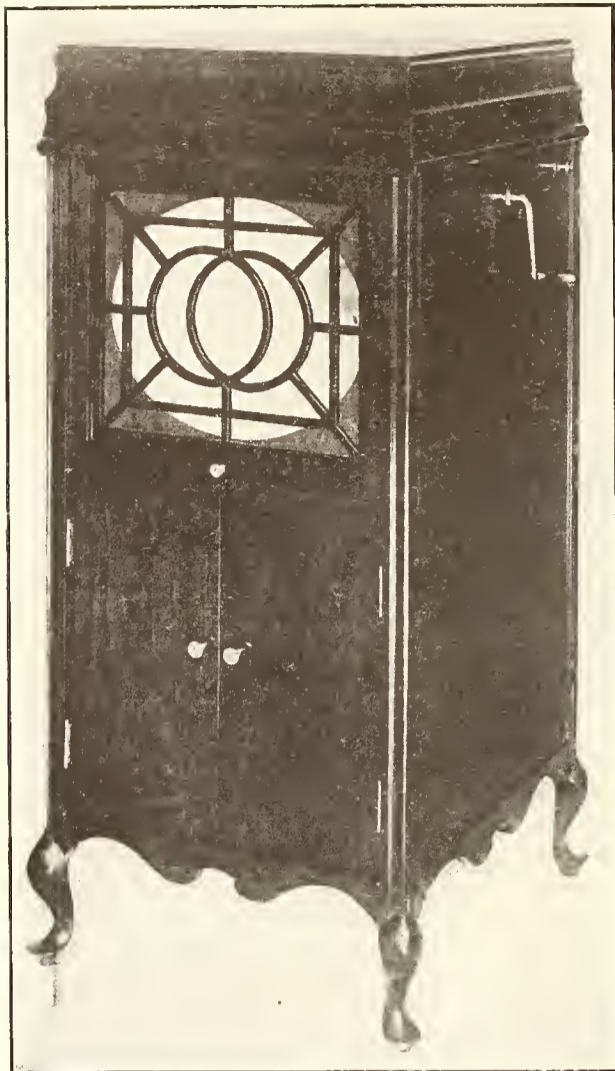
*Whose phonograph accessories "Win their way by their play"*



## CARDINAL Phonographs

*Unmatched Beauty*

*Models in  
Mahogany and Oak*



## CARDINAL Records

*Unexcelled Sweetness*

*New Record Issues  
Every Month*

Model No. 40—Mahogany, walnut. Height, 49 inches.  
Width, 21 $\frac{3}{4}$  inches. Depth, 23 $\frac{3}{4}$  inches. Cardinal Tone  
Chamber, Tone Modifier, Automatic Stop, Cardinal Fil-  
ling System. Automatic Top Support.  
Price ..... \$175.00

# THE NEW CARDINAL *and* THE CARDINAL DEALERS' PLAN

You are primarily interested in two things: Selling a Phonograph of Quality and selling that Phonograph at a worth-while profit.

Because the first will assure you satisfied patronage and the second financial gain.

The New Cardinal Phonographs and Cardinal Records make possible the exact fulfillment of the two things aforementioned.

A booklet, The Cardinal Proposition, and another, The Cardinal Phonograph, tell in a clear, understandable way why the progressive dealer should fully inform himself regarding the opportunities in Cardinal Products. Write to the address nearest you for full information. No obligation, of course.

Factory: ZANESVILLE, OHIO.

NEW YORK  
106 East 19th Street

CINCINNATI  
137 West Fourth Street

*Distributors*

*The North Western Phonograph Supply Co.  
203 Ryan Bldg., St. Paul, Minn.*

*The Tiffany Phonograph Sales Co.  
1404 East 19th St., Cleveland*

*The Smith Woodward Piano Co.  
1017 Capitol Ave., Houston, Tex.*

# CARDINAL

## PHONOGRAPHS and RECORDS



## RECORD HOLIDAY TRADE REPORTED IN BROOKLYN

Both Machines and Records Enjoy Lively Demand—Martin Kraus Now Ideal Music Co. Manager—Dominick D'Antonio Enlarging Establishment—General Conditions Reviewed

The holiday rush is over and dealers are a happy lot, for sales were far beyond the fondest hopes of the most optimistic. Many console types were sold, but the more conventional or upright models were in much greater demand, especially those priced at between \$100 and \$200. Records showed increased sales also, so that in all respects it was one of the most satisfactory holiday periods in sales totals ever experienced.

As January marked the opening of the new fiscal year for the majority of dealers, all are busily engaged in the important task of taking inventory. This work is of first importance and requires the skill of an experienced person. In a good many cases it falls to the lot of the proprietor or store manager to do this work, and they, consequently, are very busy.

### Martin Kraus Becomes Manager

Beginning January 1, the Ideal Music Co., Victor dealer, at 6964 Third avenue, is under the management of Martin Kraus, well known in Brooklyn music circles and a talking machine man of several years' experience. Mr. Kraus was formerly assistant manager of the talking machine department of Abraham & Strauss, where he made an enviable record. His wide knowledge of retail merchandising and his ability as a musician will be invaluable to him in serving intelligently the high-class clientele to which this live store caters. In his new appointment he has the best wishes of all for his complete success.

### Making Addition to Establishment

Now that the holiday rush is over Dominick D'Antonio, successful Victor dealer at 202 Fifth avenue, is busily engaged in preparing and equipping the new addition to his establishment, which he recently acquired by purchasing the adjoining store. The partition between the two stores is to be torn down and one large showroom made of both, additional booths are to be installed and record racks erected in the center, where they will be easily accessible from all parts of the store. When alterations are completed the floor space will

VICTROLAS

## Looking Forward

**T**HE VICTOR retailer who stocked goods anticipating a heavy holiday demand found he had followed a most healthy policy and was, indeed, fortunate.

The ever-growing demand for the Victrola and Victor products assured the retailer a substantial movement of goods then, as it does now, and in all seasons.


From now on business in other lines will show decided improvement, creating a further call for Victor products. Therefore, the Victor retailer's requirements should be planned in advance.

Make your plans now for 1922.

# G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

VICTOR RECORDS

be more than doubled and will present a very attractive appearance. With these increased facilities this establishment can take care of its customers in a much better manner and attract many new and desirable ones as well.

### Great Drive for Business

The G. & R. Furniture Co., Columbia dealer, at 5413 Fifth avenue, has just completed one of the most successful drives for business ever inaugurated in Brooklyn. Full pages of advertising were used and very liberal terms were featured, also the large assortment of models carried, from which to choose, was made an incentive to attract prospective buyers. Officials of the company state that the total sales of machines in this intensive advertising campaign was the greatest in the history of their experience as Columbia dealers.

### Closed a Big Year's Business

The Brooklyn branch of the Aeolian Co. has

enjoyed one of the most successful years of its existence, according to C. C. Davis, manager. The holiday demand for Vocalions was especially good, bringing the total annual sales volume above the figures for last year. Mr. Davis declared that the prospects for the new year are exceedingly bright. The console types of machines in this store are gradually declining in favor, which is growing in a corresponding measure in the direction of the upright period models. The upright models now lead the demand here and their popularity in this section during the new year seems to be assured.

### Victor Distributors Are Pleased

According to the reports of General Manager R. H. Morris, of the American Talking Machine Co. and G. T. Williams, of the G. T. Williams Co., Victor wholesalers, the past year was the most prosperous these companies have yet enjoyed. It was very gratifying to every one in these organizations to feel that all played an important part in making the past year a fruitful one, not only for themselves, but for every Victor dealer in Brooklyn and Long Island whom they serve

### Co-operative Campaign Brings Good Result

A co-operative advertising campaign carried on just previous to the holidays by three live Columbia dealers, which featured the Columbia foreign record catalog, netted these concerns some additional business that proved the effort well worth while. The dealers in this commendable drive were the Bay Ridge Music Co., at 7218 Third avenue; Harry Druckman, at 5207 Third avenue, and the Sunset Talking Machine Co., at 4803 Third avenue, all of whom are well-known Columbia dealers in this section.

### Successful in Placing Period Style

A shop in Brooklyn which has made quite a success of placing period models into the homes of Brooklyn people is the Arthora Shop, exclusive Victor dealer, at 60 Court street. Otto Ruckgaber, who, with his brother, conducts this high-class shop, has made a specialty of selling period models and, by co-operating with one of the leading interior decorators of Brooklyn, period types conforming to the general scheme of decorations were shown and sold.

### Made Many Sales of Two Models

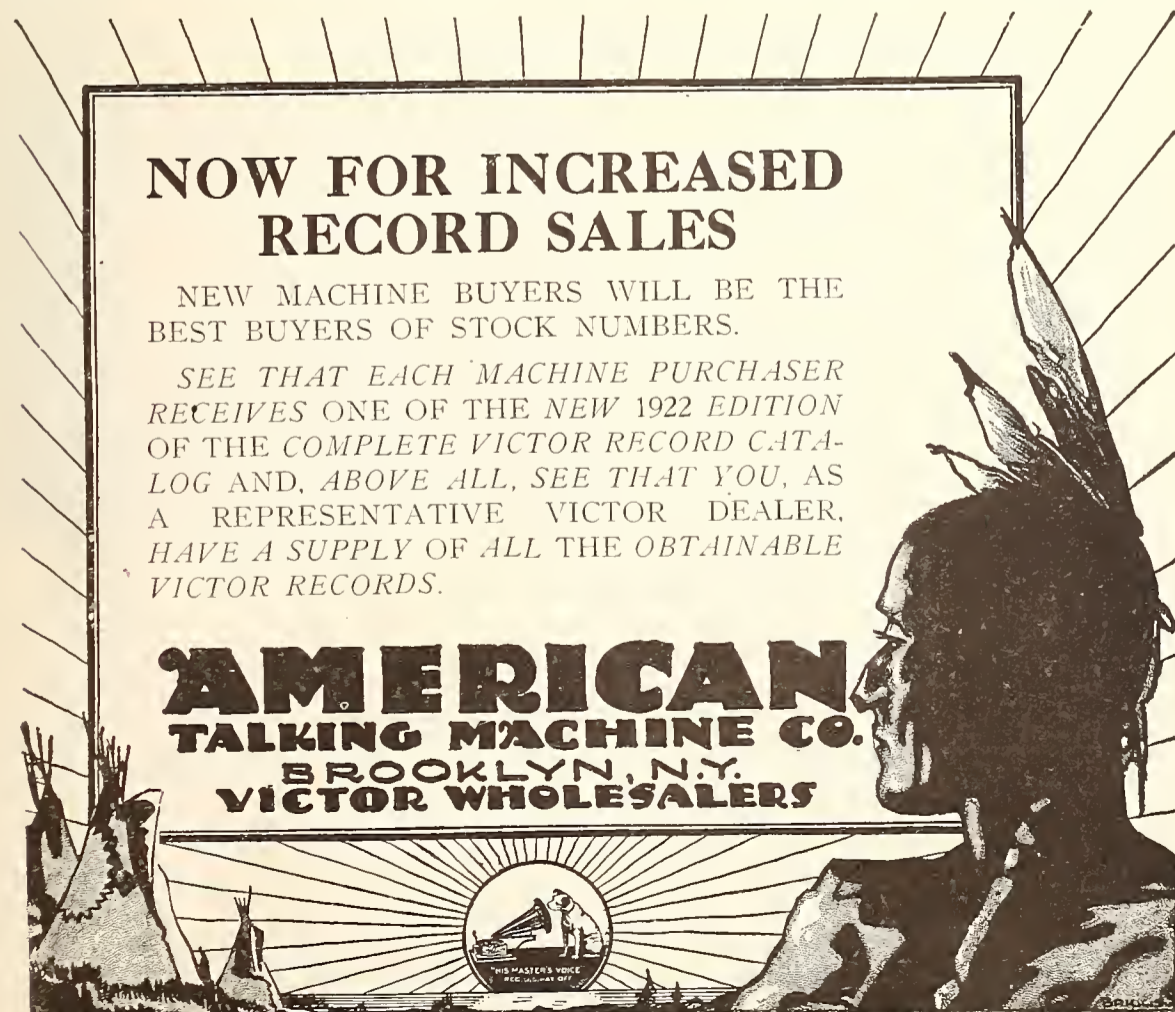
Oliver Bros., 250 Fifth avenue, aggressive Columbia dealers, report that the holiday business was exceptionally good. All models of Columbia machines were very much in demand, and especially so were the F-2 model, at \$100, and the G-2, which sells for \$125.

## NOW FOR INCREASED RECORD SALES

NEW MACHINE BUYERS WILL BE THE BEST BUYERS OF STOCK NUMBERS.

SEE THAT EACH MACHINE PURCHASER RECEIVES ONE OF THE NEW 1922 EDITION OF THE COMPLETE VICTOR RECORD CATALOG AND, ABOVE ALL, SEE THAT YOU, AS A REPRESENTATIVE VICTOR DEALER, HAVE A SUPPLY OF ALL THE OBTAINABLE VICTOR RECORDS.

AMERICAN  
TALKING MACHINE CO.  
BROOKLYN, N.Y.  
VICTOR WHOLESALERS





I don't have to worry my mind, Because I'm no one's fool,— I'm the struttin', in-de—

# NO ONE'S FOOL

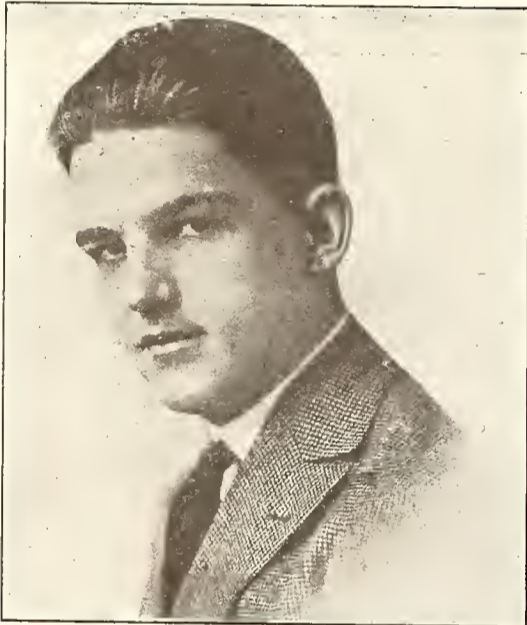
ASK TO HEAR IT!

THE BIG VAUDEVILLE HIT

**NEW EMERSON ARTIST**

**ZeZ Confrey Makes First Emerson Record— Well Known as Pianist and Composer**

The Emerson Phonograph Co. has announced several records by ZeZ Confrey, who is well known in musical circles. Mr. Confrey is an accomplished pianist who has been considerably



**ZeZ Confrey**

popular in piano concert work and composition. His first record in the Emerson library consists of two of his own compositions.

For a number of years Mr. Confrey was identified with the Q R S Co., making a series of rolls that met with considerable success. He originally played classic selections exclusively, but in recent years has devoted his time to playing piano novelties.

**RESIGNS AS DIRECTOR**

At the December meeting of the board of directors of the General Phonograph Corp. the resignation of Pliny Catucci as a director of the company was accepted. Mr. Catucci, who is known throughout the trade as one of the best-posted technical men in the industry, is planning to establish offices in Newark, N. J., as a consulting engineer. He was identified with the General Phonograph Corp. for many years, and he is entering upon his new activities with the hearty good wishes of every executive of that organization.

**BETTER FEELING IN THE NORTHWEST**

**1921 Made Better Showing Than Anticipated— Geo. A. Mairs' Views on the Outlook for 1922 —Other Prominent Jobbers Optimistic**

MINNEAPOLIS and ST. PAUL, MINN., January 6. —Notwithstanding the pessimistic prognostications of the recognized business prophets of the country, who predicted that everything had been shot to pieces and that there was nothing in sight but ruin, the talking machine dealers have but very little complaint to make. The reason is that they have fared fairly well. As a matter of fact, there are quite a number of dealers who insist that 1921 was ahead of 1920 in actual results.

Such a case might be that of W. J. Dyer & Bro. As the oldest talking machine house in the Northwest, it should be entitled to some consideration when it does speak. George A. Mairs, head of the Victrola department, hesitates to compare 1920 with 1921, but confesses that there has been a serious shortage of certain models, greatly to the disadvantage of W. J. Dyer & Bro. Why there should be a shortage he is unable to say.

Mr. Mairs, although satisfied with the net returns for 1921, is not quite sure what 1922 will have in store for the talking machine dealers. "I do not believe that there is much real use in trying to lay out the future. I know that there are many who pretend to tell what is going to happen. I confess that I try, but I am as much wrong as right—so what is the use? I would like to know, however, what one should do or take to enable one to read the future. Personally, I do not believe that the future will be bad, not by any means, and I look for a general revival of interest in music in all public matters."

Laurance H. Lucker, Northwestern distributor of the Edison phonographs and records, states that 1921 was a record-breaker insofar as the retail trade in the twin cities was concerned, but that the wholesale trade was quite disappointing. It appears that St. Paul and Minneapolis are taking very strongly to the Edison machines and are producing nice business for the retail houses.

Following the radical reduction in prices by the Pathé company, G. Sommers & Co. set right out to get all the business in sight. Samuel Levinson, manager of the Pathé department, states that the large increase in machine sales has made a great draft upon the records, and as a consequence, he is hard pushed to supply the

calls for records. By pushing both the machines and records somewhat harder than before some good totals are being obtained.

The widespread advertising campaign conducted by the Stone Piano Co. and the Aeolian Co. on behalf of the Vocalion machines and records has gotten results, according to the latest reports.

**COLUMBIA DEALERS USE FLOATS**

**Timely Publicity Used by Progressive Columbia Merchants—Floats Attract Attention**

The advertising department of the Columbia Graphophone Co., New York, received recently



**Float Used by Majestic Music Shop**

a photograph showing a float used by Arthur Goldberg, owner of the Majestic Music Shop, Columbia dealer at Minneapolis, that he used in a Paramount parade held in that city recently during Paramount week. This float attracted



**Float of Snyder Music Co.**

general attention, as it combined attractiveness with originality.

The Snyder Music Co., Wilkes-Barre, Pa., Columbia dealer, also used a very attractive float in an Old Home Week parade, held in that city a short while ago. This float, which is shown herewith, was one of the most artistic in the parade.

John Wanamaker says: "There are other compensations in doing the day's work than pecuniary gain."

"It is of great importance in business to be just right, as well as right just."

**RECORD MANUFACTURERS**

The foundation of your success lies in the quality of your product. To produce Records of Quality you *must* use only the *best* raw materials available.

**COTTON FLOCKS**

are an *important* ingredient of your product. Why not use the best on the market? Let us send you trial samples.

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.





If the Victor were not giving universal satisfaction you would not be a Victor dealer. The accrued satisfaction given by Victor products during the past twenty years will be a decided contributing factor to your greater success in 1922—

**C. BRUNO & SON, Inc.**  
351-353 Fourth Avenue . . New York

*Victor Wholesalers to the Dealer Only*





# H.K. Lorentzen

Manufacturer of

**Exclusive Cabinet Hardware and Accessories**  
60 Grand Street  
New York City

## ELKINS ORCHESTRA POPULAR

Exclusive Columbia Artist Scoring Success at Knickerbocker Grill—Eddie Elkins, Well Known in Musical Circles, on Coast

The recent announcement by the Columbia Graphophone Co. that the Eddie Elkins Orchestra would make Columbia records exclusively was received enthusiastically by Columbia dealers everywhere. This orchestra is making a phenomenal success in the Knickerbocker Grill, New York, where it is playing nightly, and its first Columbia records will be awaited with interest.

Eddie Elkins' career has been an interesting and a varied one. As a youngster he showed signs of musical talent and quickly learned to play the violin. He entered the University of



The Elkins Orchestra

California to study medicine, and while there took part in a musical show. The result convinced him that his career lay in music instead of medicine, so from then on he devoted all his energies along the latter line.

In 1919 he organized a band which was so unusual that it was immediately booked by the Fairmont Hotel in San Francisco, where it reigned supreme for a year and a half, when the Alexandria Hotel in Los Angeles enticed him to join them.

Here, during the early part of 1921, Al Jolson heard them and prevailed on Elkins to come to New York, where they were engaged by the Pavilion Royale, one of the most popular places on Long Island.

Recently the Knickerbocker Grill acquired the organization on an eighteen months' contract, which will leave them free during the

Summer months, when they expect to make a tour of Europe, stopping at London, Paris and Monte Carlo, where they are already booked, returning to the Knickerbocker in time for the Fall opening.

The orchestra is composed entirely of California boys, all of them talented musicians (several of them coming from the Los Angeles Symphony Orchestra) and, as Mr. Elkins expressed it, "they have a natural sense of rhythm, which is augmented by close teamwork."

The unusual effects obtained are due, Mr. Elkins said, to their method of grouping different instruments. They put together the trombone and cornet; the E-flat alto and tenor saxophone; the piano and the banjo, etc., so that when all these combinations come together in a selection there are three or four distinct types of rhythm plainly discernible.

## ALBUM CREATOR OF RECORD SALES

Increasingly Active Demand for Albums Predicted for 1922 by Phil Ravis

Phil Ravis, president of the Peerless Album Co., New York City, has planned an extensive sales campaign for the year 1922. The arrangements make it possible for the dealer to place before his customers Peerless albums in a manner that should attract increased sales.

In speaking of the development of the album business, Mr. Ravis said: "Manufacturers and dealers have evidently arrived at the conclusion that the album is a creator of record sales. This has been impressively demonstrated during the past season by the new and increased interest shown in such products. The sales have increased most substantially, and albums have become an important adjunct to dealers' stocks. Not only is there a satisfaction to the customer in the protection which an album gives records, but invariably albums make record sales active. Naturally, this alone would be an inducement to the trade, but as there is a substantial profit to the retailer in handling such goods he finds it a product that should be considered."

Study trade papers. A trade paper often prevents a man from making a fool of himself in his own line of business.

## RETIREMENT OF MIGUEL VOGLHUT

Made Many Friends in the Trade During His Vice-presidency of the American Odeon Co.

The liquidation of the American Odeon Co., with the consequent retirement of its vice-president, Miguel Voglhut, is the cause of regret to his many friends, whom he made through his genial personality and the intelligent service he has given in the handling of Odeon record business during the past year.

Mr. Voglhut is one of the best informed men in the foreign record field, as his experience cov-



Miguel Voglhut

ered a period of many years in European countries, as well as a wide knowledge of the South American market, where he introduced successfully a well-known talking machine and record.

His plans for the future are not as yet definitely arranged, for in addition to a very flattering offer from the Carl Lindstrom Co., of Berlin, Germany, he is considering an offer made to him from a well-known record concern in this country, which believes that his wide knowledge of the foreign record field would be valuable to them.

The A. L. Arvidson Piano Co., of Denver, Col., announces that it is disposing of its piano stock and in the future will handle talking machines.

*Here It Is—*

## A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

**Attention, Mr. Victor and Columbia Dealer.**

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

**THE CELINA SPECIALTY CO.**

at CELINA, OHIO

*"Where Better Furniture Is Built."*



Queen Anne Period Model



## MILWAUKEE TRADE IS PLEASED WITH BUSINESS OUTLOOK

**Splendid Holiday Trade Closed—Majority of Concerns Break All Records—Many New Dealers Enter the Field—Future To-day Looks Much Brighter Than a Year Ago—New Stores Opened**

MILWAUKEE, WIS., January 9.—Based on a holiday business that exceeded expectations in every way, the talking machine trade in Milwaukee and throughout Wisconsin has been greatly encouraged with respect to future business. In a majority of instances sales by retailers in this territory were the largest on record, with possibly only one exception, namely, the holiday season of 1919, which is so well remembered as the biggest "boom" period in the history of the industry, due largely to unnatural causes. In all cases business was better than in December, 1920, when the music business generally was feeling the worst effect of the reaction from the hectic days of the late war and immediate post-war period.

The wholesale trade entered the new year with a decided advantage, which was found in the fact that the average retailer's stock was the lowest in years. Dealers bought conservatively all through the year and went into the holiday season with stocks of considerably smaller size than they have ever been accustomed to carry in anticipation of Christmas business. The demand was beyond expectations, and as a consequence there has been a very pleasing tendency to place orders with jobbers.

"There is no question that the future to-day looks much brighter than it did a year ago," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor wholesaler. "Conditions have been on the mend for five or six months, and there is every reason to believe that the improvement will be steadily accentuated. Our dealers in this territory are in a much more cheerful mood than they were after the holidays last year, and they are more disposed to buy fresh supplies of instruments and records because the future looks good to them and fears of calamity have been pressed out of their hearts by the glad some experiences of the last six to eight weeks in being able to sell practically everything they had in stock."

### Brunswick Branch Breaks Record

One of the happiest men in the local wholesale trade as the new year made its advent was Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co. Brunswick phonograph and record business in 1921 was the largest in the history of the house, and Mr. Kidd's joy was made complete when at the end of the year he found that holiday trade exceeded by a long margin anything his branch had ever done. The Brunswick has long been

favorably known in this territory, but the vigorous efforts of the Milwaukee branch all through the year have given it still a higher rank and a greater prestige, so that to-day it must be reckoned with as one of the most popular lines in the entire field.

### Many New Sonora Dealers

The Sonora, represented exclusively in the Wisconsin and Upper Michigan territory by the music merchandise division of the Yahr & Lange Drug Co., has hung up entirely new records by its 1921 business. Its dealers throughout the district have co-operated thoroughly with the headquarters. The dealer list in Milwaukee has been augmented by the acquisition of some of the best-known stores in this city, which include the following: Wm. A. Kaun Music Co., 90 Wisconsin street, downtown headquarters; George Durner, 745 Third street; Alfred W. Fuchs, 1403 Green Bay avenue; Thien & Pentler, 3401 North avenue, and Luebtow Music Shop, 923 Third street, North Side dealers; Carl Euler, 1611 Vliet street and 468 Twelfth street; Wm. Klug & Sons, Twelfth and Walnut streets; A. Kittelman, 1819 Center street, West Side dealer; Joe Goldman, Fourth avenue and Mitchell street; Noll Piano Co., 1015 Muskego avenue; Winter Piano Co., 375 Grove street, and Kunzelman & Esser Co., 460 Mitchell street, South Side dealers. In addition, there are well-known dealers in the downtown district, such as the C. W. Fischer Furniture Co., 217-223 Second street; Gether Piano Co., 625 Grand avenue, and the J. B. Bradford Piano Co., 411 Broadway, with a South Side branch at 596 Mitchell street.

### Pushing the Record Lite

The Badger Co. at present is pushing hard the Record Lite, an automatic illuminating device for the turntable, which is made for Victor instruments only by the Record Lite Co., owned by the principal stockholders in the Badger wholesale house. The Record Lite has been on the market for several years and is now recognized as one of the most efficient and simplest appliances of this kind known to the trade.

### Long List of Columbia Dealers

Robert H. Walley, district representative of the Chicago branch of the Columbia in Wisconsin, likewise has set a splendid mark of distribution which will give him ample work to improve this year. In Milwaukee the Columbia has made an especially distinct impression. Local dealers now embrace the following well-known establishments: Winter Piano Co., 516 Grand ave-

nue, with a South Side branch at 375 Grove street; Smith Piano Co., 274 West Water street; Waldheim & Co., 206-212 West Water street; Wm. A. Kaun Music Co., 90 Wisconsin street; Flanner-Hafsoos Music House, 417 Broadway; Mrs. D. J. Carpenter, 3613 North avenue; A. Kittelmann, 1819 Center street; Edward Kupper, 1071 Teutonia avenue; Luebtow Music House, 923 Third street; Newdale's, 219 West Water street; Noll Piano Co., 1055 Muskego avenue; Frank Preuss Co., 1216 Walnut street; Sanborn's, three stores; August Zamka, 47 Center street, and several others.

### Progress of Local Industries

The Edison branch reports an excellent year's business, with prospects for 1922 considered excellent in all respects, and much improved over the year just ended.

The Milwaukee Talking Machine Mfg. Co. has had a memorable year in producing and marketing the Dalion, and its holiday business was of an exceptionally high order.

### Phono-Lamp Mfg. Co. Incorporated

A new industry manufacturing a combination talking machine and home lighting fixture has been established at Beloit, Wis. It is the Phono-Lamp Mfg. Co., which has been incorporated under the laws of Wisconsin by M. W. Wiegand, C. A. Riemer and E. R. Lucas. Some time ago the American National Mfg. Co., of St. Louis, Mo., purchased the brass foundry and machine shop of the Slater & Tuck Co. at Beloit and converted it into a plant for producing the combination instrument and lighting fixture. Now a separate corporation has been organized to take over and develop this business.

### New Multitone Co. Activities

The Multitone Mfg. Co., of Eau Claire, Wis., which was thrust into bankruptcy following the disappearance of its founder and president, Edwin J. Sailstad, in August, 1920, has been discharged from bankruptcy. The business recently was acquired by a group of Eau Claire men, some of whom were heavy creditors. The settlement was effected despite the refusal of life insurance companies to pay claims amounting to \$75,000 on policies made to the company by Mr. Sailstad, it being alleged that there is reason to believe that he is alive and was not burned to death in the fire which destroyed his Summer cottage. Mrs. Sailstad was remarried on Christmas day to a well-known Eau Claire man, having established her widowhood to the satisfaction of the marriage license authorities.

### New Partnership in Kenosha

S. Klukan, who recently established a music and jewelry store at 160 Milwaukee avenue, Kenosha, Wis., has admitted W. H. Raether as a

(Continued on page 100)

# The Record Lite

for Victrolas only

**Not an Accessory—but—a Necessity**

**T**HIS wonderful Automatic Record Lite prevents scratched records by proper illumination for setting automatic stop and starting. No screws or nails to mar cabinet—simply slip over tone arm. Use in Demonstrating Booths.

**ONCE USED—ALWAYS USED.** Orders may be sent to us and billed through your Victor jobber—or we will ship and charge direct.

## Badger Talking Machine Company

Victor Jobbers—Wholesale Only.

135 SECOND STREET

MILWAUKEE, WIS.

**Write**

for special literature giving list prices and dealer and jobber special discounts.





**Ray Miller and His Black and White Melody Boys, one of the newest Columbia dance organizations, have produced a wonderful dance record of "The Sheik" and "Weep No More (My Mammy)". Order it. A-3519.**

**Columbia Graphophone Co.  
NEW YORK**

## OUTLOOK PLEASURES MILWAUKEE MEN

(Continued from page 99)

partner. Mr. Raether will take charge of the jewelry department, giving Mr. Klukan an opportunity to devote his entire time to the piano, talking machine and musical merchandise business.

### E. J. Skelton Opens Store

Edward J. Skelton, of Madison, Wis., who began business as a piano and talking machine dealer on a small scale two years ago while director of the Orpheum Theatre orchestra, has opened a complete store on King street, adjoining the Capitol Hotel, and is adding a furniture department.

### Noll Piano Co.'s Fine New Home

One of the events of the month of December in the retail field in Milwaukee was the formal opening during the week immediately preceding Christmas of the beautiful new store of the Noll Piano Co., at 1015 Muskego avenue. There is no handsomer building in the Middle West than this new music shop, according to the opinion of experts. It covers a quarter of a block, being 60 x 125 feet in size and two stories high. It represents an investment of nearly \$45,000. The Noll Co. was established seven years ago in a small way at 1055-1057 Muskego avenue and has grown to be one of the largest and best-known music houses on the South Side. To accommodate this business it has now erected a separate building, which is an artistic triumph and a showplace of Layton Park, the district in which it stands out as the finest establishment owned by any retail concern.

### Opens Store in Old Home Town

Arthur Hamann, for eighteen years an executive of the P. A. Starck Piano Co., at Chicago, has returned to his native city, Sheboygan, Wis., after an absence of a quarter of a century, to establish a talking machine shop which later he intends to develop into a general music store. It is located at 922 Michigan avenue, in the building where his father for more than thirty years conducted a general store. A new building will be erected next Spring, when pianos and other musical merchandise will be added.

Some employees are an asset at \$10,000 a year; others are a liability at \$1,000 a year. Which class are you heading for? asks Forbes Magazine.

## KNIGHT-CAMPBELL CO. CONVENTION

Sales Organization of Prominent Denver Concern Holds Fifth Annual Convention and Discusses Important and Timely Trade Topics

DENVER, COLO., December 30.—The fifth annual conference of the Knight-Campbell Co. ended here to-day and proved one of the most successful gatherings of the season. The sessions opened on Wednesday, when over twenty sales representatives of the company from all parts of Colorado, Wyoming, New Mexico, Arizona, South Dakota and Kansas were welcomed by C. R. Baker, vice-president of the company, and the other officers.

Among the out-of-town guests were Howard B. Morenus, vice-president of the Hobart M. Cable Co., Chicago, and R. A. Burgess, general representative of the Smith, Barnes & Strohber Co., Chicago, both of whom made interesting addresses on business topics.

W. Bradford, manager of the out-of-town sales department of the company, was chairman of the convention. Interesting addresses were made by Burt Wells, publicity manager; H. J. Prada, manager of the mail order department; F. D. Wootton; Felix B. Beyer, assistant manager of the wholesale Victrola department; Dave Arnold, of the retail Victrola department; T. O. Askerlund, manager of the Denver branch of the Q R S Co.; T. P. Foote, credit manager, and others.

The salesmen attending the meeting were: H. A. Baker, Las Animas; F. A. Black, Pueblo; C. E. Upp, Salida; A. E. Dorman, Raton, N. M.; George L. Horr, Dodge City, Kans.; P. J. Tirey, Grand Junction; W. J. Cox, Grand Junction; Marion Kingsbury, Leadville; O. A. May, Albuquerque, N. M.; E. Duff Wilson, Denver; Darius Allen, Colorado Springs; Wilbur Haines, Colorado Springs; Lewis E. Shrewsbury, Colorado Springs; R. C. Hofman, Cheyenne; W. O. Shumate, Cheyenne; Phil Kellerman, Greeley; Ernest Remley, Greeley; H. E. Mitchell, Pueblo; F. V. Foss, Pueblo, and M. J. Donald, Pueblo.

Thursday evening the visitors were the guests of the Knight-Campbell Co. at a theatre party, and Friday evening they were tendered a banquet at the Shirley-Savoy Hotel at 7 o'clock.

Put much into the world and in time much will be put into your world.

## SALES METHODS BRING SUCCESS

Erb's Music Shop, Hamilton, O., Closing Excellent Columbia Business—Using Aggressive Sales Campaign in Developing Business

HAMILTON, O., January 5.—Erb's Music Shop, of this city, which handles Columbia Grafonolas and records, is meeting with exceptional success, which may be attributed in a considerable meas-



Views of John Erb's Warerooms

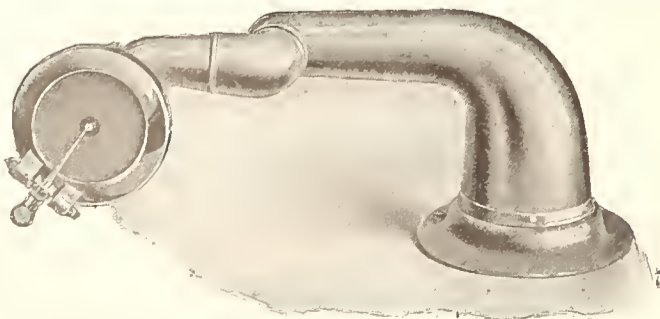
ure to the activities of John Erb, manager of the establishment, and Bryan Brittingham, head of the sales division. Ernest Erb, brother of John Erb, is a partner in the establishment and, in addition to his activities in the talking machine field, is also auditor of Butler County.

At the time this photograph was taken John Erb had been entertaining Johnny Black, the famous composer of "Dardanella," whose latest song, "Who'll Be the Next One to Cry Over You?" is meeting with exceptional success.

## LOANS MACHINES AND BOOSTS SALES

WASHINGTON, D. C., January 4.—Ansell, Bishop & Turner, Inc., exclusive Victor dealers of this city, are boosting sales of Victrolas and records by loaning machines and a number of popular records to prominent stores. The stores readily agree to keep the machine in operation and a placard announces the name of the loaner.

## TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.  
Telephone Sterling 1120

## MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway  
N. Y.



**RECORD TO HELP ORCHESTRA TRIP**

**Starr Piano Co. Offers to Make Record of Playing of High School Orchestra in Order to Pay Expenses of Concert Tour**

RICHMOND, IND., January 3.—A proposed trip of the Richmond High School Orchestra to Nashville, Tenn., next March was insured recently when the Starr Piano Co. announced that to assist in paying the expenses of the trip it would make a phonograph record of selections rendered by the orchestra and would give the orchestra all profits derived from the sale of the record.

The orchestra will sell the records at the national music supervisors' conference at Nashville. The numbers which the record is to include are two selections said to have never been recorded. They are "The Red Man," from "Dwellers of the Western World," by Sousa, and "In the Village," from the "Caucasian Sketches," by Ippolitowivanow, and also the "Valse Triste," by Sibellius, and "Praeludium," by Jarnefelt.

**NORMAN B. MEYER WITH EINSON**

**Takes Over Duties of Sales Manager of Einson Products—Is Nationally Known—Rounds Out Strong Organization of Specialists**

Einson Litho., Inc., New York, manufacturer of dealer service helps, window displays and other display advertising material, announces that Norman B. Meyer, vice-president of the National Service Bureau, of Chicago, and previously advertising manager of the Chicago Examiner, joined the Einson organization on January 1. Mr. Meyer takes over the duties of sales manager for Einson products, and present plans call for an extensive and country-wide campaign in the interest of many new features of dealer service display material which the company is to introduce to the trade during 1922.

The addition of Mr. Meyer to the Einson Co. rounds out one of the most complete organizations in the lithographing field, as the company now includes such well-known names as Lawrence Harris, Joseph Ellner, A. J. Edgell, William G. Adams, Dennison Babcock, Leo Einson, Harry N. Stein, Francis D. Gonda and F. S. Goodspeed, who in bringing Einson products to the highest standards possible will give the dealer the best that can be produced in advertising material for the stimulating of sales in 1922.

**TAKES OVER BRUNSWICK SHOP**

**Walter J. Baker Assumes Control of the Brunswick Shop in Indianapolis**

INDIANAPOLIS, IND., January 3.—Walter J. Baker, manager of the local branch of the Brunswick-Balke-Collender Co., has purchased the Brunswick Shop at 124 North Pennsylvania street. He assumes active control of the shop, succeeding C. A. Grossart, who has been manager during the last year for the All Records Phonograph Co. Mr. Grossart plans to visit in California before making other business connections. No successor has as yet been named for Mr. Baker as manager of the Brunswick-Balke-Collender store.

Mr. Baker was with the Brunswick-Balke-Collender Co. twelve years, being employed at Toledo, Grand Rapids and Chicago before coming to Indianapolis a year ago. The phonograph department of the Indianapolis branch was transferred recently to Chicago.

The Brunswick Shop is the only exclusive Brunswick store in the city and was the only store handling the Brunswick machines until last Summer, when the agency was extended to the Baldwin Piano Co. The sales of both the Brunswick machines and records increased steadily in the city during 1921. Mr. Baker contemplates no immediate changes in the sales organization of the shop.

**SALT LAKE CITY TRADE ACTIVE**

**Record Business Particularly Good During the Holidays—Business Men Underwrite Concerts**

SALT LAKE CITY, UTAH, January 4.—The Christmas business was, on the whole, very satisfactory and continues to hold up fairly well. George A. Bolduc, manager of the talking machine department of the Glen Bros.-Roberts Co., said the record business was excellent but machines were not so good. This was the experience generally. Some of the stores did a fairly good business in pianos.

Much sympathy is felt for Thomas O. Leaver, of the Consolidated Music Co., who lost his mother, Mrs. Mary A. Leaver, recently.

Sidney D. Hampton, of the Consolidated, says player-pianos have picked up a little of late. A. B. Irvine, president of the Consolidated Music Co., has gone to Ocean Park, Cal., on a trip.

The O'Loughlin Co., exclusive talking machine dealer, has had a good demand for "Period" model machines, according to H. R. O'Loughlin, who said the company has enjoyed a big record business.



**PROFIT-plus**

**SONORA** Semi-Permanent Needles are known everywhere for their lasting quality and purity of tone.



Sell Sonora Semi-Permanent Needles for the profit in each sale—for the satisfaction they give your customers.

In addition—demonstrate your records with Sonora Semi-Permanent Needles. They speed up your record sales as well. Carry sufficient stocks of Sonora Semi-Permanent Needles, and use Sonora Display Cards and Helps.

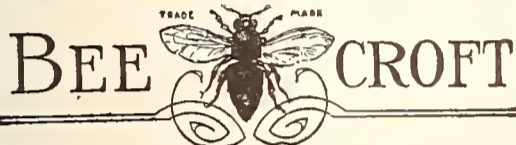
**CAUTION!** Beware of similarly constructed needles of inferior quality.

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto



**Delivery Envelopes**

*Art Series  
New Designs*

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

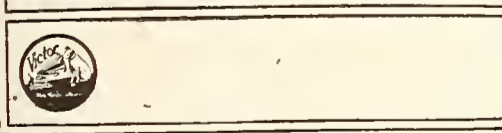
**NEW LIST OF RECORDS**

**Every 60 Days**

**A Selected List of Victor Records**

We Will Be Pleased to Play Any of Them for You

15028-11	Bernice Jean de Soreville (Garnet)	Jarvis	L35
15028-12	Concepcion	Jackie Brown	Harold
15028-13	The Hot City	Edna	L35
17303-11	Waltz from Marche	Edna	L35
17303-12	Edna	Edna	L35
18100-11	Oh Country (Pavane for New York)	Edna	L35
18100-12	Edna	Edna	L35
18100-13	Edna	Edna	L35
18100-14	Edna	Edna	L35
18100-15	Edna	Edna	L35
18100-16	Edna	Edna	L35
18100-17	Edna	Edna	L35
18100-18	Edna	Edna	L35
18100-19	Edna	Edna	L35
18100-20	Edna	Edna	L35
18100-21	Edna	Edna	L35
18100-22	Edna	Edna	L35
18100-23	Edna	Edna	L35
18100-24	Edna	Edna	L35
18100-25	Edna	Edna	L35
18100-26	Edna	Edna	L35
18100-27	Edna	Edna	L35
18100-28	Edna	Edna	L35
18100-29	Edna	Edna	L35
18100-30	Edna	Edna	L35



Write for samples and prices

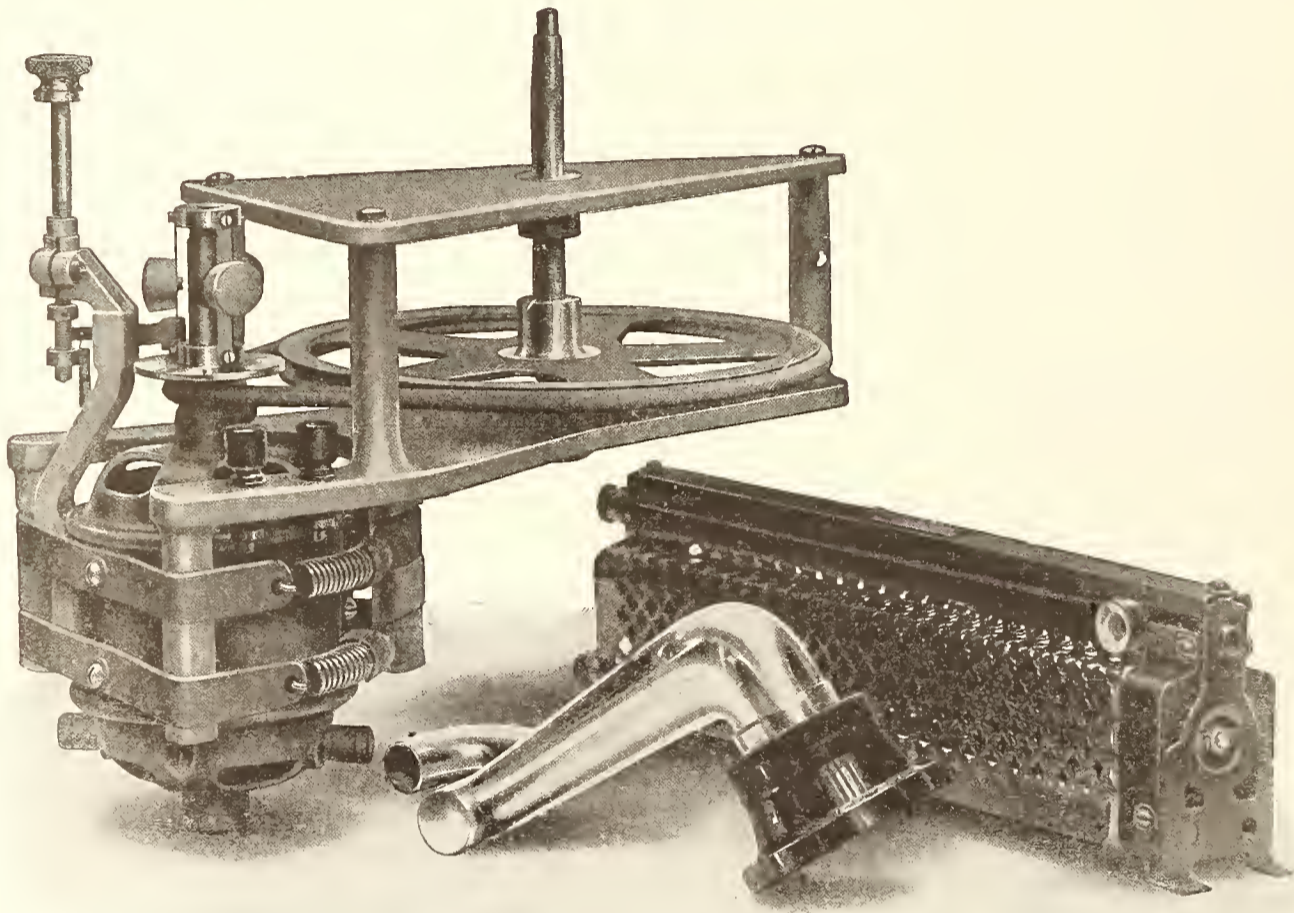
Order Now for the New Year

**CLEMENT BEECROFT**  
5546 North 5th Street  
PHILADELPHIA



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD . . . . . LONDON, E. C., ENGLAND



**VERY SUCCESSFUL BUSINESS YEAR CLOSED IN CINCINNATI**

**Volume of Trade Satisfactory as a Whole—A. H. Bates Discusses Situation—New Edison Co. Sales Campaign—Six Carloads of Columbias Shipped—Brunswick Expansion—Other News of Interest**

CINCINNATI, O., January 4.—And now another year has passed, as years will. Whatever it bore of opportunity, grasped or let pass unrecognized, it is irrevocably gone. Another year shall have gone its way before the gray dust of months is brushed from the miraculous flat discs of Christmas carols and "God Rest Ye, Merry Gentlemen," sounds in a million homes. Now, too, is the day of the inventory, bane of irresponsible clerks and fateful record of responsible tradesmen.

The years, indeed, have shown progress. The year of 1921 has shown success and progress in Cincinnati. Throughout every department of the talking machine trade in this city there is a glow of optimism. Not one manager but concedes that the year's business was better, much better, than expected. Every business, of course, but the bootlegger's, was somewhat below normal. But in view of economic depression in general, unemployment, high transportation rates; prices and all the impedimenta of the still new peace, the talking machine business was a rip-roaring success. Compared with other years, the result, of course, is less bright. Yet, there is satisfaction with the past year, quiet confidence in the present and a good measure of optimism for the future.

As to December, almost every dealer has the same words: "Holiday business was fine!" In most cases the dealer adds that it was much better than December of last year. And virtually every dealer believes that 1922 is going to be much better than 1921.

**Some Shortage of Victrolas**

One wholesale distributor of Victrolas was in the position, unique in these times of depression, of being unable to obtain enough machines to satisfy the demand made upon the company. This was the Ohio Talking Machine Co. A. H. Bates, of that company, said: "Our holiday business was very good, indeed. We sold out entirely in the Christmas trade. We could have sold a great many more Victrolas in popular models if they had been obtainable, but the demand upon our stock was so much greater than the number we could secure that we could not possibly catch up." Mr. Bates said, also, that business for the year of 1921 had been more than satisfactory. He commented particularly on the large number of moderate-priced machines which were sold.

In looking forward to 1922, Mr. Bates said: "The willingness of dealers to take out greater stocks of machines at cost should stimulate business. There is a demand now, even so shortly after the holiday rush, for certain models, so that it will be several months, probably, before the production catches up. The Kentucky district looks very good, because of prospects of substantial prices in the tobacco market. West Virginia is not so promising. The low coal demand, brought on by the mild Winter, and the incessant labor trouble, which will not be settled, apparently, until March or April, probably will make the market dull, especially in mining sections."

**The New Edison Co. Progress**

This company was not, by any means, the only one successful during the Christmas season or the past year. The New Edison Co., 224 West Fourth street, partook of these good things. P. H. Oelman, of this company, said: "Our Christmas business was fine, although, after a flying start two or three weeks before Christmas, it fell off a little just before the holidays. Sales of records were exceptionally good up to, and after, Christmas. The year, in the main, has been better than expected. Business looks very good, also, for 1922; much better than in January, 1921. We have a considerable number of substantial orders already on file for January, which is about the best sign we have seen recently."

The New Edison Co. began some time ago a sales contest in the Cincinnati district, and the

results have been very gratifying. The prizes being competed for are scholarships for the winners in various divisions of the district, assuring instruction in the Edison school for salesmen. The leaders in the divisions—the divisions are designated as "classes"—are: Class 1, J. A. Gregory, Harlan, Ky., and Jesse C. Huff, Har-dinsburg, Ky.; Class 2, E. C. Earhart, Franklin, O., and Cade Schulenberg, New Bremen, O.; Class 3, Charles D. Hayt, Williamson, W. Va., and G. Bruce Edelen, Lebanon, Ky.; Class 4, A. B. Simpson, Piqua, O., and Geo. E. Jenkins, Circleville, O.; Class 5, O. U. Briggs, Nashville, Tenn., and William C. Griffith, Bluefield, W. Va.

There is also a "sweepstake prize" for the salesman who heads the entire list. This prize, now that the contest is nearly concluded, is almost certain to fall to Joe McKee, Charleston, W. Va., who will win, in addition to the Edison scholarship, a fine Gruen watch. Mr.

McKee has established something of a record for salesmen to shoot at. In three days he sold \$2,300 worth of Edisons.

**Retailers Have a Good Season**

The feeling of satisfaction in December business, and business of the past year, spread throughout the trade. The Baldwin Piano Co., retailer of Victrolas, experienced a good year and a good holiday trade, both in machines and records, as did the Otto Grau Piano Co., handler of the Brunswick phonograph.

All of the department stores which have instituted departments for the sale of talking machines experienced a good Christmas trade and a good year. These stores, the H. & S. Pogue Co., the John Shillito Co., the McAlpin Co. and many others, advertise their talking machines extensively, and have gone into this popular business in earnest.

**Six Carloads of Columbia Grafonolas**

The Columbia wholesale branch in this city is proud of its record of business done during December. Ross H. Wilson, manager of the service department of the branch, said: "Our  
(Continued on page 104)



**Style L**  
One of several beautiful Console Models



**Style J**  
Mahogany Walnut



**Style G**

**KIMBALL PHONOGRAPHS**

**Invite good customers and ready sales**

Because the line is attractive from a business-getting standpoint and is thoroughly *reliable*, the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

*Write for Agency Terms.*

**W. W. KIMBALL CO.**

**306 S. Wabash Ave., Kimball Bldg. CHICAGO**

*Manufacturers of Phonographs, Pianos, Player-Pianos, Pipe Organs, Distributors of Okeh Records*



THE GREATEST MUSICAL HIT OF AGES

# The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

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



## CINCINNATI CLOSES A GREAT YEAR

(Continued from page 103)

business was splendid. We shipped six carload lots of machines to dealers in the Cincinnati branch territory. These carload lots were delivered respectively to Hook Drug Co., Indianapolis, Ind.; Finke & Co., Evansville, Ind.; Lewis Furniture Co., Portsmouth, O., and Logan, W. Va.; the Grafonola Shop, Owensboro, Ky., and G. C. Garsuch, Springfield, O. Reports of quick sales from two of these concerns were remarkable. The Grafonola Shop, Owensboro, Ky., sold twenty-nine machines the first day after receipt of the shipment, and 120 machines in a week. The Evansville dealer disposed of forty-five of the carload lot on the day of its arrival and 178 machines during the week.

### Growth of Brunswick Distribution

There is enthusiasm in the office of the Brunswick Co. over the showing made during 1921. The percentage of growth in distribution, noted in increase of number of new dealers in the Cincinnati territory, was 150 per cent over 1921. S. Reis, Cincinnati branch manager of the company, said: "Very many dealers in Cincinnati and nearby districts are realizing the value of the Brunswick line and are adding it to their stock of goods with fine success. During December our business was very large; much better than for the same period last year. Because of conditions, of course, the outlook for 1922 is not exceedingly brilliant, but we are quite encouraged. We are going out to get business and we will get it."

### Prize for Good Sales Campaigning

The Hook Drug Co., Indianapolis, dealer in Columbia products, has won second prize in the

national advertising contest conducted by the Columbia Co. The prizes were awarded for general excellence in sales campaigning. Emerson McCord, manager of the talking machine department of the Hook Drug Co., and Miss Elizabeth Horner, who write advertisements, must receive credit for their prize-winning work.

Howard L. Chubb, of the Chubb-Steinberg Music Shop, said: "We have been in the Victrola and record business but five months, and yet we are encouraged to believe that we will go on next year with a splendid business, as we have had thus far. Our trade during and before December was excellent. Even in the great rush just preceding Christmas we were able to satisfy every demand upon us. It seems to me that this speaks for a remarkably good stock of goods."

E. M. Abbott, dealer in machines and records, who has three stores in Cincinnati, has developed a remarkably fine trade. His Christmas business was good, as was that of the year. He looks forward with confidence to 1922.

Ross H. Wilson, manager of the Dealer Service department of the Columbia wholesale branch here, visited friends and relatives at Chicago during the holidays. R. H. Woodford, wholesale branch manager of the company, passed last week in New York. He attended there a meeting of the Columbia branch managers.

A surprising number of drug stores in the suburbs of Cincinnati, and even a delicatessen or two, have taken on talking machines as an auxiliary line. They have had little trouble in disposing of the necessarily limited stocks which they handled.

### Advertising Brings Big Results

F. X. Donovan, manager of the Victrola department of the John Shillito Co., said: "A review of the year's business is very satisfactory. Although we undertook the sale of Victrolas slightly more than a year ago our business in machines and records has been surprising. We attribute our success in a great measure to our extensive advertising of this special department. We intend to continue this advertising campaign, particularly in newspapers, during the next year."

### Holiday Demand for Jazz

Manager Pauling, of the Starr Piano Co., distributor of Starr talking machines and records, said: "Our holiday business in talking machines and records was very good. There were surprisingly few calls for Christmas hymns and carols. There seems to be such a demand for jazz records that not much time can be given to other records."

E. A. Gekow, talking machine dealer of Gorman, Tex., is planning to open a branch store in the Nowlin Building, De Leon, Tex.

The talking machine department of the Messerschmitt Jewelry & Optical Co., Fort Collins, Col., is now in charge of Miss Lillie Welch.

## BELIEVES IN BILLBOARDS

Enterprising Columbia Dealer Uses Billboards to Advantage—Sells Many Grafonolas to Schools

Although A. F. Hibbard, Columbia dealer at Huntington, W. Va., has had his store only two years, he has already sold quite a number of Grafonolas to schools in his territory. He not only pushes Grafonola sales, but has a systematized method of attack in the record department,



### How A. F. Hibbard Advertises

which consists of an intensive circularizing campaign among the schools, school teachers and principals, coupled with a unique sales idea.

Among Mr. Hibbard's latest publicity enterprises is a thirty-two sheet billboard, located near a street-car switch, where every car stops to wait for others to pass. This billboard is seen by many passengers who pass the switch day by day and it represents timely publicity.

## MUSICAL CENSUS BRINGS SALES

The Lippert Jewelry & Music Store, Dyersville, Ia., took advantage of the lull last Summer to make a complete musical census of the 5,000 inhabitants of that town, together with some thousands of the rural population, and as a result of having the facts at hand has been closing an excellent business all Fall, disposing of twenty-two cabinet Victrolas in the month of November.

Whatever a man does, if that act is reinforced by his "upper story," he will come out on top.

## Empire State Finance Corp.

Gotham Natl. Bank Bldg.

1819 Broadway, New York

Purchaser of talking machine and piano retail collateral notes or leases.

Annual requirements may be arranged.

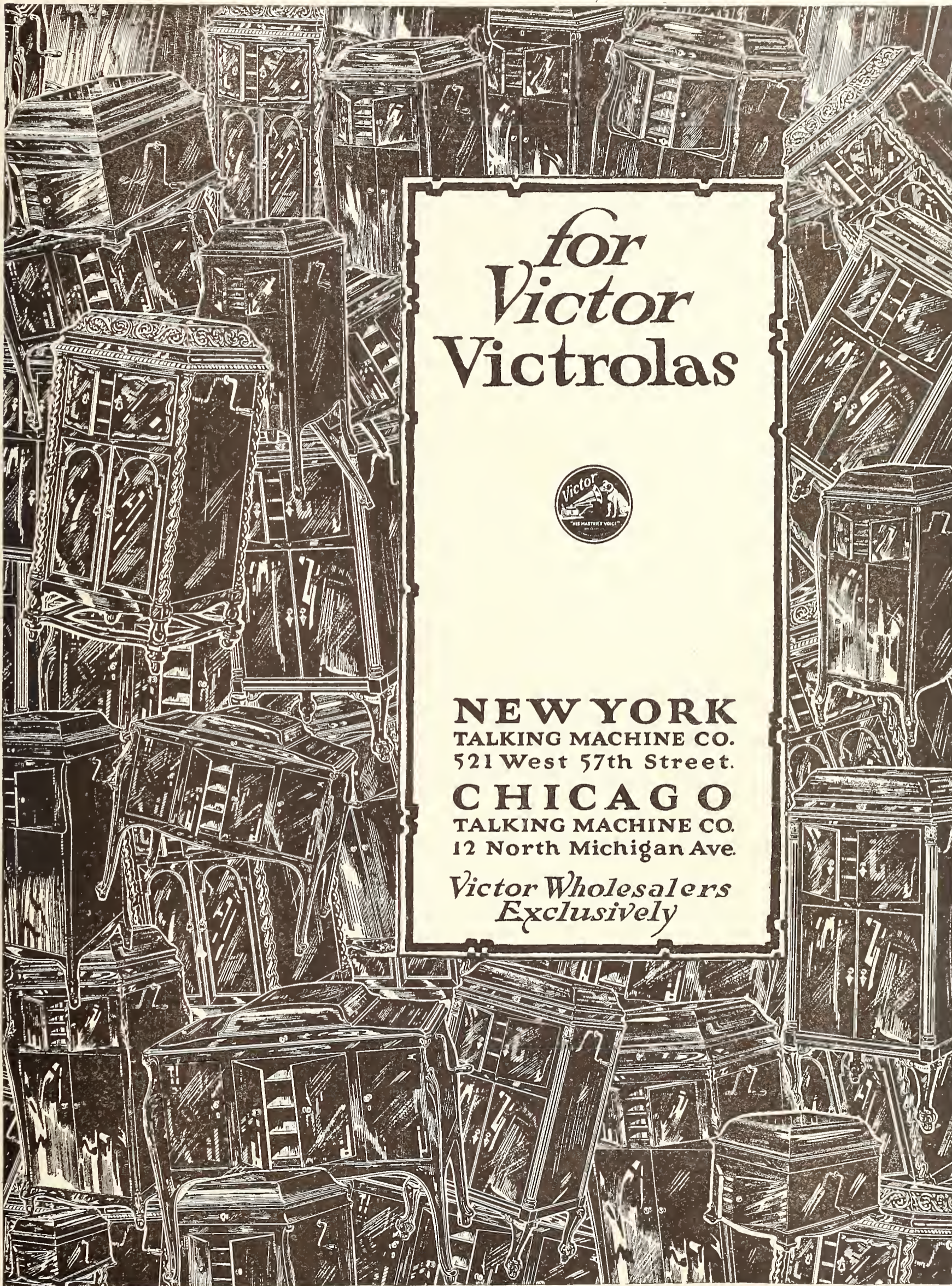


WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS . . . . . OHIO

VICTOR DISTRIBUTORS





*for*  
**Victor**  
**Victrolas**



**NEW YORK**  
TALKING MACHINE CO.  
521 West 57th Street.  
**CHICAGO**  
TALKING MACHINE CO.  
12 North Michigan Ave.

*Victor Wholesalers  
Exclusively*



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JAN. 10, 1922.

WE did our New Year's resolving early, to avoid the rush. And so have others, so that by this time, no doubt, most of the mid-West members of the talking machine industry are settled down to the contemplation of the year 1922, and are asking themselves what it is likely to bring forth. Well, one guess sometimes may be no better or worse than another, nor are we wise enough to know whether our particular guess does, or does not, possess any especial virtues over those of our friends. But for so much as it may be worth, it is here presented for consideration.

Doing  
It  
Early

IN the first place, let us look at some facts; not deductions, not rumors, but facts. It is not a bit of use denying what everyone

Facts,  
Not  
Rumors

knows, namely, that during the greater part of the year now happily past the talking machine business was in rather a poor way. Its own vitality has pulled it through the worst time it ever experienced.

And that says much for its ability to take care of itself. It would likewise be ridiculous to deny that retailers have been stocked up for the greater part of the Summer and Fall and have not been ordering, during this period, save in the smallest possible quantities. The natural result—overstocked factories running, if at all, on short time—has been with us during these past months pretty continually. Nevertheless, the conditions which began to prevail at the beginning of last month (December), and which have continued to prevail right up to the date of writing without sign of relaxation, indicate a very remarkable probability. During December, as we can say on the very highest authority, retail business throughout the mid-West territories picked up wonderfully, with the natural result that many dealers found themselves short on certain favorite styles of machines and certain favorite record titles. Factories were unable to supply the last-minute demand, in spite of their generally stocked-up condition, for the demand was for certain styles and the stocks of these were rapidly exhausted. In consequence—as again we can say on high authority—many orders were taken at retail for future delivery of these favorite styles. These orders are now being filled. The outlook for the immediate future is therefore, from the narrow trade standpoint, not unfavorable at all.

BUT there are other and equally important factors to be considered, broader in latitude and reaching towards the general conditions of national and international industrial activity. For

The  
Broader  
View

the benefit of our mid-West readers, therefore, it gives us much pleasure to be able to say that, as of January 1, 1922, the employment situation in our

territories is steadily improving. The revival is slow, but it is none the less certain. Factories in various lines, such as clothing, shoes, furniture and so on, are reopening, or, if they had been on part time, are going gradually on to full time. The purchasing power of the people is thus being gradually restored. The process will be slow, without a doubt, and there will be reactions, arrests of progress, hesitations, difficulties. Still, whereas one year ago we could only hope that things might not become even worse, to-day we can say that things have been as bad as they can be. The clean-up has been appallingly complete, and the survivors are the strong and the sound only. We look forward, then, to the coming twelve months with unabated confidence, strengthened by the knowledge that world conditions are gradually coming towards a settlement, if only because it has finally been seen that some sort of settlement is essential to the future of civilization. Moreover, the American people by now generally recognize that their own prosperity has become so bound up with the prosperity of the world that they must take their share in the labor of house-cleaning. Thus it becomes certain that, with a clearer view of the facts, with a cleaner state of business, now down to rock-bottom and reaching upwards again, we may all join in looking forward with clear-eyed confidence, not blinking the facts, but taking advantage of them,

THE announcement carried in a news column of this month's Talking Machine World to the effect that W. H. Wade has taken over

Wonderful  
William  
Wade

one of the oldest and most famous of Chicago's retail piano houses and proposes to carry on its business in connection with his own, directs attention to the career of a merchant who has known, better than most men, how to make the merchandising of talking machines into a process of constant growth and success. To-day "Bill" Wade is one of the largest sellers at retail of both Columbia and Brunswick machines to be found in the mid-West territory, and his handsome warerooms on Chicago's magnificent Michigan Boulevard are by this time in the nature of a trade landmark. Ever since the old days with Lyon & Healy he has been a worker and a thinker. He to-day is showing some discouraged merchants that the talking machine business is a big and worth-while, success-bringing business to those who treat it rightly.

NOT everyone realizes how the mid-West is becoming the center—a new and strong center—for the manufacture and distribution of records.

Progress  
in  
Variety

We would not say a word against the great and wonderful collections which were first begun in the old days when no one believed in the talking machine, and which retain their foremost position

today. But at the same time we do believe that it is a very good thing to have as much variety as possible in this particular department of our industry. It is very necessary that there should be as much as possible of healthy competition in this line, as in all others, simply because our industry is still in a fluid state and still holds in solution unlimited possibilities for development. Not all those possibilities can ever be worked out by any one group or even by any small number of groups. It seems quite obvious that the future progress of the industry rests, as much as on anything else, upon the perfection of the art of recording. As one finds things at present, each make of record has its peculiar advantages. One is noticeably free from mechanical scratch. Another excels in clarity, i. e., in ability to render the individual voices of a tone mass with distinctness and cleanness. Another, again, is superior in durability, lasting through many hundreds of successive playings without perceptible deterioration of the surface. Each make, we say, has its own peculiar virtues, but no one make can possibly combine them all, just as no one make can be without some distinct virtues. Wherefore the value of competition. We are glad to see a variety of makes, and still more glad to see them all steadily improving as time goes on. No one can question the immense value in a musical way of the records of standard music, both vocal and instrumental. They are playing a vital part in the upbuilding of musical knowledge in America and particularly among those people who have little opportunity of hearing our great artists or our great musical organizations. The talking machine record has a divine mission because musical culture aids in the refinement of our civilization.

AND now, as we reach the last few lines of our page, may we say to our friends of the mid-Western trade one word of a more strictly

Concluding  
With  
Compliments

personal and confidential nature? May we say that it is a pleasure to note how, month by month, the asperities, the back-bitings and the personal irritabilities which used to disfigure the relations exist-

ing between individual members of the industry, between rival dealers, and between newcomers and old standbys in the manufacturing branches, are being smoothed down into nothingness? It shows that the trade, as a trade, is rapidly becoming settled, staple, steady; that the wildcat days are over and that those who to-day survive are worthy associates of the great pioneers. Gentlemen, you want, and we want, to see the industry do big things in 1922 and ever after. One essential towards those wished-for big doings is mutual forbearance and friendliness. You are beginning to show these qualities; and though it be late to wish you a Happy New Year, at least we can congratulate you on your wider vision.



# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST · TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., January 8.—The keynote of business during the year of 1922 will be keen competition. This deduction is based on a census of dealers' opinions derived from the holiday business just passed. All indications point to a feeling of unconcern regarding haphazard makes of instruments that were placed on the market in the past two or three years. Many of the dealers who had instruments of this type on their floors during the Christmas rush still had them after the rush was over. In many instances these instruments have been consigned to the basement "for keeps." The buyers during the holiday season showed what they wanted. The dealers had to have goods of a high quality and reasonable price or else the customer invariably walked out. On the other hand, the dealers who had goods of quality and workmanship did a splendid business. Furthermore, these very same dealers who sold only goods of quality feel that they may be sure of good business for 1922. Consequently, they have no fear for the future. For the inferior grades of machines, as a matter of fact, there has been no demand to speak of for a number of months, and it seems as though these goods cannot be disposed of even at a sacrifice. The accumulated factory stocks of such machines were sent into storage by the hundreds, at charges which, by now, have accumulated until the total costs have become prohibitive.

On the other hand, there was quite a shortage on some of the well-known brands of instruments during the holidays. This condition had been predicted in these columns for several months and reasons had been given. For the sake of argument we again state them briefly.

During the Summer months the factories curtailed manufacturing to a considerable extent and did not cut any lumber or manufacture any instruments until the finished goods on their floors should be depleted. By the time this had happened the trade was already well into the Fall season. Then, and only then, the great number of manufacturers began to prepare for the late Fall and Christmas season. But even then they only manufactured enough to keep up with current demands. It was not until November that they put on full forces and began working at top speed. Then warnings were sent out to all dealers asking them to anticipate as nearly as possible their Christmas business. Many dealers did this and many did not. Those who did met with no serious shortages, whereas those who did not suffered considerable loss.

There is a tendency on the part of some dealers to offer goods to the public on long-time payments, with a small initial down payment. The most conservative dealers are not taking kindly to this plan, because, in many instances, these men have been handling pianos for years and know what the piano trade went through when it instituted the so-called "banking system." By that is meant leaving goods out on long time with small payments and depending upon accrued interest to fatten their wallets. The piano men did this for a long time, but, several years ago, found out that the best way to fatten a pocketbook and keep it fat was by the quick turnover route. They found out that it paid in greater revenue to turn over a dollar several times within a year than it did to leave it out at a certain amount of interest per year. It took them quite a long time to figure this

out, but they finally got out of the rut and have been making good money ever since. Therefore, there is no reason why the talking machine men should not take advantage of this lesson, which cost the piano men many a dollar.

### Wolf Mfg. Industries Open Chicago Office

The Wolf Manufacturing Industries of Quincy, Ill., have just opened a Chicago sales office at 123 West Madison street. At the new office the company are exhibiting their entire line of high-grade talking machines of both upright and console types. This office is under the supervision of Carl Knittel, sales manager of the concern. Mr. Knittel expects to spend most of his time in and about Chicago, but contemplates making monthly visits to surrounding territory. The Wolf Industries are bringing out many new instruments in 1922 models and, as Mr. Knittel says, these models are built along the lines desired by the public, and in bringing them out the officials of the Wolf concern have closely adhered to the aforesaid desires.

### Brunswick Service Was Efficient

Harry B. Bibb, sales manager of the Chicago division of the Brunswick-Balke-Collender Co., stated during an interview with a representative of the Talking Machine World that, with the exception of certain slight and forewarned shortage, Brunswick dealers throughout his territory received their holiday goods in good time and in very large quantities. Most of the shortage was for Stratford consoles and No. 117 uprights. This seems to indicate that the public demand is for the higher class of instruments. Quite a number of dealers lost a great amount of business during the holiday rush by not an-

(Continued on page 109)



### What Our Dealers Say:

**Consolidated Talking Machine Company, Chicago, Ill.**  
 "We have very carefully tested the Geer Record Repeater and are convinced that it is something that ought to be in the hands of every phonograph owner. We shall be very glad to recommend this repeater to our dealers."

**P. E. Grunden, Harrisburg, Pa.**  
 "The Geer Record Repeater came this morning and was tried and sold to the second man who saw it. Another man who saw it wants one. Send me one dozen more immediately—special delivery."

**Bond's Graphophone Shop, Nashville, Tenn.**  
 "You will find enclosed amount covering our account. Please give us credit and enter our order for twelve repeaters, which please ship via RUSH to us. We are very much pleased with your device."

**Wade Talking Machine Company, Chicago, Ill.**  
 "We are pleased to advise you that after making a test of eight hours per day for two weeks, we decided to use your record repeater in our show windows as an attraction. It has kept large crowds of people before our show windows continuously, resulting in sales of ten to fifteen repeaters per day."



DANCING



DINING



TEA



WORKING

## GEER REPEATERS

FROM every part of the United States we are receiving letters like the four reproduced below. Hundreds of stores who have ordered our "Demonstration Package" of three Geer Repeaters have found to their surprise and profit that all three repeaters were "sold out" the same day they were received. To say that Geer Repeaters sell on sight, therefore, is not a figure of speech. It is the truth. In nine cases out of ten a demonstration makes the sale.

The Geer Repeater is as simple and easy to use as a record. It repeats instantly and as often as wanted. It cannot break or get out of order. It protects the record, the machine and the needle. For dances, receptions and at other times when a phonograph owner wants music, the Geer Repeater is needed. Send for our "Demonstration Package."

**WALBERT MANUFACTURING CO.**  
 925-41 Wrightwood Avenue CHICAGO, ILL.

Walbert Manufacturing Company,  
 925-41 Wrightwood Ave., Chicago, Ill.

Please send me by return mail your "Demonstration Package" containing three Geer Repeaters. I agree to pay \$4.75 C.O.D.\* for the repeaters—the retail price to be \$2.50 each.

Name .....

Address .....

Jobber .....

\*Credit extended to rated concerns.



*for economy—*

# L & H Fibre Needle Cutter

While every talking machine merchant understands the advantage of using fibre needles, particularly for the expensive records, sometimes the sale of these needles is small because of their seemingly higher price.

As a matter of fact, the fibre needle is very economical when used with the **improved L & H Fibre Needle Cutter**.

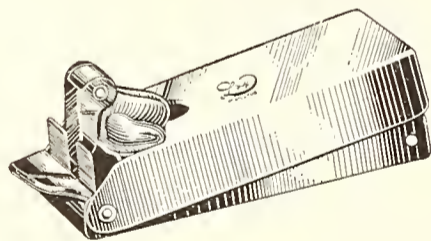
The L & H Fibre Needle Cutter will repoint each needle ten to twelve times. It is as simple to operate as a

cigar cutter and almost as small. The new, improved method of manufacture makes the cutter practically unbreakable. For this reason, Lyon & Healy absolutely **guarantee** each cutter against breakage or trouble of any kind. Should one fail to give satisfaction, it will be replaced or repaired, free of charge.

Despite these remarkable improvements, the price of the L & H Fibre Needle Cutter has been reduced to pre-war level.

Retail Price

**\$1.50**

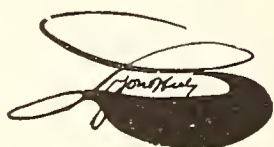


*Usual Discount to Merchants*

# LYON & HEALY

*Victrola Distributors*

CHICAGO





FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

icipating their wants earlier. In spite of the fact that warnings were sent out months ago, some dealers waited until the last minute to order their holiday goods, and consequently were disappointed.

Mr. Bibb is sure that all dealers in his territory are looking ahead to a good year.

**Changes Company Name**

The R. C. Wade Co., of Chicago, which manufactures the Tonofone talking machine needles, announces that it has reorganized the company and has changed its corporate name to the Tonofone Co. The change in officers has been completed and the new men filling the official chairs are: J. F. Johantgen, president; Alfred Enger, vice-president, and E. E. Powell, secretary and treasurer. The financial condition of the company has been materially strengthened by the addition of new stockholders, who have added considerable to the capital of the company.

The Tonofone needle made its appearance in the field several years ago and since its introduction has met with great favor throughout the trade. It is a two-piece affair, with a point made from resilient, flexible metal, which embodies many striking characteristics. For example, the ingredients of the metals making up the flexible point have been calculated to such nicety that when traversing the record groove the needle acts in the same manner as a pneumatic tire rolling over a cobblestone pavement; that is, it does not bounce from one wave to the next, as does the steel tire of a wagon wheel, but, like the pneumatic, rides the hills with perfect smoothness and falls down into the depressions. The shank of the needle is made of brass because the manufacturers believe that the ideal needle should have no definite vibratory sound-making quality of its own. The resilient point is toneless, and so is the shank; therefore, neither part adds or takes away from the tonal qualities of the record.

**New Brunswick Traveler**

The latest addition to the Brunswick traveling forces is Harry L. Ferris, who has just been appointed to cover northern Illinois and southern Wisconsin. For many years Mr. Ferris had been associated with his brothers in the manufacturing business at Waukesha, Wis., which is his home town. Mr. Ferris succeeds H. R. Mirich, who resigned after lengthy service to open an exclusive Brunswick shop in the cooperative store at the University of Wisconsin, Madison, Wis.

**Lead Christmas Caravan**

One of the most novel Christmas decorations that have been seen around Chicago in a long time was put into use by Bill and Gus Fricke, proprietors of the Lakeside Supply Co., during the holiday week. Each year these gentlemen make it a point to get out with other business men and form a line of good fellows for the purpose of donating Christmas gifts and delivering Christmas baskets throughout the poorer sections of the city.

This year both Bill and Gus decided that they were going to lead the parade or know the reason why. They gained their leadership in the parade by means of a Christmas tree, about three feet in height, which was mounted on the radiator of their car. The tree was decorated with brightly colored glass bells, tinsel and fancy little Santa Clauses, and was illuminated by sixteen small electric lights of various colors. These electric lights were wired in multiple and run from the electric circuits of the car. Most of the delivering was done during the evening, and the Fricke car, being the only one decorated with an electrically lighted Christmas tree, naturally was placed at the head of the procession.

**Opens New Brunswick Shop**

The Deimel Furniture Co., of this city, has just opened another new, exclusive Brunswick shop at 2701 North avenue. This new shop was opened for the Christmas holidays, and the proprietors were well pleased with the results obtained. The Deimel Furniture Co. now operates three Brunswick shops. The first is

located in its furniture establishment at 2522 West North avenue, and the second was opened during November, 1920, at 3957 North avenue. All these shops are exclusively Brunswick, and equipped with up-to-date demonstration booths and record racks.

**Purchases Twichell Store**

The Wade Talking Machine Co., of 12-14 North Michigan avenue, gave out the announcement this week through its president, W. H. Wade, that negotiations had just been completed to take over the retail establishment of J. O. Twichell. The Twichell business is one of the oldest retail establishments in Chicago, and was organized in 1879. The merger includes, with stock and good will, the agencies for the Sohmer, Emerson, Schomacker and Lindeman piano lines.

Murray Harrison, who has been manager of the Twichell concern for twenty years, will continue in that capacity. For the present it is planned to conduct both the Wade store and the Twichell store at their present addresses, but on or about May 1, 1922, both stores will be merged and located under one roof somewhere along Piano Row. The lease of the Michigan avenue store has been sold by Mr. Wade and after May 1 it is expected that some new retail talking ma-

chine store will be opened there. In his Michigan avenue place of business Mr. Wade retails Brunswick and Columbia talking machines and the same line is handled by the Twichell concern.

**Sends Out New Calendar Fillers**

The mailing department of the Chicago Talking Machine Co. spent some mighty busy hours the week between Christmas and New Year's sending out new calendar fillers for the year 1922 to Victor dealers. Some years ago the Chicago Talking Machine Co. sent out a beautiful red leather covered desk calendar which is very cleverly made. Between the calendar pad and the frame work is a piece of isinglass on which is painted a red line, and by the turn of a screw at the top of the calendar the line extends and indicates each day. The frame work is a permanent affair and the fillers containing the months are replaced each year.

**Vacationing in Florida**

F. S. Spofford, local Sonora dealer, with headquarters in the Republic Building, left Chicago last week for Sarasota, Fla., where he maintains a Winter home. At this time every year Mr. Spofford spends a several weeks' vacation there, as he believes that after the Christmas holidays is a logical time for a dealer to rest up.

(Continued on page 110)



# The Oro Tone

QUALITY FIRST

Just Say—

## "Send Samples on Approval"

For the EDISON

**WHAT THIS DEALER SAID**

"I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order."



**For the VICTOR**

**ANOTHER DEALER SAYS**

"Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument."



**For the COLUMBIA**

**WHY DON'T YOU ORDER SAMPLES TODAY?**



ASK FOR COPY OF THE "ORO-TONE" ILLUSTRATING AND DESCRIBING THE COMPLETE "ORO-TONE" LINE

# The Oro Tone Co.

QUALITY FIRST

1006 GEORGE STREET  
CHICAGO, ILL.

**THE ORO-TONE CO.**



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 109)

During the regular Summer vacation season, when all others are spending their time at local Summer resorts, Mr. Spofford follows out the edicts of the old adage, "Make hay while the sun shines."

## Issue New Catalog

Lyon & Healy have just issued their 1922 abridged catalog, which contains the latest additions to their extensive line of musical instruments and supplies. The catalog also contains the latest revised prices. It has more than 100 pages and every article described is beautifully illustrated. The talking machine section of the catalog is devoted exclusively to Victor goods. In conjunction with the regular catalog this new abridged edition covers everything handled or manufactured by Lyon & Healy.

## Columbia Artists in the City

Gus Van and Joe Schenck, exclusive Columbia record artists, are now appearing in the Ziegfeld Follies at the Colonial Theatre, Chicago. Van and Schenck's visit to this city last year will be remembered by the music industry of Chicago for their willingness to participate in any and all of the interests of the industry.

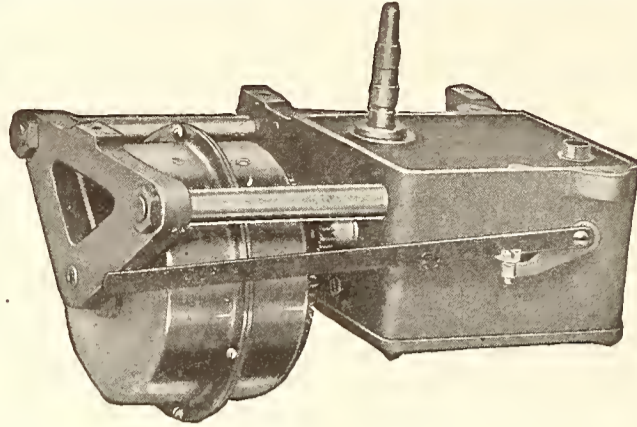
## What of 1922?

When a World representative asked Leigh J. Hunt, of the Oro-Tone Co., to make a prediction relative to the business outlook for 1922, Mr. Hunt replied: "That's a big thing to ask a man to do. In fact, I do not believe any man can do it. However, here is my guess: I am of the opinion that the greatest trials to which the trade could ever be put have already been gone through. This ought to augur well for 1922. The ups and downs of 1921 ought to teach a wonderful lesson to the trade. We learned things during that year which were unheard of before and the experience gained should stand us in good stead in the years to come. Too rapid expansion brought about many a failure in the past, and this alone causes me to believe that the failures will be fewer in 1922. But, above all else, the man in our trade, and every other trade, learned that the fighter is rewarded and the fellow who gets out and works is going to end up the year of 1922 with a very satisfactory business report. On the other hand, the fellow who is spending his time hanging crepe will most likely continue to do the same for the balance of the year, instead of working, and at the end of 1922 is going to have a very unsatisfactory balance sheet. For 1921 the Oro-Tone Co.'s business was very pleasing to its officers and increased to a considerable extent even in the face of the difficulties through which the trade went. Every man in our company believes that the business for 1922 is going to be what we make it. And we are determined to make it satisfactory."

## Music With Meals

Arnold Shircliffe, superintendent of dining car service of the Monon Route, has the honor of being the first to bring music to the patrons of that railroad. Some time ago Mr. Shircliffe purchased a Brunswick talking machine, and in due time became an ardent Brunswick fan. Recently, when suggestions were asked by the company toward the betterment of the road and the greater comfort of the passengers, Mr. Shircliffe proposed that the Monon dining service should install talking machines in the dining cars. This plan was given a trial, and a No. 117 upright

## Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

## REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive CHICAGO

Brunswick model was placed aboard the diner of the Indianapolis flyer, which leaves Chicago at 5:30 every evening. During the dinner hour the Brunswick is kept busy playing all the latest Brunswick operatic and popular selections. After the dinner hour has passed a continuous musicale is given, which lasts until about ten o'clock and to which all passengers are invited. Of course, all passengers aboard the train cannot be accommodated in the diner at one time, so Mr. Shircliffe has hit upon the plan of issuing tickets to all passengers, inviting them to appear at a specified time. In this way all passengers are treated to a high-class musicale.

## Planning Expansion

The Fletcher-Wickes Co., manufacturer of the well-known Fletcher tone arm and sound box, expects to enlarge the size of its present offices at 6 East Lake street. The contemplated expansion calls for practically the entire floor of the building. At present the company occupies about half of this space, with a similar space on the third floor and a large stockroom in the basement.

## Brunswick Man Disabled

E. J. Ackerman, city salesman for Brunswick, had the misfortune to meet with a severe accident on Christmas eve, when he fell, dislocating his left shoulder and breaking his left wrist. The accident happened when he was coming out of his garage after putting up his car.

## Rudolph Wurlitzer Suffers From Burglars

Four safe-blowers broke into the store of the Rudolph Wurlitzer Co., at 700 West Jackson boulevard, their wholesale branch, on the night of December 23 and escaped with quite a sum of money secured from the sale of Christmas goods. The robbery was quite spectacular. Fred Begason, an employe of the Rudolph Wurlitzer Co., was bound, gagged and forced to watch three of the men while they drilled into the two safes. One of the men stood over him with a

gun, threatening to blow out his brains if he moved. According to his story, the quartet got in through a rear door, confronted him before he was aware of it and bound him securely. After the four had left the building Mr. Begason started working at his bonds. He finally freed himself and gave the alarm.

## Now Handle "True Time"

The Lakeside Supply Co., of this city, announces that it has taken on the "True Time" electric motor, manufactured by the Efficiency Electric Corp., of New York City. In speaking of the new line, W. F. Fricke, secretary of the company, said: "We have always advocated electric drives and in the past year have used over 3,000 electric motors in our business. The electric motor has many advantages over the spring drive in that, for one thing, the come-backs and repairs are perhaps 70 per cent less than we have on spring motors. The troubles are usually trifling—such as, for instance, a broken wire or a loose connection—and repairs are very readily made.

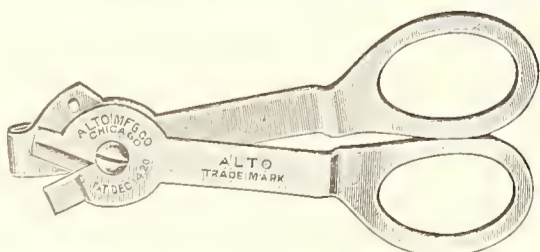
"The trade has to a great extent contended that electric motors do not constitute an important selling point, but I believe this is a mistake, because they are very much easier to maintain and keep in shape than spring motors. We want to try to make 1922 an electric year, and we are sure that we can do this. In addition to having machines electrically equipped the replacement business is very lucrative and brings good returns."

## Now With Chicago Talking Machine Co.

R. E. Kane, who for the past three years has been connected with the traveling sales force of Sherman, Clay & Co., San Francisco, has joined the Chicago Talking Machine Co. and will work with the inside sales force. Mr. Kane is very well known on the Coast and his many friends in the trade there were very sorry to see him leave. He comes to Chicago at an opportune time, for just now the Chicago Talking Machine Co. is about to hold its annual conclave, when the traveling men in from the road go over their plans for the new year.

## Firestone With Bissell-Weisert

Fred Firestone is now associated with the Bissell-Weisert Co., Victor retailers. In this new connection Mr. Firestone is in charge of the Bissell-Weisert Co.'s outside sales forces and at present is busily engaged in organizing a large canvassing crew. His addition to the Bissell-Weisert sales force is in line with the expansion that the new quarters on Michigan avenue will permit when it moves on January 15. Mr. Fire-



MANUFACTURED BY

**ALTO MFG. CO.**

1801-1803 Cornelia Avenue

CHICAGO

**THE ALTO****\$1.00 Retail**

A high-grade fibre needle cutter made entirely of steel, hardened, ground and nickel-plated. Will cut as well as any cutter at any price.

**The Alto Superior \$1.35 Retail**

Of the same general design as the \$1.00 cutter, but somewhat heavier; hand-polished and heavily nickel-plated.

Carry the Alto Cutter; it is a good line



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

stone's son, Leroy, several years ago conducted a business here under the name of the Firestone Phonograph Co.

**Chairman of New Association**

At a recent meeting of the Western Advertising Managers' Association C. E. Byrne, vice-president of Steger & Sons Piano Mfg. Co., was appointed chairman of the By-laws Committee. Mr. Byrne is a man of much eminence in Chicago advertising circles, who, as advertising manager of the Steger Co., received numerous compliments for the manner in which he maintained its constructive policies. His abilities have received additional recognition recently in his election as secretary and treasurer of the Steger & Sons Piano Mfg. Co., maker of Steger phonographs and pianos.

**B. J. Duesler Stirs Up Fort Wayne**

Probably the most sensational of all the many carload sales conducted throughout the United States by the Columbia Graphophone Co. was that of B. J. Duesler, Columbia dealer in Fort Wayne, Ind.

A solid carload of Columbia Grafonolas was bought by Mr. Duesler to supply the large demand created by the holiday season. Upon the arrival of the car in Fort Wayne a fleet of motor trucks was sent to the switch track and loaded with Grafonolas. Large canvas signs were placed on both sides of each truck, telling of the arrival of the Christmas Grafonolas. The trucks then staged a big parade through the downtown business section. A Grafonola and Magnavox on the first truck entertained the Saturday afternoon throng through which the trucks passed as a demonstration to the public. One of the trucks broke down at a busy street intersection and the traffic was held up for a while.

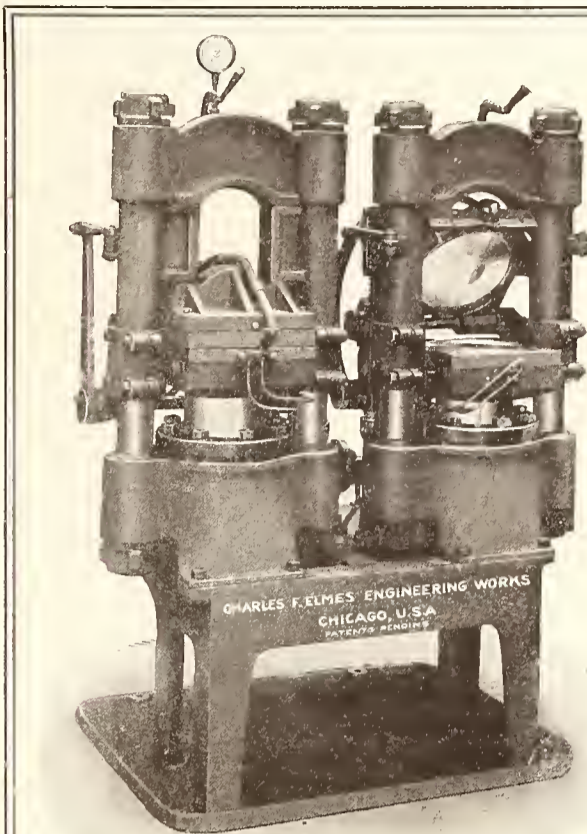
One of the interesting features of the demonstration was the fact that The Better Business Association of Fort Wayne questioned whether or not the Grafonola packing cases actually contained Grafonolas. An invitation on the part of Mr. Duesler to the officials of the Association to participate in unloading the "empty cases" from the trucks brought from the Association a hearty congratulation on the unique advertising and sales stunt. All the local papers took photos of the trucks in action and tremendous publicity was given the sale in all papers for the succeeding week.

**Visits the East**

H. L. Fricke, who travels the northern Illinois and southern Wisconsin territories for the Chicago Talking Machine Co., spent the holiday season visiting relatives, friends and trade acquaintances in New York and Philadelphia.

**About Victor**

Something rather original as far as Christmas remembrances go was received by the officers of the Chicago Talking Machine Co. this year when the Krausgill Piano Co., of Louisville, Ky., sent them a live opossum. Shortly after its arrival a christening was held and he was named Victor. After a jolly party, during which Victor



**1 2 0 0**  
**RECORDS A DAY**  
 WITH  
**ONE OPERATOR**  
 ON AN  
**ELMES**  
**AUTOMATIC**  
**DUPLEX RECORD PRESS**

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

**CHARLES F. ELMES ENGINEERING WORKS**  
**224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.**

proved to be very much alive, the folks all got into automobiles and drove to Lincoln Park, where it was presented to the Zoo with the compliments of the Chicago Talking Machine Co.

**Returns From Trip**

Manager John McKenna, of the Columbia Graphophone Co.'s Chicago office, has returned from a trip through Wisconsin, Iowa, Indiana, Michigan and Illinois, where he has been looking over the field. He reports that the trade did an excellent holiday business and that there are very few dealers who do not look forward to a steadier and bigger business for 1922.

**Changes Hands**

M. F. Hill, who for the past twenty-eight years has been in the mercantile business at Lagrange, Ill., a suburb of Chicago, is reported to have purchased the Forest Park Brunswick Shop. This shop, it is said, will be conducted by Mr. Hill and his wife. Mr. Hill plans to spend most of his time on the outside looking after business and canvassing, while Mrs. Hill will look after the store. The Forest Park Brunswick Shop is exclusively Brunswick, but carries a full line of sheet music besides.

**Sawkins Purchases Westfall**

News has reached Chicago that the Sawkins Piano Co., of Alma, Mich., has purchased outright the complete business of E. J. Westfall, of Mt. Pleasant, Mich. The new company makes the announcement that work will be begun im-

mediately to remodel the store and put in a new stock. Besides a complete line of pianos and musical instruments this company carries both the Brunswick and Columbia lines of talking machines. The store will be under the supervision of E. P. Mahr, who formerly was in charge of the music section of the Cleveland Department Store.

**Records in Libraries**

During a recent meeting of librarians from public libraries all over the United States, which was held in Chicago recently, the feasibility of carrying a complete library of all talking machine records was discussed. Just how the discussion ended has not been made public as yet, but from the little rumors picked up here and there by The World correspondent it seems certain that ere long operatic and popular records will be obtainable in all of the public libraries throughout the country. It might be a good idea for the manufacturers of talking machine records to get in touch with their local librarians and find out what the plans will be.

**Now Illustrious Potentate**

At the annual election of officers of the Medinah Temple, Chicago, A. A. O. N. M. S., which was held on the evening of December 29, William H. Wade, head of the Wade Talking Machine Co., was unanimously elected Illustrious Potentate. The local Shrine boasts of a membership  
 (Continued on page 112)

**THE MANDEL TONE ARM AND REPRODUCER**

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

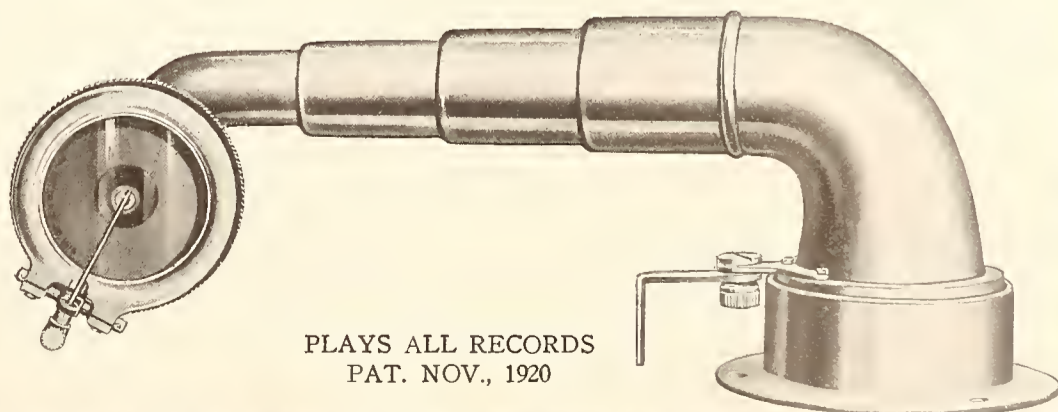
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

**MANDEL PHONO PARTS CO.**  
 1329 W. LAKE ST. CHICAGO, ILL.



PLAYS ALL RECORDS  
 PAT. NOV., 1920



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

of over 20,000 Nobles and is said to be the largest single fraternal organization in the world. Shriners throughout the trade kept Potentate Wade's place of business at 14 North Michigan avenue jammed for the balance of the week. The visitors represented other temples in all parts of the country and were calling to pay their respects. Numerous telegrams of a congratulatory nature were received by him, as were also many beautiful floral offerings, which went to decorate the store.

**Fine New Shop in Decatur**

After months of careful planning and preparation, Richard Calhoun, of Decatur, Ill., opened his doors to the public on December 20 with one of the most beautiful music stores in the Central West, under the title of Calhoun's Music Shop.

Mr. Calhoun has been a resident of Decatur for several years, being formerly connected with a Decatur newspaper. The new store is decorated in blue paneling with white enamel work. Columbia Grafonolas and Columbia records, Q R S player rolls and sheet music are being handled exclusively.

**Binger Gets Large Order**

F. S. Binger, representative of the Columbia Graphophone Co. in northern Indiana territory, has taken the largest individual order ever received from any Fort Wayne phonograph dealer and has turned over to B. J. Duesler a complete carload of present model Columbia Grafonolas. One week later Mr. Binger visited Logansport, Ind., and sold to E. F. Watkins, Columbia dealer in that city, a similar carload of Grafonolas. He will conduct a similar carload sale.

This is "Bing's" thirteenth year with the Columbia Grafonola Co., being connected with the auditing department before going on the road.

**Increase in Record Mailing**

The past Christmas season has revealed a surprising increase in the quantity of records which are now being delivered by mail. A few years ago the amount of mail orders for records was negligible among Chicago dealers. To-day, due

largely to a growing appreciation on the part of the public, records ordered by mail and delivered by mail mount into huge figures.

Many machine owners who live in the suburbs surrounding Chicago have been unable to find sufficiently big stocks to select from in the stores of their local dealers. The result has been that they have formed connections with some of the big concerns in town and by judicious use of the catalogs and the names of alternate selections have been able to make as satisfactory purchases as though they were able to hear the records before buying.

One very essential thing has been secure packing, for many dealers have learned through bitter experience that to trust records to the parcel post when insufficiently protected has meant complete loss, not only of the stock itself but of the patronage of the customer.

One of Chicago's most successful dealers recently said to The World representative: "I have one customer who, this Christmas season, sent thirty-seven records away to his relatives and friends. He explained that every one of these people had a talking machine, that this sort of gift was always a very welcome one and that he was able, because of these conditions, to go into one store and do all his Christmas shopping at one time. He is, of course, a great lover of music and evidently his family and relatives are, too. He selects the better-class records, such as operatic, and in this way helps his friends to build up a library and at the same time perpetuates the memory of the gift in their minds. As he is a very busy man who travels and is obliged to spend most of his time on the road, he finds it a great convenience to go in and get all his shopping done at once. He never comes back to the city but he remembers his mother and a sister and sends them both two or three records. I imagine he is the sort of a man who does not write letters, but expresses his regards and his thoughtfulness in his own way.

"During the holiday season he fussed quite a

bit because the Christmas boxes which we had were not sufficiently elaborate. He maintained that the biggest half of a gift was in its wrapping, especially if the recipients were women, and next year I am going to have some very elaborate boxes made and, using him as a nucleus, I am going to see if I can't build up a good business in this one direction. Of course, I will make a charge for the special boxes, not necessarily a high price, but one that will at least cover the cost and give me a fair profit."

**To Protect Instalment Sales**

At a recent luncheon of the Chicago Piano Club C. L. Davies, of the Illinois Furniture Association and the Chicago Retail Credit Men's Association, told of the movement to protect instalment sales from "skips." Mr. Davies mentioned the city ordinance recently nullified in a decision by Judge Trude, which required moving and van companies to keep a record of the removal of household furniture, giving the address at which received and the address at which delivered. The decision of Judge Trude has been carried up to the Court of Appeals in an effort to prove that the ordinance is legal.

It is difficult to understand who would oppose this, inasmuch as no honest man objects to having people know where he goes, nor where he lives.

**Where Will Be "Phonograph Row"?**

The recent move of the Bissell-Weisert Co. from the Fine Arts Building to a ground floor location on Michigan avenue, near Madison street, has aroused considerable interest among music men generally as to the future center of the local musical instrument business. At present it is strongly entrenched at Wabash avenue, centering around Jackson boulevard, where four of the biggest houses of the music industry are located.

Many talking machine men are of the opinion that because of the growing popularity of Michigan boulevard as a promenade and the immense improvement resulting from the boulevard link



*The Wolf*  
BY THE WOLF MANUFACTURING INDUSTRIES  
 QUINCY, ILLINOIS

Start the New Year  
 With a Better Factory Service

TRY

**OUR JOBBERS FACTORY PLAN**

QUALITY      VALUE      SERVICE

*We operate a plan that makes*

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT    NO HANDLING    QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
 on Simply Policy of *Just a Square Deal*

**WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES**

Sales Office  
 123 WEST MADISON STREET  
 Chicago, Ill.

Factory and General Office  
 126 WEST 3rd STREET  
 Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

bridge there will be a tendency to locate new talking machine shops on Michigan avenue from Madison street north.

Stores of the ultra exclusive "shop" type are the sort which thrive best on such a boulevard as Michigan avenue. It will be interesting to see if this prediction will materialize.

**New Corporation**

The Bowen Music Shop has been incorporated with a capital of \$10,000 to deal in musical instruments. The shop is located at 5516 South Halsted street. Its incorporators are John King, John J. Bowen and Margaret Bowen. The lines to be handled have not yet been announced.

Another new house is the Quigley Music Co., at 129 North Clark street. It is to publish and deal in musical instruments, sheet music and so forth. The firm has been incorporated with a capital stock of \$25,000 by Benjamin Garrison, J. Lewis Guyon and Thomas J. Quigley.

**Pushing Quality Goods**

Of genuine value to every dealer in talking machines or, in fact, any other class of merchandise are the conclusions reached in an editorial entitled "Old Convictions Are Verified," which appears in the January issue of Field Quality News, one of the house organs published by the great house of Marshall Field & Co. This editorial says, in part:

"The record of a year is completed and time is placing before us a fresh sheet upon which to chronicle another chapter of industrial history.

"On the brightest page of the narrative is written the epic of workers, of those who marched successfully through a difficult business year by means of untiring effort. Our records show that the alert, hard-working salesmen of this house have continued to make a creditable record, regardless of their territory or the difficulty of the period.

"The same significant fact characterizes the year for our customers. In every section of the country there have been merchants, awake to opportunities their communities afforded, untiring in their effort to develop business, for whom the closing year has proved successful beyond their expectations. The year has rewarded industry.

"Another bright memory and significant lesson of 1921 is that merchandise of high quality enjoyed the surest sale. It has proved that Americans understand that there is economy in quality; the merchants whose reputation for quality in merchandise was strongest were best able to maintain a large volume of business.

"These two golden rules—assayed in the crucible of 1921—may safely guide us through the coming year. Your business and ours cannot be endangered by chance circumstances; through the years they must hold to an unfluctuating standard of quality in merchandise and meet adversity with the surest weapon—alert, tireless industry."

**Filled With Orders**

C. B. Corder, proprietor of the Symphony Music Co., is one gentleman who is not kicking about present conditions. He informs us that his entry into the wholesale talking machine business has been marked by an unusual influx of orders for his diminutive talking machine, "Baby De Luxe." At present he is unable to meet the full demand for this attractive



**Sell Quality  
Quality Merchandise**

means

**Increased Sales  
Greater Value  
Complete Satisfaction**

Jobbers and Dealers who sell Quality Phonographs are aiding materially in bringing conditions back to normal.

Write us today for prices

**HIAWATHA PHONOGRAPH CO.**

209 South State Street

Chicago, Ill.

little instrument, but at the present time he is negotiating for larger manufacturing facilities whereby he hopes to put the instrument on the market in large numbers.

**Importance of Advertising in 1922**

William H. Rankin, president of the William H. Rankin Co., one of the largest of Chicago's advertising agencies and which the last few years has handled as much talking machine advertising as probably any agency in the country, has written a very interesting article for the Chicago Journal of Commerce. It is entitled "Advertising to Be Greatest Producer of the New Year" and is worthy of the most careful attention of everyone in this or any other trade, whether he be manufacturer, jobber or retail merchant. He naturally includes salesmanship as an integral part of his subject. Mr. Rankin directs his talk largely to the manufacturer, but what he has to say can be applied equally well to the business of the wholesaler and dealer. He starts off in this pertinent manner:

"Nineteen twenty-two will be a real advertising year. When you compare business conditions just now with those conditions that were with us and in front of us for 1921 we can say with a sigh of relief that we prefer the outlook for 1922. One thing certain, 1921 proved the necessity of both salesmen and advertising. I believe these two factors, combined intelligently, will be far more important in the promotion of business in 1922 than in any one year during the last ten.

"The manufacturer wants, and must have, the salesman who really sells—sells on such a basis that when he goes back he will get repeat orders. The same manufacturer wants, and must have, advertising that will educate the consumer to ask for—to insist on having—the goods advertised. Instead of advertising only for prestige—instead of so-called 'institutional' advertising—most manufacturers now look upon advertising for just what it is, namely, the most economical way to create a consumer demand for their goods."

Further on in his article Mr. Rankin has these paragraphs:

"The prime factors in selling in 1922 will be the salesman, advertising to the dealer and, last and most important, advertising to the consumer.

"We must plan to help the dealer more through advertising to create the demand for

products he handles and also to teach him how to advertise and sell the products he handles, so that the consumer will get lower prices because of quicker turnover in sales of advertised products.

"Advertising will help manufacturers to realize their fondest hopes in 1922.

"Go ahead!" means saner and safer use of advertising—better sales and business conditions resulting in 1922.

"Set the example and work ten, twelve or sixteen hours a day, and in that way we can catch up for the time lost in 1920.

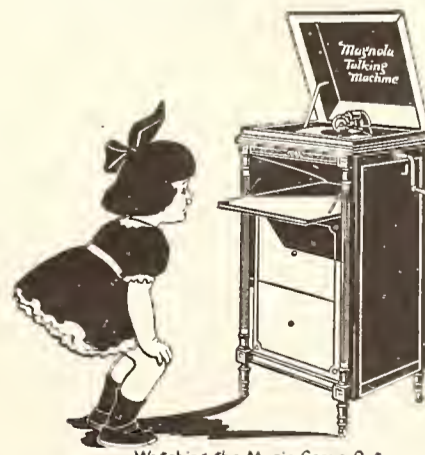
"Newspapermen, salesmen and advertising men can do much to improve business conditions, as they always do—and as I believe they will do—in the year which has just opened.

(Continued on page 114)

**Why Break Records?  
Just File Them!**

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

**The Marvelous MAGNOLA**



Watching the Music Come Out

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

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices

711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch

1530 CANDLER BLDG.  
ATLANTA, GA.

**Edison Diamond  
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
Formerly Jas. I. Lyons  
17 W. Lake St. Chicago



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

"One of the best ways to help is to encourage buying at readjustment prices. Every buying and selling transaction helps to bring back prosperity, helps the retailer clear his shelves, helps the manufacturer sell to the retailer and it helps the man who works for the manufacturer, so that man can buy from the retailer and his purchase can move again in the same beneficial circle. Therefore, I say 1922 will be a real advertising year."

**Addition to Rodeheaver Staff**

Mrs. Sue Hewling, who has been connected with the Martin Band Instrument Co., of this city, for some time and who is well known locally as a musician, is now connected with the sales force of the Rodeheaver Co., 218 South Wabash avenue. Mrs. Hewling will cover the Chicago territory in the interests of the records manufactured by the company.

**Brunswick on the Canadian Pacific**

Word comes from Vancouver, B. C., that the Kent Piano Co., Ltd., with retail stores at that city and Victoria is reporting most encouraging sales in its Brunswick departments. Although the Brunswick is a recent acquisition by the Kent Co., the well-known phonograph has proven decidedly popular on the Canadian Pacific Coast. With the aid of the progressive merchandising methods of the Kent Piano Co. the Brunswick has been placed in the front ranks of the talking machine trade of British Columbia.

**Changes in Texas House**

Some important changes have taken place in the Bush & Gerts Piano Co. in Dallas, Texas. Robert L. Mayhew has been elected first vice-president and general manager, and Paul E. Burling becomes the general sales manager. Mr. Mayhew is an experienced man in the piano trade, but has been more recently with the Mayhew Investment Co., of Dallas. Mr. Burling, who was already second vice-president of the company, has been a special salesman for the Bush & Gerts Co. and is strongly affiliated with various Dallas musical organizations.

Early this year President W. L. Bush, who is again in Texas after a Winter spent in Chicago at the piano factory of the Bush & Gerts Co., will go to Houston for the reorganization of the company's two stores in that city, which will be merged under one roof. Instead of maintaining separate locations for the Victrola, record and player roll headquarters three very desirable stores, with a total frontage of seventy-five feet on Travis street and one hundred feet on Rusk avenue, will be redecorated and equipped for occupancy, giving a big corner location, affording not only ample space for the piano department, but also for the Victor record department, which needs the additional space it will now have.

**Arthur D. Geissler a Visitor**

Arthur D. Geissler, president of the Chicago Talking Machine Co., with headquarters in New York City, has been spending some time, as usual, at the Chicago office. He is gratified with the amount of Victor business being done in the Middle West. He found out that the December business of the Chicago Talking Machine Co. was a little more than an even break over last year and that it showed an even greater increase over the Decembers of the pre-war period. He returned to New York this week, as did also Vice-president Dan Creed.

**He's Been Europing**

Samuel Rosenau, who owns a chain of Columbia stores on the West Side, recently returned from a protracted trip through Europe. Most of his time was spent in Hungary. He got many good points and some bad ones from a study of the conditions in the talking machine industry abroad and is going over there again next Spring to see if he cannot get some more good ones.

**Accepts Important Position**

F. K. Pennington, who was formerly associated with the Columbia Co. of New York, has accepted the very responsible position of general sales manager of the A. S. Dick Co., the

large manufacturer of mimeographs, etc., whose headquarters are located in this city.

**Among the Visitors**

J. B. Ryde and Jewett Fuller, proprietors of Fuller-Ryde, Indianapolis, Ind., were visitors to Chicago the first week of the new year. Both gentlemen, who, by the way, handle Victor talking machines exclusively, reported an excellent business for the holiday trade.

J. E. Meagher, of Ford's Meagher Music Co., of Madison, Wisconsin, paid a visit to his friends in the Chicago trade the first of the week. Mr. Meagher had to say that the dealers as a whole throughout Madison were well satisfied with their year's work.

A conference was held the first week in January by all Victor travelers of Lyon & Healy. Manager L. C. Wiswell presided and plans for the year of 1922 were gone over. Immediately after the conference all the travelers departed for their respective territories.

E. J. Pruin, of Grand Rapids, and his Grand Rapids store manager, L. A. Shoppe, were visitors here the first of the year.

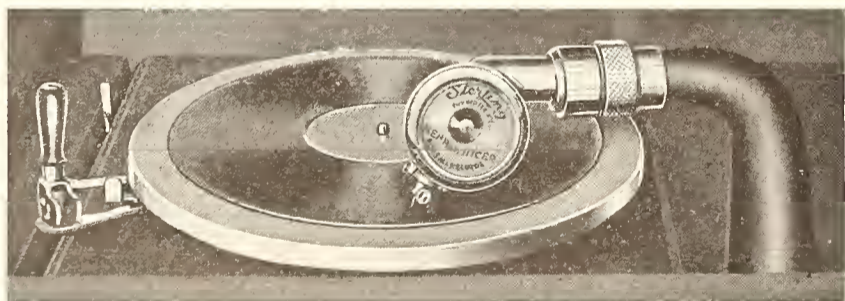
**Ben F. Dvorak Sells**

Ben F. Dvorak, who conducted a retail Victor shop at 7339 West Madison street, Chicago, has sold out his interests to Wesley H. Wiehe. Mr. Wiehe was formerly connected with Montgomery Ward. Mr. Dvorak, who conducted this place of business for the last six years, has made no plans as to the future other than a visit to Los Angeles.

**Keep Their Dealers Busy**

The national advertising campaign, which was put into operation several months ago by the W. W. Kimball Co., is bringing splendid results, according to J. V. Sill, wholesale manager of that company. Kimball advertising is appearing in national publications which are known in advertising circles as the quality group, and to date many interesting inquiries have been received. All inquiries received are turned over to Kimball dealers, who are located in the terri-

# STERLING REPRODUCER with EDISON ATTACHMENT



PLAYS ALL RECORDS



Write for New Prices  
on Sterling Tone Arms  
and Reproducers.

**Sterling Devices Co.**

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

The Sterling Reproducer with Edison attachment not only harmonizes in appearance with the Edison machine, but harmonizes with it in its perfect adaptation to all Edison requirements.

To say that the Sterling Reproducer plays all records and plays them beautifully is no idle statement. It is based on scientific facts which talking machine experts will appreciate.

The Sterling Reproducer when used on the Edison absolutely synchronizes when playing both hill and dale and lateral records. The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.



FROM OUR CHICAGO HEADQUARTERS

(Continued from page 114)

ories from which these inquiries originated and Kimball dealers are being kept busy getting after these prospects. According to Mr. Sill, one dealer who conducts a retail establishment in a small town in New York State has sold over 425 Kimball talking machines since September 1. Just shows what can be done!

The Cheney Resonator

The Cheney Resonator for January is made up of news which is of particular interest to Cheney dealers. The bulk of the paper is given over to news of the Victor-Cheney suit, the full text of the decision occupying five full newspaper columns. Other lengthy articles in this issue are editorials concerning this case and an interview with Professor Forrest Cheney telling how he originated the instrument which now bears his name. The issue is newspaper size and is four pages. The fourth page contains many artistic cuts, showing some of the merchandising helps which make the Cheney line profitable. C. E. Swanson, sales manager of the Cheney Talking Machine Co., who supervises the editing of the Cheney Resonator, plans to send the January issue to some fifteen thousand retailers throughout the United States.

In commenting upon the business situation Mr. Swanson stated that the Cheney plant is working almost to capacity, but, even at that, the company is still oversold. During January the Cheney Co. is participating in the semi-annual Furniture Show at Grand Rapids and is exhibiting its full line of instruments at its showrooms in that city.

Attracts the Crowds

Over at the Song and Gift Shop, a Columbia account, which is located between Quincy and Jackson boulevard on State street, in the heart of Chicago's Loop, the sidewalks have been jammed with passers-by. The attraction is nothing less than a spinning turntable in the window, whereon two little kewpie dolls go through the movements of a shimmy dance. The little dolls are caused to zigzag back and forth above the whirling turntable by means of a magnet, which is concealed on the platform which rests on the turntable. The little dolls in turn are mounted on a wire support which the magnet attracts.

What of 1922?

"There has been more or less talk as to what prospects are in view for 1922 and whether or not this year will beat 1921." The above was



INCORPORATED UNDER THE LAWS OF ILLINOIS

## Repair Parts

**For All and Every Motor That Was Ever Manufactured**

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aretino Co.

High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK  
**"CONSOLA"**  
CABLE ADDRESS  
"CONSOLA"

uttered by E. A. Fearn, of the Consolidated Talking Machine Co., and, continuing, he said: "The year 1922 is going to be the best the Consolidated Talking Machine Co. ever enjoyed. For example, we know that there are more dealers in the business to-day than there were in 1917, which was practically one of the last normal years the trade experienced. In that year we brought out our little Liberty device, with its three flags, which proved a tremendous success, and in the short space of two months we sold over a million and a half of these Liberty bells. At that time it was indicated to us that there were practically a million and a half users of talking machines who were making use of their instruments. Since that time there has been a tremendous increase in the number, and this means to the Consolidated Talking Co. that there are a tremendous number of talking machine owners all over the States who are in the market for records and accessories. That is the market which the Consolidated Co. is going to

tackle with full force for 1922, and we firmly believe that ere the end of this year rolls around every one of these users will have been made acquainted with our goods."

Vocalion Man Here

W. H. Alfring, general manager of the wholesale branch of the Aeolian Co., visited Chicago during the latter part of December. Mr. Alfring was on a tour of the various Vocalion branches and reported that conditions in general were improved.

BIGGS MUSIC CO. OPENS

Handsome Warerooms Under the Direction of Two Well-known Piano Men in Richmond, Va.

RICHMOND, VA., January 2.—The Biggs Music Co., Broad and Third streets, recently opened a very handsome wareroom which is fast becoming a music center of the city. The store has a complete line of pianos, player-pianos and reproducing pianos as well as of talking machines. The piano department is in charge of William R. Reinhardt and L. T. Gruner, while the talking machine department is under the supervision of L. Bert Slaughter. The company handles the Knabe, Ampico and other instruments. Mr. Reinhardt and Mr. Gruner were for many years connected with the Corley Co. as general manager and sales manager, respectively.

CLOSED HEALTHY BUSINESS

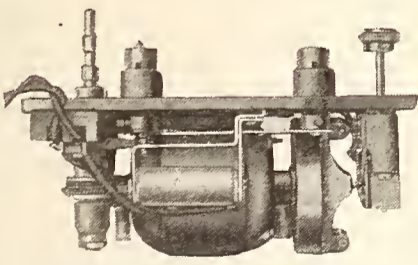
General Phonograph Corp.'s Business for December Very Satisfactory—Okeh Sales in New York Particularly Pleasing

"Okeh record sales for the month of December were very satisfactory," said Otto Heine-man, president of the General Phonograph Corp., in a chat with The World. "Practically all of our jobbers closed a splendid month, and the demand for foreign language records in particular was far beyond our expectations. The sale of Okeh records in New York territory was especially gratifying, and new accounts are being opened daily in the metropolitan district.

"Motor business for December was generally satisfactory, and there seems to be a better feeling at the start of the New Year than there was last year. When 1921 started we all looked for the worst, but with the beginning of this year we all feel that better business is coming. Apparently we have been through the worst, and the tide has turned for the better."

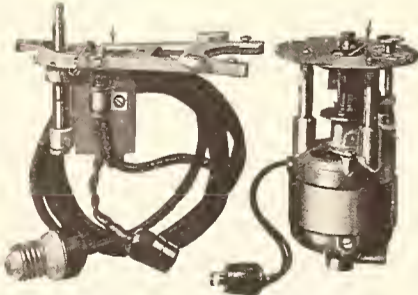
## ELECTRIC MOTORS GOING BIG

### Both for Complete Machines and Replacements



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.

**BOTH MOTORS RUN ON D.C. OR A.C. CURRENT**



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

Let us tell you about our "F & L" Automatic Stop for use with either of the above electric motors, or any other motor.

Let us figure on your 1922 requirements: On completed machines (spring or electric), Cabinets, Motors (spring or electric), Tone Arms, Hardware and Accessories.

## LAKESIDE SUPPLY COMPANY, Inc.

416 SOUTH DEARBORN STREET CHICAGO, ILL.  
TELEPHONE HARRISON 3840



## DETROIT TRADE WELL PLEASED WITH GENERAL BUSINESS

Dealers and Jobbers Gratified Over Showing for December—New Jewett Models Coming—G. W. Hopkins Believes in Action—Vocalion Progress—Grinnell Booms Michigan Composer

DETROIT, MICH., January 4.—The month of December turned out just as we predicted it would be early in the month. Dealers had a very good December business, making the year show up considerably better than it would have otherwise. This week we found dealers very busy taking inventory of their stock, to find out just what they would have to reorder. We are frank in saying that, while no dealer will make as much profit in 1921 as he did in 1920, he feels mighty happy to know that he has been able to stand up during the depression and the worst slump that Detroit has ever had. So, after all, there is really a great deal to be thankful for, as prospects are certainly bright for 1922, and especially for the dealer who is willing to "go and get business" and not rely entirely upon the national advertising of leading manufacturers to bring the business to them. When Roger W. Babson, the famous economist and statisti-

cian, was in Detroit recently, he said: "There will be plenty of business in 1922, but those who want it will have to go out and look for it with a lantern."

### Jobbers Pleased With Holiday Demand

The wholesalers did not fare so well in the month of December, which was not unusual. November is invariably the best month of the year for the jobbers, because it is during that month that they make their greatest number, and largest, of shipments to dealers who want them for the month of December. Orders do not come in very heavily to the jobbers during December, as dealers are already stocked up, only ordering a number here and there as they need them. But we'll say this much—the jobbers are very well pleased with their holiday trade and they do anticipate a revival in talking machine business within the next few months.

Record business seems to be holding up very

good for everybody, and January is proving an excellent month for records. The thousands of people who received talking machines for the holidays are naturally good buyers of records, and we find the record departments very busy places these days. In fact, January is one of the best months of the year for records.

### Grinnell Bros. Featuring Guest

All of the Victor stores are boosting the first record made by Edgar A. Guest, Michigan's famous composer of sentimental poems, who writes daily for the Detroit Free Press. Almost every Victor store in Detroit is boosting the record and pushing it. Grinnell Bros. even went so far as to have the three poems printed in white on a black card, placing them in their window with a large photo of Mr. Guest, with the record. The display is drawing crowds every hour of the day and the record is proving a big seller. Dealers say they have noticed it brings them a new clientele of customers, many of whom are school teachers, who want it for their school.

### Good Year for the Vocalion

S. E. Lind, of the Lind & Marks Co., Detroit distributor for the Vocalion, reports that he had a very good year, despite the fact that his company did not start in until March—the worst month of the year. Each month business improved and November was the best month of the whole year. Right on January 1 orders began coming in from dealers, which indicates that Vocalion dealers enjoyed a good holiday trade. Mr. Lind is extremely enthusiastic over 1922 and believes that the industry will enjoy even greater prosperity than it did in the year just ended. Some weeks ago Mr. Lind was in New York, accompanying Henry Theis and some members of the Ritz Detroit Orchestra. While in New York City Mr. Theis made four records for the Vocalion, which are to be released as a special some time in January. Mr. Lind no sooner notified his dealers of the new records to be released than he was swamped with orders, as Mr. Theis and the Ritz Orchestra are very popular in Detroit and their new records are certain to be a tremendous success. Mr. Lind is planning a number of novelty advertising and exploitation stunts to increase the demand for the Theis records.

### New Jewett Models Ready Soon

The salesmen of the Jewett Phonograph Co. left for their respective territories this week, after spending a week at the home office conferring with executives of the company on plans for the new year. A. A. Fair, sales manager, went over the Jewett product in detail and announced that within a few weeks some beautiful new models would be ready for the market. Several of them were on exhibition and the salesmen almost gasped for breath when they looked them over and were told the low prices at which they would be sold. "This company is trying to make the greatest phonograph in the world, and at the least possible profit," remarked Mr. Fair to the writer. As a wind-up to the sales conferences Fred Underwood, general manager of the Jewett Phonograph Co., tendered to the salesmen and the various department heads a dinner at the Hotel Statler on Tuesday, January 3. There were a few short talks, in which the various salesmen assured Mr. Underwood that they would work as never before in 1922 and that they felt sure of "bringing home the bacon." During the evening Elmer Wilkinson, production manager in charge of the factory at Allegan, Mich., explained in detail the making of the Jewett phonograph, from the time the tree was chopped in the forest to its finished state in the phonograph. Mr. Wilkinson opened the salesmen's eyes when he described the quality and the fine selection of woods that were put into the Jewett, although the average person or dealer would not thoroughly appreciate it. Still, it was there, just the same, and meant lifetime endurance.

### Some Big Plans for 1922

The Jewett Phonograph Co. has great plans for 1922 in the way of increasing selling force and increasing manufacturing facilities, in ad-

# How's Your Stock of Victor Records?

The great number of Victrolas sold during the Holiday season gives you an entirely new group of buyers—buyers who are eager to add to their record libraries. Are you prepared to care for this new demand? Right now, through having the records they want, is the time to make them YOUR steady customers. Have you a record stock that admits of your properly developing and profiting by this new business—of retaining your present buyers—of bringing back those you have lost?

**You'll Find Us  
Well Prepared to  
Care for Your Needs**

All orders filled same day received. Transportation facilities that admit of getting Victrolas and Records to you in shortest possible time.

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



dition to more attractive designs and models. New accounts galore have been added in the past two months in the East, as well as in the Middle West, and applications are received every day for the line in every part of the country. Recently the company leased storage space in the Old Farrand Organ Building, at Twelfth street and the Grand Trunk railroad, from where all shipments are now being made.

**Records of Detroit Are Popular**

A record made by the Emerson Co., and which is certain to prove popular in Detroit, if not all over the country, and especially in the large cities, is that of I. Leonard Braun, just released. Mr. Braun has been in Detroit the past six weeks, giving recitals before Jewish and other organizations, and he has been a great success. He has also made a record for the Victor Co., which will be released later. He is to give a series of twelve recitals in Michigan, Indiana, Illinois and Wisconsin before returning to New York some time the latter part of January. Mr. Braun has written the Ritual of the B'na Brith, a Jewish organization with over a million members. His home is in Detroit. He will continue to record for the Victor Co.

**To Open New Brunswick Shop**

The Brunswick Music Shop, of Muskegon, Mich., is opening an exclusive branch at Grand Haven, Mich., under the management of Art Wingerden. The company recently opened its new and handsome shop in Muskegon.

**George W. Hopkins Visits Columbia Branch**

H. E. Gardner, manager of the Detroit branch of the Columbia Co., recently made an extended trip through the State and said he found business improving in the small towns. He reports that new Columbia dealers in his territory are: Ypsi Phonograph Shop, Ypsilanti, Mich.; Grubbs' Music Shoppe, Toledo, O., and the Harper Music Co., Detroit.

Since our last letter George W. Hopkins, general manager of the Columbia Graphophone

Co., was in Detroit and spent a day in conference with Mr. Gardner. Mr. Hopkins said that America had been through a slump which came suddenly and unexpectedly and that American industries had stood up exceedingly well, considering the chaotic condition of things, and that he believed that if phonograph dealers would put their shoulders to the wheel and work harder than ever before they would find the public ready to respond. It has always been the contention of Mr. Hopkins that the average phonograph dealer is too easily satisfied and lacks the ambition because sales are created for him in advance. "Just imagine what these same dealers could do if they would go out and create new business themselves," he has often remarked. "The opportunities in this industry are unlimited for the man who is willing to work, and a man's success is judged by the amount of work he does."

Oscar W. Ray, manager of the record department of the Vocalion Co., was here recently, conferring with Sam Lind, of Lind & Marks Co. He also visited Cleveland and Chicago while in the Middle West.

Jules H. Roos, director of sales for the needle department of the General Phonograph Co., maker of True-Tone needles, was here Christmas week and said business was very satisfactory.

**Carload Sale Goes Over**

The Detroit Music Co. bought two carloads of Columbia phonographs just before Christmas, which they advertised very extensively at special prices. When the machines arrived they loaded them on two great, big trucks, and had banners painted for all sides announcing "A carload shipment of Columbia Graphophones, to be sold for ten days at special prices." Charles Smith, secretary of the company, says the sale was very successful.

**Takes in the Jewett Line**

The Friedrich Music House, of Grand Rapids, Mich., has added the Jewett phonograph line.

**OGDEN REPORTS GREAT ACTIVITY**

**Tremendous Holiday Demand for Ogden Specialties Throughout the Country**

LYNCHBURG, VA., January 6.—J. B. Ogden, president of the Ogden Sectional Cabinet Co., of this city, reports that the demand for Ogden stands for table model and portable machines has been very brisk and that immediately prior to the Christmas holidays a large number of telegram rush orders were received for immediate express shipment, indicating that a number of dealers were completely sold out of the stands. Mr. Ogden further reports that he has received a number of substantial orders from Victor jobbers who stated, when ordering, that they found the stands and service tables were much in demand in conjunction with the table models. The factory has been working at full capacity and, although it was originally planned to close the factory for a day or so during the Christmas holidays, the rush of business made this impossible. Referring to foreign business, Mr. Ogden stated that Latin-American business is constantly improving and that shipments to South Africa and Australia are likewise improving. It is expected that the Ogden stands will be shortly introduced in talking machine circles in Africa, India and Indo-China. Mr. Ogden believes that the trend of the times points toward greatly increased business during 1922.

**TO PARTICIPATE IN THRIFT WEEK**

**Members of Music Industry Throughout Country Indicate Intention of Taking an Active Part in Forthcoming Thrift Celebration**

That the members of the music industry throughout the country are planning to participate actively in the Thrift Week campaign during the week of January 17-23 is indicated by the demand being made upon the Trade Service Bureau of the Music Industries Chamber of Commerce, as well as upon the National Bureau for the Advancement of Music for advertising and publicity matter hooking up the music trade with the thrift idea.

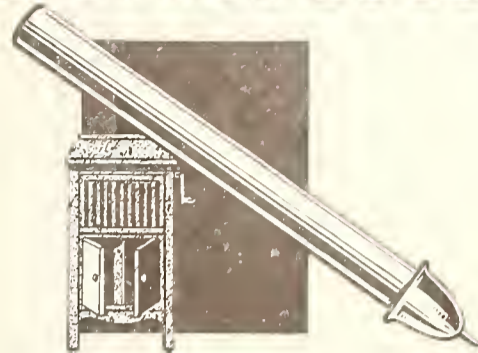
During December the first issue of 50,000 booklets, "Music an Aid to Thrift," was almost exhausted, and a second lot of 50,000 was ordered. Dealers who want the booklets, window streamers, display cards and newspaper advertising copy offered to the trade are advised to send in their orders at once to the Chamber office at 105 West Fortieth street, New York City, in order to allow time for filling orders before January 17.

A special notice has been sent to music merchants in towns and cities, which have registered for local observance of Thrift Week, calling attention to the special thrift service of the Chamber.

**COLUMBIA CO. VISITORS**

There were quite a number of visitors at the Columbia executive offices in New York over the holidays, among the callers being Thomas B. Niles, assistant manager of the Pittsburgh branch, accompanied by Mrs. Niles; D. H. Deltzell, manager of the Salt Lake City branch of the Columbia Stores Co.; R. H. Woodford, manager of the Columbia Co.'s Cincinnati branch; Mr. Markson, of Markson Bros., Columbia dealers at Syracuse, N. Y., and Carl Buechner, sales representative of the Boston branch. The visitors were all optimistic over trade prospects.

*Tonofone*



**NEEDLES**

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



*Ordinary needle after playing one record. Point worn blunt. Will injure record.*

Are guaranteed to make clear and accurate reproduction of

*Original Tone*

To minimize *Surface Noise* and *not* to injure records.

Other needles sold under various names have come and gone, but

**TONOFONE NEEDLES**



*Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.*

have stood every test and

**ARE HERE TO STAY.**

Liberal Profits to Dealers. Write for Samples and Revised Price List.

*The Tonofone Company*  
Makers

110 S. Wabash Ave., Chicago, Ill.

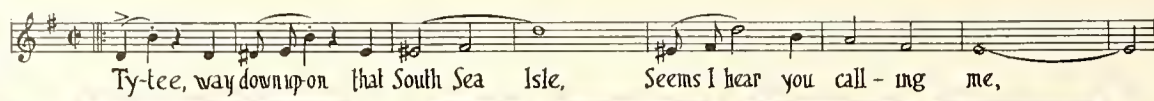
**MODERNOLA GROWS IN FAVOR**

**Modernola Sales Co. Reports Satisfactory Holiday Business, With Good Outlook for 1922**

The Modernola Sales Corp., New York City, Eastern distributor for the Modernola phonograph, reports that its dealers completed a very successful Fall and holiday season, and that from present indications 1922 will be a very satisfactory year. George Seiffert, president of the company, stated that the recent newspaper campaign conducted in the metropolitan dailies was highly productive for both the Modernola Sales Corp. and its dealers. This campaign elicited replies from foreign countries although only appearing in New York papers. Mr. Seiffert has in his possession an order, received from an ad appearing in the New York Times, from a town in Ohio, where the reader was so highly impressed that he immediately ordered a model of the Modernola and sent in payment several shares of stock in a farmers' supply company.

**NOTICE**  
**Record Dealers & Shippers**  
**RECO-RAPS**  
A Transportation Package for Phonograph Records  
**Saves** Far more than their Cost in Postage and Insurance  
Prevents Breakage.  
Write us for particulars and samples  
**THE RECO-RAP CO.**  
104 North 12th St. St. Louis, Mo.





# TY-TEE

Miss Gilda Gray's Sensational Success  
at the "RENDEZVOUS"—New York's Newest and Smartest Dance Palace

ASK TO  
HEAR IT

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

## A TREMENDOUS DEMAND FOR RECORDS IN LOS ANGELES

Holiday Trade, Despite Unfavorable Weather Conditions, Most Satisfactory—Many Concerns Report Phenomenal Business—New Local Record Manufacturers—Interesting Review of Conditions

LOS ANGELES, CAL., January 4.—December ended in a blaze of glory in respect to sales of talking machines and records, according to reports from practically all music stores in Los Angeles. With many extra assistants the record departments had great difficulty in coping with the big crowds that surged into the stores every day, and all day, for several days, meeting with an almost greater problem in keeping track of records and returning them to their proper places so that they could be found when wanted; but, owing to the fact that record stocks were in much better shape than in former years, records sales were extraordinarily good. Rain fell almost continuously during the last week before Christmas, but appeared to have no effect upon shoppers, except that it probably served to prevent them from wandering from one store to another on their purchasing quest.

### Barnes' Sales Break Records

George H. Barnes, president of the Barnes Music Co., declares himself to be extremely well pleased with the sales of the Brunswick department for the month of December, which far exceeded those for the corresponding period of last year, and particularly for Christmas week; next week will see them with a practically depleted stock.

### Phenomenal Sales at Barker Bros.

J. W. Boothe, general manager of the music department at Barker Bros. reports that the December, 1921, sales in the talking machine department will exceed by a large margin those of 1920. On the Wednesday immediately preceding Christmas the high-water mark in sales of instruments for one single day was reached, namely, eighty-seven. Of the eighty-seven machines sold, one consisted of a thousand-dollar period model, three were in excess of \$500 each, while the remainder varied in prices from \$50 to \$500. Mr. Boothe emphasized the fact that all advertising of talking machines by his firm during the last two or three weeks before Christmas omitted all reference to specific terms; in many cases advertisements actually stated that

the goods were not offered at bargain prices on terms—N. B.: Would one call this kind of advertising appealing to the customer's pride, getting the customer's goat, or raising the house's prestige? A combination of all three, perhaps. Anyhow, it seems to have brought home the bacon.

### Southern California Music Co. Crowded

The talking machine departments of the Southern California Music Co., both on the first and third floors, were crowded to capacity during the last two weeks before Christmas. Edisons, Victors and Burnhams were sold in large quantities, and the record departments smashed all former—er—er—totals, Manager Westphal states.

### Hamburger's Require More Space

Sales of Victors, Brunswicks and Vocalions were excellent throughout the month and the expected rush occurred during Christmas week; some difficulty was experienced in taking care of all record customers, all demonstration rooms being filled. Harry N. Briggs, general manager of the music department, is looking forward to big extension plans in the very near future, at which time the present space occupied by the department will be doubled or trebled.

### Among the Wholesalers

Charles Ruggles, Los Angeles, manager of Sherman, Clay & Co., Victor distributor, reports that sales for December were the largest in the history of the branch.

W. F. Stidham, manager of the Los Angeles wholesale branch of the Columbia Graphophone Co., is well pleased with the sales for December; the Los Angeles branch has led the United States for seven successive months, according to quota.

Howard L. Brown, manager of the phonograph division of the Los Angeles branch of the Brunswick-Balke Collender Co., states that sales for the month of December, 1921, exceeded those for December, 1920, by over 100 per cent. The Los Angeles branch occupied top place for every month of 1921 in the listing of all the branches of the United States for sales per capita, and showed a larger percentage of gain than any other branch.

E. R. Darvill, Vocalion manager of the Commercial Associates, successors to the Western Jobbing Trading Co., distributors of Vocalions and Vocalion records, reports that sales for 1921 were very satisfactory. Dealers have been loud in their praises of the record service which has been given to them, and are pleased at the new fifteenth of the month release, which will go into effect at once.

Irving C. Franklin, sales manager of the Burnham Phonograph Corp., stated that extra shifts had been employed at the Burnham factory, keeping the wheels turning daily until 11 p. m. up to within a few days before Christmas in order that they might cope with the demand.

Mr. Franklin looked forward to a still larger increase in 1922.

M. F. Fybush, general manager of the Blue Bird Talking Machine Co., declared that work at the Blue Bird factory during the latter part of the year had called for extra pressure, especially due to the demand for certain models; 1922, in his opinion, should bring excellent business for all lines.

### Record Factory and Laboratory in Los Angeles

Los Angeles is to have its own recording laboratories and record presses in the immediate future. The Golden Record Co. is the name of a new concern, which plans to record and manufacture records here. The record which it will make will be golden in color, and special attention will be given to the recordings by private persons of records for their own private use. Theophilus Fitz is at the head of the company, and has had many years of experience in the business.

### New York Man Stays in Los Angeles

J. G. Pierce, for many years assistant to Herbert Brennan, of the Rudolph Wurlitzer Co., New York, has located in Los Angeles and is at present connected with the sales force of the Starr Piano Co.

### Will Go Into Business

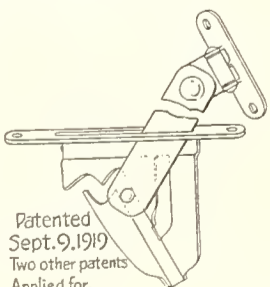
J. A. Sabine, Columbia jobber for the province of Ontario, Canada, has arrived in Los Angeles and is believed to have decided to make this part of the world his future home, and, with an inherent dislike for idleness, will engage actively in the music business, principally phonographs, in this section.

## JOHN CHAS. THOMAS GOES TO ITALY

Popular Baritone and Vocalion Artist to Study Under Jean De Reszke

John Charles Thomas, noted musical comedy baritone and exclusive Vocalion record artist, recently made his farewell appearance in New York prior to sailing for Italy, where he will spend some time as a pupil of Jean de Reszke. With the additional training thus received it is believed that Mr. Thomas will find a new pinnacle awaiting him among American baritones in the grand opera field.

The Most  
Dependable and  
Inexpensive  
Lid Support  
on the Market



Patented  
Sept. 9, 1919  
Two other patents  
Applied for.

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.  
Samples on request.

STAR MACHINE & NOVELTY CO.  
81 MILL STREET BLOOMFIELD, N. J.

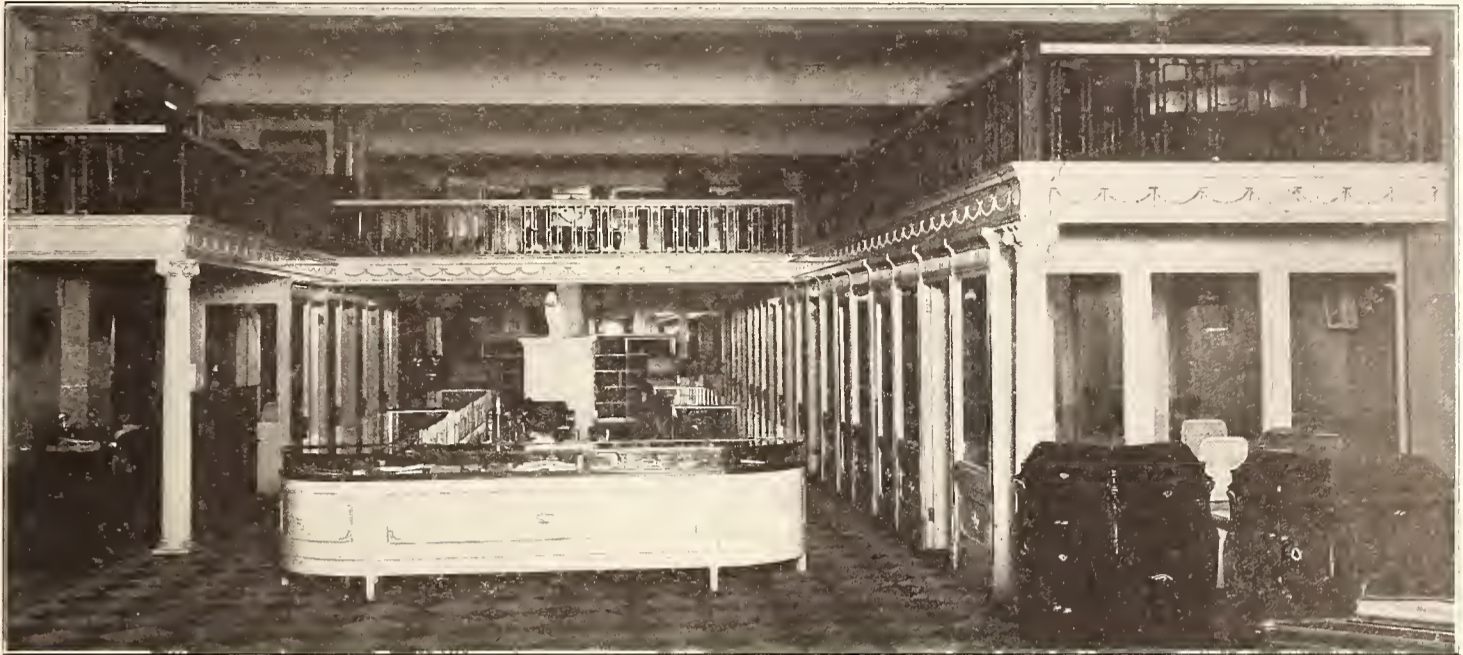
## THE BROOKS' INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' di count. Distributors wanted.

BROOKS MFG. CO.  
Saginaw Mich.





The Geo. J. Birkel Co., Los Angeles, Cal.—A progressive dealer with progressive equipment.

# 1922—The Year of Discriminating Buyers Are You Ready for Them?

Trade Leaders predict good business in 1922 for the Talking Machine industry—but they also predict that the purchasing public will be discriminating.

The *Quality Market* has returned—the attractive store which suggests quality will secure normal 1922 business.

Analyze your store—plan to make it the focus point for the quality buyers of your community.

The Unico System has accomplished this result for the Birkel Company of Los Angeles (the photograph and letter tell the story).

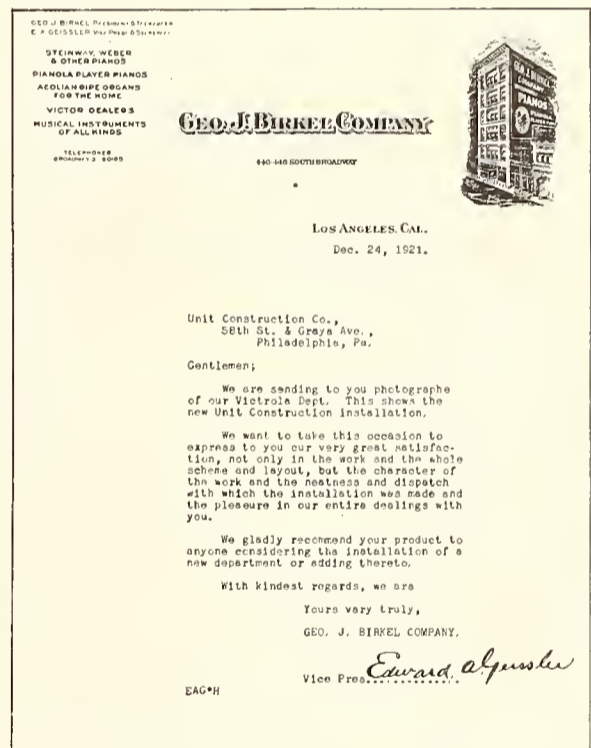
The Unico System will produce the same results for you.

**Consider your essential requirements in equipment!**

<b>Price?</b>	<b>Low!</b>
<b>Sales Background?</b>	<b>Attractive and Productive!</b>
<b>Quality?</b>	<b>The highest!</b>
<b>Service?</b>	<b>Quick but dependable!</b>
<b>Investment?</b>	<b>Secure!</b>

Unico Equipment fulfills all of these requirements—not only fulfills but *guarantees* them.

Consult our nearest branch in reference to the Unico Guarantee of Price, Quality and Service.



## UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.  
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.  
49 Auburn Ave.

DALLAS, TEXAS  
209 Dallas Bank Bldg.

CHICAGO, ILL.  
30 North Michigan Ave.

LOS ANGELES, CAL.  
274 I. W. Hellman Bldg.

DENVER, COL.  
1741 Champa St.

SALT LAKE CITY, UTAH  
150 Main St.



*Address our nearest office TO-DAY*





ASK TO HEAR IT

# THREE O'CLOCK in THE MORNING

Tempo di Valse Lente

It's three o'clock in the morn - ing,

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

You can't go wrong with any Teist song

## HONOR LOUIS D. ROSENFELD

Emerson Sales Executive Guest of Honor at Testimonial Dinner Given by Artists and Dealers—Presented With Handsome Loving Cup—S. J. Corsover in Charge of Arrangements

Louis D. Rosenfield, head of the foreign language record department of the Emerson Phonograph Co., New York, was the guest of honor at a dinner given on January 4 at the Little Roumanian Restaurant, 108 West 116th street, New York. The dinner was in the nature of a testimonial to Mr. Rosenfield by the dealers and artists with whom he has been associated for the past nine years, and there were also present Emerson executives who have been associated with Mr. Rosenfield for the past four years.

The committee in charge of the dinner emphasized the fact that the surprise testimonial to Mr. Rosenfield had been planned in order to express the dealers' and artists' appreciation of the co-operation and consideration that he had extended them during the past nine years. Mr. Rosenfield's popularity in the trade is indicated by the fact that over sixty people attended the dinner, all of whom were glad to have the opportunity of joining in the testimonial to one of their friends and associates.

The toastmaster of the evening was E. H. Davis, advertising manager of the Emerson Phonograph Co., who filled the post with signal ability. As the first speaker of the evening, Mr. Davis introduced Victor H. Emerson, president of the Emerson Phonograph Co. and one of the pioneers of the talking machine industry. Mr. Emerson gave a semi-humorous, reminiscent talk, bringing the guests back to the early days of the industry, and outlining some of the difficulties that had been faced and solved. As one of the foremost technical experts of the industry, Mr. Emerson's comments regarding the various

phases of the development of the talking machine were received with keen enthusiasm.

Other speakers of the evening included H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co.; Harry G. Neu, sales manager; Miss Lillian M. Guth, credit manager, and Sidney J. Corsover, chairman of the dinner arrangement committee, who was largely responsible for the success of the event.



Louis D. Rosenfield

In the course of his address Mr. Corsover paid a signal tribute to Mr. Rosenfield's indefatigable efforts in behalf of the artists and the dealers, and also referred to Mr. Rosenfield's willingness and desire to aid the artists along helpful, practical lines. At the close of his address Mr. Corsover presented Mr. Rosenfield with a handsome silver loving cup, which he stated was a token of esteem from the artists, dealers and the business and personal friends with whom Mr. Rosenfield had been associated for many years.

In expressing his appreciation of the honor conferred upon him by the guests present, Mr.

Rosenfield outlined briefly the aims and ideals which had formed the foundation for his activities in this industry. He stated that he would cherish the cup as his most valued possession because it represented the good will and love of his fellowmen.

The musical program for the evening was a lengthy one, and each number was received with enthusiastic applause by the guests. All of the artists appearing are well known in talking machine and musical circles, and among the artists on the program were Mme. Louisa Tuzier, formerly a member of the Metropolitan Opera Company; Joseph Feldman, S. Berini, S. J. Corsover, Simon Paskal, Fred Duff, A. Schwartz and daughter, and the Misses Lindeman and Lipman.

M. Röss, of the Rialto Phonograph Co., was chairman of the committee which planned the dinner, and was ably assisted by Harry Duff and Mr. Corsover. They left nothing undone to make the dinner a success, and well deserved the congratulations which they received at the close of an evening which was greatly enjoyed by everyone in attendance.

## E. R. BURLEY TAKES OVER BUSINESS

BUFFALO, N. Y., January 6.—The partnership heretofore existing between Edward R. Burley and A. V. Biesinger under the firm name of Burley & Biesinger, Victor talking machine dealers of this city, has been dissolved and the business will be conducted in the future by Mr. Burley at the present address at 332 West Ferry street.

## MULTUM IN PARVO

He that crawfisheth, nor repineth not when he's "broke." but getteth out and hustleth in the vineyard, shall gather!

# Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.  
Let us send you details regarding agencies.

## A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.





**“Ka-Lu-A” and “Blue Danube Blues,” two new dance hits from the musical comedy success *Good Morning, Dearie*, are played tantalizingly by the Knickerbocker Orchestra, another new addition to the Columbia list of musicians. A-3516.**

**Columbia Graphophone Co.  
NEW YORK**



**RECUPERATION NOW AT HAND, SAYS HERBERT HOOVER**

**He and Secretary Weeks See Great Promise of Better Conditions in All Lines During 1922—  
Period of Liquidation Is About Over and Recuperation Is Bound to Follow**

WASHINGTON, D. C., January 3.—Much of promise in the new year is seen by Secretaries Hoover and Weeks, who in statements issued on Saturday last declared that the American people could look forward to 1922 as a year of recuperation.

“Considering that we have gone through the greatest war in history and considering the dangers that we have passed through in the great readjustment of 1921,” said Secretary Hoover, “we have a lot to be cheerful over and we have ahead of us very substantial hopes of steady improvement both at home and abroad.”

“The industrial and social upheaval resulting from the war reached its crisis during the old year,” said Secretary Weeks. “The period of adjustment has been trying for the people and the Government alike, but the rapidity with

which the American people have been putting their affairs in order during the past few months makes the outlook for complete industrial adjustment and resulting prosperity during the coming year bright.”

Mr. Hoover in his statement said:

“The economic situation for the New Year holds much good promise. Our year of liquidation is over and we can look forward to a year of recuperation. Except for the seasonal dip of the Winter we should have a continuous lessening of unemployment and an increasing betterment in the agricultural situation. We have passed through the most precipitous price drop in our history—a drop averaging nearly 50 per cent—and necessitating the writing of something more than \$20,000,000,000 off our books as a Nation during 1921.

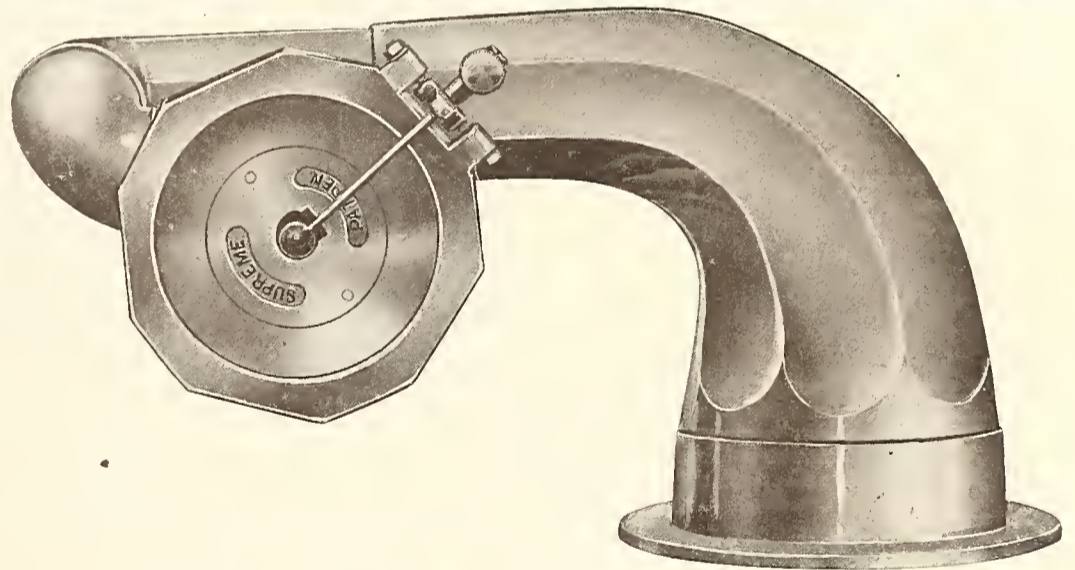
“We have still a good many readjustments to be made, due to the inequality in the fall of prices and wages. The former has fallen too much. Some of the industries, such as coal, railways and construction, are far above the average levels of the country; but economic pressures, although painful, are in motion which will eventually reduce the expenses and the charges of these industries against the community.”

“A secondary part of our recuperation must depend upon the recuperation abroad. In Europe the most promising thing is that there is a more general realization that German reparations, land armaments, unbalanced budgets, inflated currencies, unnecessary barriers against economic movements, must all be reduced if Europe is to attain economic stability and if the very solid progress made in other directions during the last three years is not to be lost.”

Is your establishment neat and orderly? If not, why not?

**NEW WITH THE  
NEW YEAR**

*Pleasing to the Eye  
and  
Pleasing to the Ear*



**The New Phillips Octagon Throw Back Tone Arm No. 5**

**With Octagon Reproducer No. 5**

A decidedly attractive combination that has met with instantaneous success. Besides its attractive appearance it has a deep full tone that is much admired.

*Quantity Prices on Request*

**The William Phillips Phono Parts Corp.**

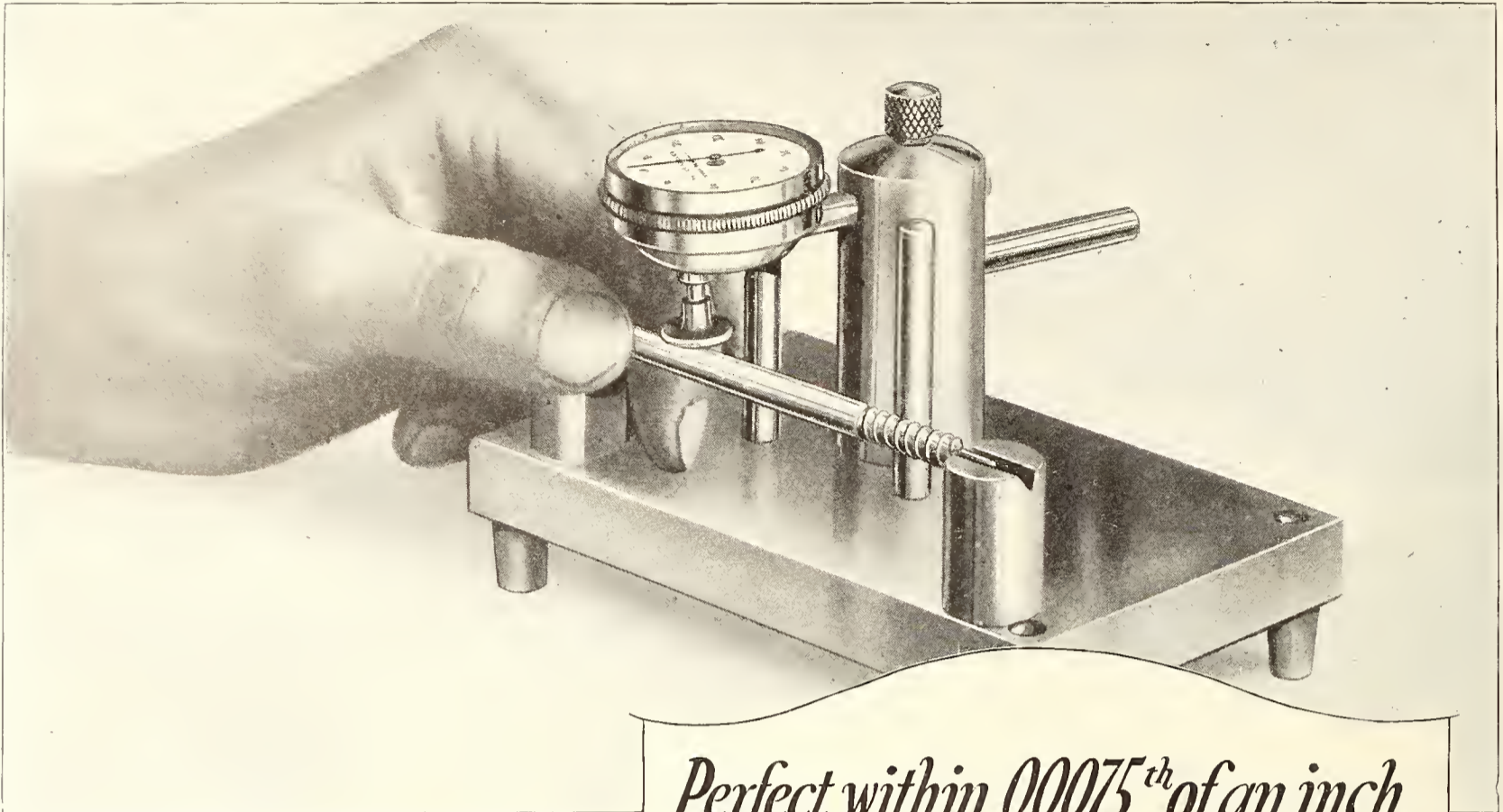
*Manufacturers of Tone Arms for Portable, Medium and High Grade Machines*

**145 West Forty-fifth Street**

**New York City**



*"Genius is the capacity for taking infinite pains"*



*The exacting test of the governor shaft in the Cheney motor*



*These two views show how carefully the governor shaft is polished.*

After the governor shaft is made, it is polished by drilling it hundreds of times in a piece of maple. Every burr is removed and the shaft, when finished and buffed, feels smooth as velvet and glistens like silver. A man can polish only about 100 shafts a day.

Experience has demonstrated that only by rigidly holding to such high standards can we maintain dynamic balance in the governor and assure dealers that perfection of Cheney motors which has added so much to the reputation of The Cheney.

*Perfect within .00075<sup>th</sup> of an inch*

Three-fourths of 1/1000 part of an inch! Can you conceive of it?

Divide one thirty-second part of an inch into 32 parts, and one of those microscopic divisions represents the outside limits of variation permitted in the making of the governor shaft in the Cheney motor.

It is the most exacting test in all of the manufacture of The Cheney where we are accustomed to hold mechanical parts to thousandths of an inch. It explains why the Cheney motor runs as smooth as a watch, practically without noise.

Equally high manufacturing standards for Cheney cabinet and acoustic parts have made The Cheney "the master instrument." Though offering such supreme value, Cheney prices are remarkably low.

Cheney Talking Machine Company • Chicago

*The*  
**CHENEY**  
THE MASTER INSTRUMENT



**ANNOUNCES NEW DEVELOPMENT**

C. A. Fullerton, of Architectural Bronze Fame, Enters Phonograph Industry—Fullertone Phonograph Products, Inc., to Manufacture New Musical Instrument, the "Fullertone," a Radical Departure in Phonograph Construction

By H. N. McMENIMEN

For several months past there have been rumors around the phonograph shops, telling of a sensational phonograph invention. Rumors of this kind are plentiful in the trade. Nobody paid much attention to this one until they heard that Clarence A. Fullerton, head of the Fullerton enterprises, had started the manufacture of this invention. The name of C. A. Fullerton is known to but few people in the phonograph business, but after having had the opportunity of investigating the merits of his new invention I may safely believe that it is going to be a name to conjure with in the talking machine industry as it is to-day in the field of art bronze working.

When I was requested by Mr. Fullerton to investigate the invention of Antal Fodor, an engineer of Paris, and to make an exhaustive laboratory test of this invention, I was impressed with the fact that the tone was the most natural that has ever been brought to my attention in twenty-eight years of constant association in the phonograph industry. I was fully convinced that there never was a time in the history of the talking machine business when essential and basic improvements were more needed than at the present time. I mean improvement upon the sound wave regenerating device, of what is technically known as the graphophone.

An instrument of this kind, I felt, should not only be an artistic achievement in reproducing music, but also prove to be a real business-getter for the trade. I believe the "Fullertone," the trade name given to this device, to be such an instrument that it opens new vistas in the field of phonograph construction as well as in the field of merchandising.

Too great stress cannot be laid on the fact that the "Fullertone" is a new entity in musical instruments, which consists of a small wooden resonator, having the shape of a lyre, resembling a violin in its construction and finish. It can be used as a reproducer on any of the existing phonographs, as it replaces all of the mechanical parts of the phonograph, excepting the motor and turntable. It will play all makes of records and its wonderful tone qualities as a musical instrument are chiefly due to the fact that the whole instrument excepting the needle holder is constructed of wood.

Wood has been recognized by scientists and musicians for ages as the most resonant material known to mankind. A large vibrating wooden surface enables the "Fullertone" to move a large



**Scotford Model I Reproducer on Victor and Columbia**  
*Plays Only Hill-and-Dale Records, but Plays Them at Their Best*  
 Scotford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer  
 \$3.85 Nickel; \$4.75 Gold—Retails \$6.00 and \$7.50  
 Scotford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75  
*Quantity Prices on Application*

**Superior Reproducer Since 1898**  
 Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
 Monroe and Throop Streets CHICAGO

body of air, producing sound waves that create a large volume of sound of great carrying power, which is mellowed by the inherent qualities characteristic of all wooden instruments. It regenerates sound waves, substantially corresponding in intensity with the general recording, besides giving it a tone quality entirely free of



H. N. McMenimen

megaphonic or nasal rendering of the artist's efforts.

As to merchandising possibilities the "Fullertone" offer, I only call attention to the fact that it can be used on any existing phonograph, irrespective of cabinet style, and it can be placed on any piece of furniture in which a motor and turntable can be installed. This feature of the "Fullertone" will give the trade a wide range of models which are bound to suit every conceivable taste. The Fullerton Phonograph Products, Inc., plant has started quality production of this remarkable instrument, which I believe will be the means of bringing a renaissance in the industry, pointing to a new departure in phonograph construction and artistic development.

**CLOSED A SATISFACTORY YEAR**

Max Willinger, president of the New York Album & Card Co., spent the opening weeks of the year at the Chicago factory of the company. Mr. Willinger reports that the year just concluded was a satisfactory year in every respect and that indications point toward generally good business during 1922.

The University Music Store, 4312 University Way, Seattle, Wash., features Columbia Gramophones exclusively and has built up a large trade.

**HEALTH-BUILDING RECORDS**

Leading Metropolitan Stores Tell of Increasing Appreciation of Course by Public—Outlook Reported by the President to Be Excellent

R. B. Wheelan, president of Health Builders, states that he has received many encouraging reports from dealers relative to the good holiday business they did in this health-building course of records. One dealer reported that a customer purchased ten sets of the course for Christmas presents, and it was not an uncommon custom for two and three sets to be bought at a time for gifts.

Wanamaker, Lord & Taylor, Fredk. Loeser & Co., Davega and other metropolitan stores report increasing demands for this course. In the case of the S. B. Davega Co. it was found that the Health Builders' course was the direct cause of the sale of two machines, as the customers who desired the course did not have the machines to play it on. Mr. Wheelan states that the outlook for 1922 is very promising. Not only is the record course getting more and more popular, but the Winter season is acknowledged as the best for this indoor exercise and the keeping-fit movement is rapidly spreading throughout the entire country.

**SHOW NEW SEABROOK PHONOGRAPH**

Dodge Mfg. Co. Makes Display in Offices of Company—Many Claims Made for It

SOUTH BEND, IND., January 3.—Shortly before Christmas the Dodge Mfg. Co. turned its offices into a sales exhibition room and gave the public an opportunity to examine the new Seabrook phonograph being manufactured by the company. The instrument is the invention of B. R. Seabrook, a Canadian engineer, who has specialized in acoustics. He began development work on the instrument in May, 1920, and the result is said to be a radical departure from all accepted types of sound-reproducing machines.

As it stands the Seabrook phonograph, it is announced, has fourteen distinctive improvements. The plan is to place the new instrument on the market immediately.

**THE TRIPLEX PHONOGRAPH**

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

For descriptive folder address the  
**TRIPLEX ARTISTIC PHONOGRAPH CO.**  
 Pershing Road and Ridgeland Ave.  
 BERWYN, ILLINOIS

**FULTON (MODEL 35)**



Price for Sample Now \$13.50  
 3 or more \$12.50

Phonographs and Accessories, Repair Parts for All Makes.

Best Steel Needles of American Manufacture at 30c. per M.

**FULTON TALKING MACHINE CO.**  
 253-255 Third Ave., New York City  
 Between 20th and 21st Streets



## STOCKS LOW IN PORTLAND OWING TO HOLIDAY DEMAND

Continued Buying of Machines and Records Since the Holidays Affords Encouragement to Merchants Regarding Continuation of Good Business—What a Talk With Leading Dealers Reveals

PORTLAND, ORE., January 4.—A better Christmas trade than was enjoyed last season was experienced by the dealers in talking machines and records of Portland in the period just ended. Dealers throughout the city have expressed surprise at the condition and to-day the stocks are decidedly low.

One of the most heartening factors for the dealers is the condition since Christmas. The amount of buying of both machines and records since the holidays has eclipsed former similar periods. The same condition seems to be true in all lines of trade in Portland and the Pacific Northwest.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports business for the month of December better by far than expected. The sale of the better grade of machines took a big jump just before Christmas and this popular shop

was so busy during the holiday buying that people were turned away. Mr. Hyatt proved himself to be a wonderful Santa Claus to his employes.

Frank M. Case, manager of the Wiley B. Allen store, is very greatly pleased over the December business. C. L. Neilson, formerly of the Sherman, Clay Victrola department, has been secured by Mr. Case, to assist Paul B. Norris, sales manager. Bertha Serr, for the past three years manager of the record department, has resigned her position and Erma Ewart has taken Miss Serr's place as manager of the department. Margaret Corbett has been added to the record sales force.

D. C. Peyton, manager of the Meier & Frank talking machine department, who advertises extensively "The House of the Big Four"—Victrola, Vocalion, Columbia, Edison—reports a

rushing December business, with over 300 machines being placed in Portland homes during the month.

A. C. Sherbet has returned to the Meier & Frank department and Marvel Case and Flora Wakefield have also been added to the force.

Charles T. Corbin, general manager of the Seattle branch of the Bush & Lane Piano Co., extended an invitation to the Portland firm to participate in the annual banquet which was given by them on New Year's Eve. As many of the force as could get away gladly accepted the invitation and motored to Seattle.

Garrett Stetzel, credit man for the Bush & Lane Piano Co., has gone to California and J. F. O'Gara, formerly of Lipman, Wolfe & Co. and president of the Portland Credit Association, has been secured by J. H. Gallagher, manager, to fill his position. F. E. Shaw, formerly of the Sherman, Clay & Co. Victrola department, has been added to the sales force of the Bush & Lane phonograph department.

The Harold S. Gilbert Music Co., which for the past six years has occupied quarters at 384 Yamhill street, has moved to bigger and better quarters in the Pittock Block, at 103 West Park street. The store has very fine window space and with a fine big electric sign being installed Mr. Gilbert expects to attract a great amount of new trade to his store.

Clyde Freeman, manager of the Remick Song Shop, reports a good December in the Columbia department and when the Christmas rush began he added three salesmen to his force to accommodate the throngs of customers. W. B. Maxwell, for some time assistant to Mr. Freeman, has accepted a position with the wholesale Victrola department of Sherman, Clay & Co., and will assist Elmer Hunt, manager.

Ray Feldenheimer, manager of the Lipman, Wolfe & Co. phonograph department, reports an excellent sale of Sonoras and Brunswicks during December.

Charles D. Carter, Northwest representative of the Sonora Phonograph Co., who had his headquarters at Seattle, Wash., has moved to Portland, where he is now making his home.

Andrew Noble, formerly of the Berkey & Gay Co., of Grand Rapids, Mich., has been secured as superintendent and designer for the Stradivara Phonograph Co. Mr. Noble is proving a very valuable man and has designed some very artistic work.

C. A. Alphonse, of the Hyatt Talking Machine Co., was an active member, acting as vice-president on the Christmas tree committee of the Portland Elks, 142, who entertained 3,200 poor children at a Christmas party given by them at the public auditorium Monday, December 26. Gifts and baskets of food were generously given.

### CHEER INVALIDS AND MAKE SALES

Smith & Stout, Brunswick Dealers, Send Machines to Homes of Sick and Reap Profits of Several Sales and Much Publicity

LA PLATA, Mo., January 9.—A clever stunt which is selling Brunswick machines and records for the firm of Smith & Stout, Brunswick dealers, this city, is the loaning of a machine and records to persons who are ill. Upon hearing of any person confined to the house by illness or accident, a machine and records are immediately sent out to the house in an effort to cheer up the invalid. There is no solicitation to buy, but in every instance where this plan has been tried a sale was made.

### A. C. IRETON'S OPTIMISTIC LETTER

Edison Phonographs, Ltd., Edison jobbers on the Pacific Coast, with headquarters in San Francisco, and branches in Los Angeles and Portland, sent out on the first of the year a most optimistic letter to the trade regarding the business opportunities that were in view for 1922. The letter was signed by A. C. Ireton, manager, and was of a character to instill confidence.

# The New Year

1921 was spent in the further liquidation and reduction of prices of commodities to a normal basis.

This year we start with this liquidation practically completed, which means an increase in production and an increase in employment.

With this splendid outlook for the present year, there is every reason why Victor dealers throughout the country should enjoy a greatly increased business.

We trust that each will secure his share, and we also trust that we may be given the opportunity to help and co-operate in furthering this prosperity of the Victor dealer.

---

**CURTIS N. ANDREWS**  
BUFFALO, NEW YORK



# GLEANINGS *from the* WORLD *of* MUSIC

## TENDENCY TOWARD A BETTER TYPE OF POPULAR MUSIC

"Melody" Songs Appear to Be Finding Much Favor With the Public During the Current Season and Some Have Proven Real Hits—The Relation of Jazz and the Dance Craze

While it is true that there have been, this season, several big song and, particularly, instrumental successes that can be described as "jazz" or "blue" numbers the contributions as a whole have been of a much better musical standard. The jazz numbers are not having quite the large sales they once had and there are not so many of them. The real big things have been melody songs, and the jazz, if there still be any, gets most of its encouragement from the dance field.

Songwriters and publishers, naturally, endeavor to turn out those things which will have the largest returns and it is the melody songs and ballads that can be arranged as dances that reach the top figure in sales. Their life being much longer, it gives the publisher opportunity to cash in over an extended period, whereas the jazz or novelty type is short-lived and must be exploited intensively in a short space of time. A comparison of songs of this season and those of the last shows a decided improvement from a musical standpoint and, as these are the most profitable issues, the natural result is that they get the most attention.

There has been much propaganda against jazz, columns have been written in the newspapers and civic bodies and others interested in improvement have bewailed the present-day standards. But all this has resulted in little or nothing. Protest did not accomplish anything

and jazz will not be entirely eliminated until it spends itself.

From a song standpoint it is almost passé. At least, no such number nowadays acquires national importance as a song. In the dance field such numbers still have big popularity and as long as numbers are issued of that type that have a wide appeal as a dance they, undoubtedly, will continue to enjoy prominence in dance programs. The improvement in the dance field is somewhat slower. The lure of jazz for the dancer is quite decided and will take a much longer time to spend itself.

J. Hartley Manners, husband of Laurette Taylor, of "Peg o' My Heart" fame, has just starred his wife in a new production, the title of which is "The New American Anthem." The show has not yet reached New York, but the reports from the towns where it has appeared describe it as a satire on present-day life in which, of course, jazz is made the "anthem." Of course, it is all exaggerated and it is not expected that it will be taken overseriously, although it may prove quite entertaining.

After all, quite an injustice is done the average American in making it appear that he is jazz mad, for, as a matter of fact, the things that are popular here are proving successful in all other parts of the world. Some of the newer English publications, particularly of the one-step variety, have their jazz effects and there

are any number of French fox-trots which show jazz at its best, if there is such a thing. At least two of these latter numbers have been successful in America and, we understand, there are still more to come, so we are not alone in our worship at the shrine of jazz.

But the tendency is toward better things and, while the change has not been revolutionary in character, it is probably more healthy, and in this manner makes for permanence.

The songwriters and publishers, of course, are only giving the public what it wants, which is good business. Thousands of dance orchestras throughout the country must be satisfied, and as long as they feature music of the jazz variety someone will supply them with such material. But such demands are becoming more and more limited and, as the royalties on the better-class songs are more assured, the writers, in the future, will more and more endeavor to issue numbers of that type.

### SPECIAL WINDOW FOR "THE SHEIK"

The new Victor record success, "The Sheik," was featured most successfully recently by Simon's Music Store, Uniontown, Pa. The window represented a real desert scene with sand, a palm tree, and a real Sheik to give it tone. An increase in the sales of the record was directly traceable to the window.

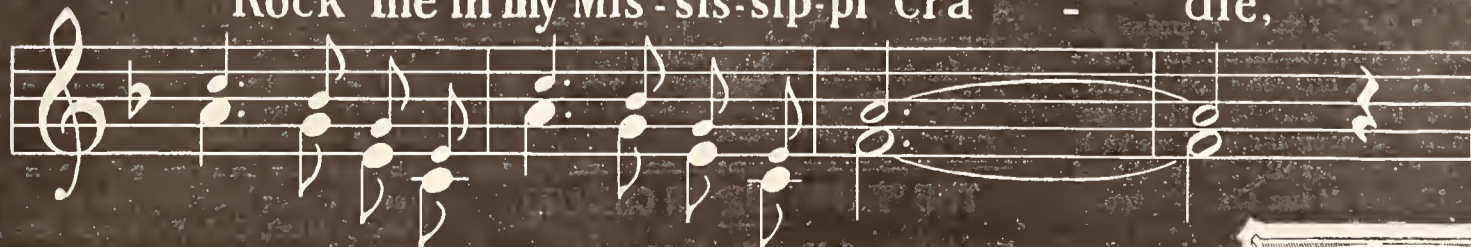
Gottschalk & Co., 732 Market street, Chattanooga, Tenn., have opened a phonograph department in which various Brunswick models are featured.

*The Most Talked-About Song since "MISSOURI WALTZ"*

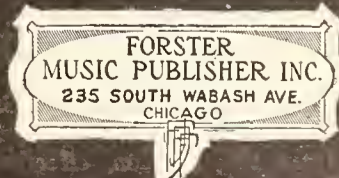
# "MISSISSIPPI CRADLE"



Rock me in my Mis - sis - sip - pi Cra - dle,



Let me look in - to my mam - my's eyes;



Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"



TWO GENUINE IRVING BERLIN HITS—GET THEM AT ONCE

# GRANNY

YOU'RE MY MAMMY'S MAMMY

By the Writer of "Mammy," "Tucky Home," Etc.

# JUST A LITTLE LOVE SONG

The Most Beautiful Song We Have Ever Published

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

## SPECIAL WINDOW FOR KARLE

Brunswick Dealer Takes Full Advantage of Visit of That Artist to Portland

PORTLAND, ORE., January 3.—Brunswick dealers in this section took full advantage of the recent appearance here of the noted Brunswick artist,



Theo. Karle Featured in Window Display Theodore Karle, in a very successful concert at the Portland auditorium.

The Powers Furniture Store devoted one of its large windows to a special display in honor of Mr. Karle, and P. J. Heinz, manager of the company's phonograph department, reported a big increase in the sale of the Karle records as a result of his personal visit.

## SCORING A BIG HIT

Yerkes S. S. "Flotilla" Orchestra Winning Wide Reputation for Its Dance Music

Harry A. Yerkes and his S. S. "Flotilla" dance orchestra opened an engagement at the S. S. "Flotilla" restaurant, 100 West Fifty-fifth street, New York, last month.

This dance orchestra has gained the reputation of making "dancing the poetry of motion." Through his many novel orchestra combinations Harry A. Yerkes has gained almost international fame for the dance records recorded for the various leading talking machine record companies. This, his newest orchestra combination, the S. S. "Flotilla," has already been given recognition as a leader. Among the numbers he is now featuring is "Arkansas Blues," published by the Frances Clifford Music Co., Chicago.

## L. C. ACKLEY RESIGNS

L. C. Ackley, manager of the San Francisco branch of the Columbia Graphophone Co., resigned from this position, effective January 1. P. S. Kantner, formerly a member of the sales staff, has been appointed acting manager.

## FEATURING "WABASH BLUES"

Lyon & Healy, Chicago, Devote an Elaborate Window Display to That Number

The success the larger talking machine stores of the country have had with attractive window displays, and the increased sales resulting therefrom have served to encourage dealers with smaller stores to follow suit. Among the stores which can be credited with materially advancing the interest of popular numbers with special displays is that of Lyon & Healy, Chicago, Ill., who, throughout the past year, have shown a series of most attractive windows, all of which were the means not only of attracting attention to their popular record department, but also of increasing sales.

One of the more recent displays shown by this well-known firm was the window featuring "Wabash Blues." The photograph shows a scene on the Wabash and is presented, along with a Victrola and records, in a most attractive manner. Dave N. Allen, one of the Western traveling representatives for Leo Feist, Inc., the publisher of the number, states that the success Lyon & Healy have had with this particular display was the means of inducing numerous dealers in his territory to allot special display space to "Wabash Blues," which has helped to increase the popularity of the number.



Lyon & Healy Window Display of New Feist Hit

## POPULAR MUSIC ON THE COAST

SAN FRANCISCO, CAL., January 5.—Henry Grobe has been featuring the "Lilac Tree," by George H. Gartlan, Hinds, Hayden & Eldridge, New York, and reports that the sale is very favorable. The "Four Castilian Sketches," by Frederick K. Logan, Forster Music Co., are proving attractive to customers at Sherman, Clay & Co.

"Honolulu Honey," by Louis Weslyn, Eva Applefield and Hal Dyson—Edw. B. Marks Co., New York—is also having a good sale, according to the Elite Music Shoppe. Miss Applefield is a San Francisco composer and is the author of "Hawaiian Chimes," published by Leo Feist.

The Elite Shoppe reports also that "Plantation Lullaby" and "Maybe It's All for the Best" are having brisk sales.

## THE "HAPPY SIX" IN CHICAGO

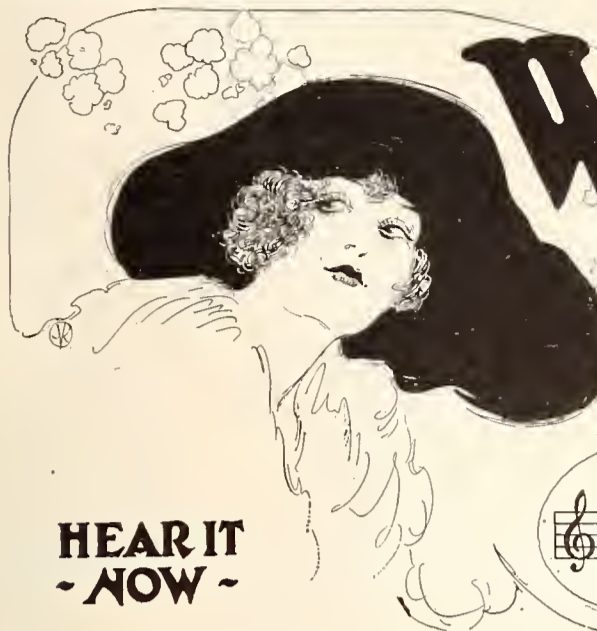
The Balaban & Katz Co., Chicago, has secured the services of the "Happy Six" to play in its two new theatres, the Chicago and Tivoli, for the weeks of January 9 and 16. Chicago record buyers undoubtedly will anxiously await this personal appearance of the well-known dance organization. One of the numbers the "Happy Six" will

feature during their Chicago stay is the Frances Clifford Music Co.'s "Arkansas Blues."

## TWO NEW IRVING BERLIN SONGS

Among the new songs released for sale by Irving Berlin, Inc., on January 1 were the success, "Granny, You're My Mammy's Mammy," and the Irish novelty song, "Delia."



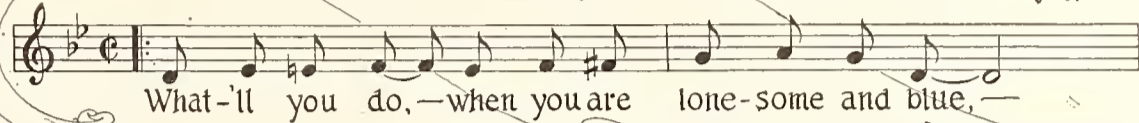


# What'll You Do?

Latest Dance Hit by  
Isham Jones

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

**HEAR IT  
- NOW -**



What'll you do, — when you are lone-some and blue,

### NEW IRVING BERLIN DRIVE

"Say It With Music" to Be Featured During  
Week of February 4

Irving Berlin, Inc., announces a national sales week on the big song and dance success from Irving Berlin's "Music Box Revue," "Say It With Music." This campaign will be similar to the previous publicity drives on "My Mammy" and "All By Myself." The week will be from February 4 to February 11, inclusive.

"Say It With Music" has probably had more free publicity than any musical number of the past decade. Upon its original release it was most favorably received by not only sheet music dealers but talking machine record and player roll dealers as well. Since that time its sales have steadily mounted and the talking machine record companies which originally released the number in dance form now announce a re-issuance of the number in vocal form.

"Say It With Music," together with "Tuck Me to Sleep" (In My Old Tucky Home) and the two new songs recently added to the Berlin catalog, "Delia" and "Granny, You're My Mammy's Mammy," are among the current big sellers.

### TO OPEN JOBBING BUSINESS

Maurice Richmond to Establish Jobbing Head-  
quarters in New York

Maurice Richmond, formerly active head of the Enterprise Music Supply Co., which latter was some time ago purchased at auction by the Crown Music Co., will, as announced some time ago in these columns, open up a music jobbing business in New York. The name of the new company will be the Richmond Music Supply Co., and it is understood the new firm has leased offices on West Forty-second street, New York City.

### NEW POST FOR J. J. BREGMAN

J. J. Bregman, who for many years was business manager for the Enterprise Music Supply Co. and later auditor and office manager for Maurice Richmond, Inc., will, it is announced, join the staff of the new Richmond Music Supply Co., Inc., which recently opened up offices in the Bush Terminal Building, West Forty-second street, New York City. It is understood that Mr. Bregman will also act in an advisory capacity to the firm of Richmond-Robbins, Inc.

### INFRINGEMENT SUIT ENDED

A formal order of discontinuance of the copyright infringement suit brought by G. Ricordi & Co. against Jerome H. Remick & Co. was signed by Judge Knox in the Federal District Court last week. The plaintiff had charged that Remick's "Avalon" song, written by Al Jolson and Vincent Rose, was an infringement on the melody of Puccini's opera "Tosca," which copyrighted composition the plaintiff controlled.

### SAM FOX ON VISIT TO NEW YORK

Sam Fox, head of the Sam Fox Publishing Co., Cleveland, Ohio, arrived in New York quite recently. Mr. Fox has just completed a trans-continental tour covering the larger trade centers of the United States, including many points in Pacific Coast territory. He is completing

plans for an Eastern publicity campaign on the current Fox successes, but returned to Cleveland in time for the holidays.

The new publishing firm recently organized by Albert Von Tilzer has been named the A. V. T. Music Pub. Co. Neville Fleeson and Seymour Brown are associated with the concern.

# IN MAYTIME

( I LEARNED TO LOVE )

By **JACK SNYDER**

BAND  
OR  
ORCHESTRA  
**25¢**


*Pronounced by  
critics to be  
The MOST  
BEAUTIFUL  
WALTZ  
BALLAD  
EVER  
WRITTEN*

Published by **THE HOUSE OF MASTER COMPOSITIONS**  
**JACK SNYDER INC.**  
1658 BROADWAY, NEW YORK.



See Advance Bulletin  
FOR  
RELEASES  
ON THIS  
Big Selling Blues Hit  
and Order on Your Favorite RECORD

**"Arkansas Blues"**  
*Classic Blues* *A Down Home Chant* *Snappy Joddlle*  
**Player Rolls, Sheet Music & Records**



FRANCES CLIFFORD MUSIC CO.  
"Publishers of Real Songs"  
KIMBALL HALL  
CHICAGO, ILL.

**A NEW WALTZ SONG SUCCESS**

"In Maytime" Being Used Extensively by Vaudeville Singers and Orchestras

Jack Snyder, the author, composer and publisher, who some time ago opened offices at 1658 Broadway, New York City, and who is responsible for such songs as "Frankie" and "In Maytime," has been receiving many letters and telegrams of congratulation on the success of his catalog, and particularly "In Maytime," in waltz form.

Among the vaudeville stars who are singing "In Maytime" is Sophie Tucker, now appearing on the Keith circuit. The reception of the number would indicate that others will quickly take it up. In the orchestra field there are many organizations featuring this number in dance form. Recently

Jack Snyder received a letter from the King's Favorite Syncopators, of Jersey City, N. J., in which "In Maytime" was shown to be a big favorite.

The sales of this recent addition to the Jack Snyder catalog have been steadily mounting and show indications of its becoming one of the

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Wile
Night Letter	N L

**WESTERN UNION TELEGRAM**

NEWCOMB CARLTON, PRESIDENT      GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

921 DEC 28 PM 10

A689G 31 COLLECT 2 EXTRA NL  
JOHNSTOWN PENN 28

EDDIE ROSS  
MANAGER JACK SNYDER MUSIC PUB CO 1658 BROADWAY NEWYORK NY  
SONG MAYTIME A BIG SUCCESS IN JOHNSTOWN BEST SONG EVER SUNG IN MY  
ACT THIS LAST HALF IN SHERIDAN SQUARE THEATRE PITTSBURGH OTHER  
ROUTE WILL FOLLOW BEST WISHES  
KUBLICK MONTE CARLO.

If none of these three symbols appears after the check (number of words) this is a telegram. Other-wise character is indicated by the symbol appearing after the check.

One of the Many Telegrams Sent Jack Snyder Music Pub. Co.

most successful waltz ballads of many seasons in the theatre and in the home.

**"ARKANSAS BLUES" A HIT**

Western Number Proving One of the Successes of the Season

"Arkansas Blues," described as a down-home chant, and which is published by the Frances Clifford Music Co., Chicago, Ill., is fast establishing a record for a number of its type. For a period of months it has been one of the most successful of the novelty song and instrumental numbers. Generally speaking, the life of a "blues" number is quite short, but such is not the case with "Arkansas Blues." It is apparently easy to sing and as it is featured extensively in theatres, cabarets, dance halls, amusement parks, etc., its sales should be quite large during the present season.

The writer of the number, Spencer Williams, in describing it, said:

"The melody of 'Arkansas Blues' is similar to the chant of the Voodoo doctors at a time when they are indulging in their witchcraft dances." Mr. Williams, by the way, is the writer of other successes, as "Royal Garden Blues" and "Tishomingo Blues," and the Frances Clifford Music Co. will shortly release his latest number, entitled "The Mississippi Blues."

Nature makes no allowance for a man who lies down; he must face the music.

**MUSIC PUBLICITY OF MANY USES**

Advertising Material Prepared by Leo Feist, Inc., Found Available for Use of Talking Machine Dealers in Window Displays, Etc.

During the past year Leo Feist, Inc., has issued much of its advertising material in a form which allows it to be used in many ways, all of which, however, carry the same idea on any individual song title. This includes the material for window strips, counter display, material for the band and orchestra field and for trade papers. Smaller reproductions embodying the same idea have recently been used by many of the salesmen, song pluggers and others in the company's employ as a "back-up" on their personal cards.

Invariably the Feist advertising material can be most appropriately used by the talking machine record dealer, the player roll retailer or by those handling sheet music. In this manner special material need not necessarily be issued for any particular record, roll, etc., but the same material can be used advantageously in any one of these fields or in all of them.

The Feist active sellers are invariably announced in The World, the material usually ap-

**NEW MUSICAL COMEDY**

Crown Music Co. Publishing Score of "Up in the Clouds," Now Playing in New York

"Up in the Clouds" is the title of a musical comedy which opened at the Lyric Theatre, January 2. The production had quite an extensive run in Chicago, following which it appeared on the road. Jos. M. Gaites is the producer and the book is by Will B. Johnstone, with music by Tom Johnstone. The Crown Music Co. has the selling rights for the music.

**DEATH OF CAMILLE SAINT-SAENS**

Camille Saint-Saëns, the noted French composer, died suddenly in Algiers, Africa, on December 16. He was born in Paris in 1835, and at the age of two and a half years was able to play the piano. He began the study of music at an early age under the leading teachers, devoting himself to the piano and organ, and eventually became a prize-winner in the Conservatoire. His first symphony was written and performed when he was seventeen years old.

The compositions of Saint-Saëns which are familiar to American audiences are legion and cover every line of composition—opera, symphony and piano numbers, for Saint-Saëns was a great pianist as well as a great composer.

pearing in a strip across three columns at the top of the page. Many dealers have extracted these strips and made use of them for display

**WABASH BLUES** "You can't go wrong with any Feist song!"

A SNAPPY BIT OF SYNCOPATION  
AS GOOD AS THE FAMOUS  
"WANG WANG BLUES"

ASK TO HEAR IT

**Ten Little Fingers and Ten Little Toes** "You can't go wrong with any Feist song!"

A "Peach" of a song!

ASK TO HEAR IT!

Two of the Striking Feist Cards purposes when the particular number was released in record form. Where larger space is not available this smaller size, naturally, can prove of value.





Snow - flake, Snow flake, leave the sil-ver sky for my sake, —

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

# SNOWFLAKE

HEAR IT NOW *The HIT From The Greenwich Village Follies 1921*

## SURVEY OF CONDITIONS IN THE RETAIL FIELD IN AKRON

Reports From Leading Dealers Show Marked Increase for 1921 Over Previous Year—Big Holiday Trade Inspires Confidence That 1922 Will Make a Satisfactory Showing

AKRON, O., January 5.—A survey of the retail music industry this week by a representative of The World disclosed that, without exception, every dealer enjoyed a very profitable business during the holiday season and in many instances the volume of sales was beyond their expectations. Another encouraging report, which is putting the industry on a better footing, is the fact that collections have improved in the past four weeks almost 25 per cent and that sales are, in a large majority, for cash instead of instalments.

Double the volume of business of 1920 was done the past year by the A. B. Smith Piano Co., according to Ernest E. Smith, manager of the company. "Our books show that twice the number of pianos and talking machines were moved during 1921 as in the year previous," said Mr. Smith. Continuing, he declared that the piano and talking machine business is steadily improving and he predicts a busy Spring for the retail music trade of the Akron district. He expressed himself as being highly pleased with the improvement in collections the past four weeks, which change is attributed to the revival in the rubber industry and the relieving of the unemployment situation, hundreds of workers having returned to their jobs since the middle of December. Talking machines moved well the three weeks prior to Christmas and records held their own. Small goods helped swell the volume of holiday trade.

George S. Dales, of the George S. Dales Co., Victor dealer, said this week that the holiday talking machine business was beyond expectations this year and that much more merchandise was moved than he anticipated. He declared that there was practically no business on cheaper-grade machines and that sales in his store were confined to merchandise from \$100 up. "Taking the holiday business as a whole, it was 50 per cent better than a year ago," said Mr. Dales.

Phenomenal record sales characterized the holiday business at the Windsor & Poling store, another Victor store, according to Earl Poling, of the firm. He said that the business the day prior to Christmas was so heavy that it was almost impossible for the augmented sales force to handle the crowds.

J. A. Perry, well-known music dealer at New Castle, Pa., has taken over the entire stock formerly owned by John C. Rote, bankrupt, 30 East street, and will dispose of same at a sale. The stock includes a varied line of talking machines and records. Mr. Perry has been connected with several New Castle music firms.

Thomas B. Johnson, formerly manager of the Union Piano Co., Akron, has joined the sales force of the A. B. Smith Piano Co. This is the first addition to the sales force of this music house for many months and is an indication that

business is on the up-grade, according to Manager Ernest Smith.

Business in the music department of the M. O'Neil department store, largest Akron department store, was of a very satisfactory volume during the holiday season, William H. Corcoran, merchandising manager, said this week. The talking machine sales were ahead of last year and records held up amazingly well for three weeks prior to Christmas.

### DEALERS INSTALL EQUIPMENT

Report by Van Veen & Co. Indicates That Dealers Plan Lively Campaign for Business

Van Veen & Co., Inc., New York City, report that a large number of dealers are planning to increase their facilities during 1922. Leon Tobias, secretary of the company, is spending much time in and out of town calling upon the various dealers and co-operating with them in planning these improvements. A. L. Van Veen, president of the company, states that the recent installation in the talking machine department of the James A. Hearn department store, New York City, is exciting considerable comment, because of its exceptional soundproof qualities.

## THE INFLUENCE OF GREAT MUSIC

"Great music is a physical storm, agitating to unimaginable depth the mystery of the past within us. Or we might say it is a prodigious incantation, every different instrument and voice making separate appeal to different billions of prenatal memories. There are tones that call up all the ghosts of youth and joy and tendencies. There are tones that evoke all phantom pain of perished passion. There are tones that resurrect all dead sensations of majesty and might and glory—all expired exultations—all forgotten magnanimities. Well may the influence of music seem inexplicable to the man who idly dreams that his life began less than a hundred years ago! But the mystery lightens for whomsoever learns that the substance of self is older than the sun. He finds that music is a Necromancy; he feels that to every ripple of melody, to every billow of harmony, there answers within him out of the Sea of Death and Birth some eddying immeasurable of ancient pleasure and pain.

"Pleasure and pain: They commingle always in great music, and therefore it is that music can move us more profoundly than the voice of ocean or than any other voice can do. But in music's larger utterance it is ever the sorrow that makes the undertone, the surf matter of the Sea of Soul. . . . Strange to think how vast the sum of joy and woe that must have been experienced before the sense of music could evolve in the brain of man!"—Lafcadio Hearn.

## THE BEST BLUES SINGERS and NEGRO SPIRITUALS

Are to Be Found Only on

# Black Swan Records

*Ethel Waters  
Alberta Hunter  
Katie Crippen*



*Lucile Hegamin  
Lula Whidby  
Carroll Clark*

## Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.



# HAPPENINGS IN THE DOMINION OF CANADA

## APPRECIATION OF RECORD MUSIC GROWING IN TORONTO

Musical Clubs and Literary Societies to Be Followed Up by Dealers—Figures on Male and Female Purchasers—Edison Artists Heard—Canadian Plant of General Phonograph Corp.—Recent Visitors

TORONTO, ONT., January 2.—The talking machine trade should not overlook the important fact that musical clubs and literary societies are doing a great deal to stimulate and create a demand for all that is up to date and best in music. Although they have no thought in regard to the commercial aspect, they nevertheless are the mand for all that is up to date and best in music. music trade that would not otherwise be spent with it. The reason for this is that through them the influence and power of music is being taught and understood. As a consequence, there is an ever-increasing and steady demand for talking machine records, vocal and instrumental selections and publications, which should not escape the notice of music dealers, whose encouragement and hearty co-operation would result in benefit to both parties.

Mrs. Christine Frederick, director of the Applecroft Experiment Station, Greenlawn, L. I., in an address recently before the Advertising Affiliation Convention in Hamilton, Ont., stated that only 24 per cent of the talking machines bought were purchased by men. This would mean, therefore, that women do the bulk of the buying, the percentage being 76 per cent.

C. J. Pott, of the General Phonograph Corp., reports a much brighter outlook from all quarters, and that plans are now being made for a greatly increased production of motors and tone arms during the Winter and Spring at the Kitchener factory.

Recent visitors to the Canadian headquarters of the Columbia Graphophone Co. were L. L. Leverich, advertising manager at the New York office, and T. H. Johnson, of the George Batten Advertising Agency. Mr. Pratt, of the New York office, also called on the Toronto Columbia dealers recently.

An event in the trade in Ottawa was the personal appearance recently of several Edison artists in a special demonstration of re-creation qualities in the Edison instrument. This stunt has been featured in many cities, but it was staged in fine style in Ottawa through the initiative of Arthur Mandy, Ottawa branch manager of R. S. Williams & Sons Co., Ltd., in having the soloists at the luncheon of the Rotary Club of Ottawa on the same day as the public concert and in making a speech on the subject of the origin of the phonograph before the club luncheon.

H. S. Berliner, proprietor of the Compo Co., of Lachine, Que., recently renewed his contract to personally supervise the manufacture of the material and the pressing of Starr-Gennett records for the Starr Co. of Canada, in connection with which W. D. Stevenson, of the latter company, recently met Mr. Berliner here.

Arthur B. Pollock, of the Canadian Division of the General Phonograph Corp., and in charge of the Canadian factory at Kitchener, when seen recently in Toronto was enthusiastic over the quality of the motors being produced in Kitchener, and also over the production facilities at the plant. With modern equipment, a large, thoroughly trained staff and experienced engineers and inspectors, the output of motors for 1922, Mr. Pollock feels confident, will, in point of both quality and quantity, be a credit to Canadian manufacturing enterprise.

John A. Croden, president of the Starr Co. of Canada, Ltd., London, recently visited dealers in the Western provinces. He was accompanied by Mrs. Croden, who, unfortunately, was hurriedly called home owing to the serious illness of her mother.

An intelligent, living counterpart of "Nipper," the His Master's Voice dog, trots sedately back

and forth in a Western talking machine store with a monthly record supplement in his mouth. He courteously presents the booklet to customers entering the store.

With the addition of Roy Howells to the selling staff of the Sun Record Co., distributor of Apex records, the Howells family can truly be called a musical family.

J. W. Nichols, who is well known in the talking machine trade through his dealers' service and promotion work for His Master's Voice, Ltd., has joined the staff of the Musical Merchandise Sales Co. in the same capacity. Mr. Nichols has already taken up his new duties and will devote all his time to co-operating with

## HOLIDAY SALES IN MONTREAL WERE ABOVE THE AVERAGE

Prices, However, Were Very Elastic, an Evil Which Should Be Remedied—Julien & Co., Ltd., Assigns—Recent Edison Tone-tests—Wm. Lee's Great Columbia Sales—Month's News Budget

MONTREAL, CAN., January 3.—Christmas talking machine sales this year were excellent, and why shouldn't they be? Never before in the history of the industry has so much newspaper advertising been used by the manufacturers, and this was largely supplemented by the retail dealers, and in addition talking machines were offered at any old terms. Montreal is situated a little differently than most cities inasmuch as the English population caters more to gift-giving at Christmas than the French citizens, who observe New Year's Day as a day for exchanging presents. So the dealers get the benefit of both weeks.

Nora Bayes, the well-known Columbia artist, played a week's engagement at His Majesty's Theatre. Her appearance in person was certainly profitable for Columbia dealers, who cashed in largely on the sale of her records.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., recently advertised the Aeolian-Vocalion as follows: "While not the best-known phonograph, the Aeolian is positively the best of known phonographs to-day. It stands without a peer in the phonograph world."

New firms registered in Montreal include the Artrola Co., manufacturer of talking machines.

The first community Christmas tree ever put up in Montreal was placed in Dominion Square on Christmas eve and a community sing of Christmas songs and carols was held. Brown's Talking Machine Shop as usual supplied the Magnavox.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., has received its first shipment of English records made by the Aeolian Co., of London, Eng.

C. J. Pott, Canadian manager of the General Phonograph Corp., Ltd., Toronto, was a recent visitor to this city in the interests of Heineman and Meisselbach motors and tone arms. He reported improved business conditions in the Prov-

Brunswick dealers by preparing all sorts of dealer helps and in helping solve these retail problems. He has had a wide experience in both wholesale and retail talking machine work in the West as well as here in the East.

W. F. Hitchcock, proprietor of the Phonomotor Co., Rochester, N. Y., and maker of the Hitchcock patented electric drive and automatic stop for talking machines, finds that business conditions in Canada, as far as his line is concerned, are picking up more quickly than those in the United States.

With the co-operation of the Liberal-Conservative Association, which installed a telegraph and receiving station in the Ryrie Building, where Sonora offices are located, I. Montagnes & Co., Canadian distributors, announced the recent Dominion election returns from the Sonora offices through the Magnavox and the Sonora. The results were plainly heard for some blocks distant.

ince of Quebec, which he found to be confirmed by the observations of other business men in Montreal.

Phinney's, Ltd., Halifax, N. S., brought to that city recently Edison tone test recital artists Miss Leola Lucey, Adrien Freiche and Raymond Barry. It has always been the custom of this firm to issue invitations for these annual events, but this year the public was invited to attend, all that was necessary being to ask at their store for tickets. The recital was held in the Majestic Theatre.

W. B. Puckett and F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, and A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., Chicago, visited Montreal the middle of last month.

The stork recently visited the home of W. W. O'Hara, of W. W. O'Hara, Ltd., Columbia dealer, and deposited therein a bouncing baby girl.

Eugene Julien & Co., Ltd., Quebec, have made a voluntary assignment. The assets of the firm are \$1,300,000, while the liabilities are said to exceed a million dollars. The failure is ascribed to difficulty of collections, reduced sales and loss on heavy stock. The firm deals in talking machines, musical merchandise, sheet music, pianos, automobiles, furniture, agricultural implements and vehicles of all kinds.

The appearance in Montreal of Harry Lauder, exclusive Victor artist, stimulated the sale of this artist's records. The demand for the new double-faced ones of his recording was considerably stimulated.

In connection with the recent Edison tone test recital held in the Ritz-Carlton Hotel under the auspices of Layton Bros. this firm ran a photograph of the event in the leading newspapers showing the large and fashionable audience present, and they are to be congratulated upon providing a recital of such high artistic merit.

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 66



An attractive display inaugurated by Wm. Lee, Ltd., paraded the main thoroughfare featuring a freight car of Columbia Grafonolas, numbering 130 cabinet models. Mr. Lee, the president and managing director, was most emphatic in his statement that this carload of \$10,000 of Grafonolas would be sold within ten days—and they were.

V. Sgroi, Columbia distributor, had a similar parade featuring the sale of a carload of Columbia Grafonolas and likewise was most enthusiastic as to the disposal of the same within a very short period.

Christmas clubs were all the rage during December, and from what we can learn all makers participating in the same reaped the benefit of an increased volume of sales.

**TRADE GLEANINGS FROM WINNIPEG**

**Melotone Co. Makes Offer of Preferred Stock—Masterpiece Co. Incorporated—Incident Which Shows the Extent of Talking Machine Popularity—How Calgary Dealer Builds Trade**

WINNIPEG, MAN., January 5.—The Melotone Talking Machine Co., of this city, which for the past six years has been engaged in the manufacture of talking machines, is offering to the investing public of the Province \$50,000 of 8 per cent preferred stock.

The Fowler Piano Co., which has been established for some years at 432 Main street, is moving to splendid, large, new quarters at Portage and Edmonton streets.

The Child & Gower Piano Co., Regina, Sask., is specializing in Columbia Grafonolas and Brunswick phonographs.

Mr. Johnson, of the Mason & Risch Regina store, reports that they carry so complete a supply of His Master's Voice records that they could easily arrange classified selections for use in almost any sort of a lecture-recital on short notice.

W. G. F. Scythes & Co. tendered the music lovers of Regina a phonograph concert at the City Hall auditorium recently which was greatly appreciated by the many who attended. The phonograph used was a New Edison. Miss Helen Newitt, soprano, Miss Virginia Powell, reader, and Miss Whitaker, violinist, helped to make the event a success.

The Masterpiece Music Co., Ltd., 519 Burrard street, Vancouver, B. C., has incorporated for \$40,000, taking over the business of the Masterpiece Phonograph Co.

The manner in which the talking machine has penetrated into the remotest country districts of our Canadian West is indicated by this item in one of the Edmonton papers: "A young woman called at the warerooms of a music dealer in Saskatoon to see some talking machine records. She mentioned that her home was two hundred miles from the railroad, and that she had come to the city by motor car. The dealer, naturally, began to show her some of the newer and more popular records. She was not particularly interested. 'We have that one,' was her invariable remark. After inquiry the dealer learned that the family received every month the catalog of one of the leading manufacturers, and purchased the records largely by mail order."

A Calgary, Alta., phonograph firm watches for wedding announcements of daughters of its regular customers. To the recent bride goes a letter calling to her attention the fact that her family has been a customer of the store for many years and that they offer the same service to her. Of course, they close the letter by inviting her to open an account, and store statistics prove that many of the brides thus invited do so.

Claire Dux, soprano of the Chicago Opera Co. and Brunswick artist, was one of the soloists at a morning musicale in the Waldorf-Astoria Hotel in New York City last week.

**BUFFALO DEALERS ARE OPTIMISTIC**

**Business Steadily Improving, With Better Prospects in Sight—G. W. Peace Resigns—Victor Dealers' Association Honors Victor Artists—The Enterprise of Oliver E. Dake**

BUFFALO, N. Y., January 9.—It is with a hopeful spirit that the talking machine dealers here are looking forward to 1922. The impetus derived from Christmas trade provided them with considerable encouragement, after a year that had been rather a dull one.

Business here is still improving, with better prospects in sight. Industrial conditions are very much better than they were a few months ago and there is a greater plentitude of ready money. Record business picked up considerably, also, during the holiday season. Popular syncopated numbers went rapidly. The record business was still continuing strong after Christmas.

G. W. Peace has announced his resignation from the Columbia branch office here, where he has been assistant branch manager. The resignation takes effect January 14. Mr. Peace is not announcing his future plans at the present time.

In honor of John Steel and Walter C. Kelley, Victor artists, who were appearing that week at Shea's Theatre here, the Victor Dealers' Association of Western New York held a luncheon at the Hotel Iroquois on December 30. C. E. Siegesmund, president of the Association, presided at the luncheon. Among those present were Curtis N. Andrews and O. L. Neal. Covers were laid for about thirty members of the Association.

The Columbia carload sales which have been held in this vicinity have proven very successful. In frequent cases it is reported Grafonola sales mounted to the 100 mark. Much enthusiasm is reported from the places where the sales were held.

The Brunswick branch here reports a good business in records during the holiday season. Among the popular numbers that are going well are the "Wabash Blues" and "Canadian Capers." The Brunswick operatic records are growing rapidly in popularity here, according to reports at the branch office.

T. R. Tracy, who has been connected with the Columbia branch here as city representative, has tendered his resignation, effective January 1. He is succeeded by Milton H. Batz.

Oliver E. Dake, Brunswick dealer at Springville, N. Y., and also proprietor of a moving picture theatre in that town, recently combined his two lines so as to feature the Brunswick. He held a special "Brunswick Day" at the theatre, when a fine program of movies was shown and an exhibition given of the qualities of the Brunswick. Admission was free. His move proved a great hit, large crowds attending the theatre from whom he got a long list of prospects.

**OUR FOREIGN CUSTOMERS**

**Interesting Figures Showing the Leading Importers of Talking Machines, Records and Supplies in Foreign Countries**

WASHINGTON, D. C., January 9.—Details of the statistics relative to exports of talking machines, records and accessories from the United States during November, 1921, issued by the Department of Commerce, which appear elsewhere in this issue of The World, show that Canada was the leading importer of talking machines, its purchases possessing a value of \$73,918. Mexico was second, with imports valued at \$13,194, and Australia was third, with imports valued at \$8,169.

Canada was also the leading importer of records and accessories, which were valued at \$80,196. Argentina was second, with imports valued at \$7,499, and Mexico was third, with imports valued at \$6,221.



## Announcing

**the first successful application of wood as a diaphragm in the phonograph reproducer**

### THE VIOLIN SPRUCE DIAPHRAGM

The Violin Spruce Diaphragm will earn acceptance as the greatest step in the tonal development of the phonograph.

It has been brought to the stage of commercial possibility under the supervision of the world's leading authority on acoustics. The application of the same scientific principles as applied to the forming of a violin top results in tone reproduction of a

quality that is unattainable with any mica or fiber diaphragm.

So strikingly favorable is a comparison demonstration that the sale of a Violin Spruce Diaphragm almost invariably follows.

This diaphragm is adaptable to any well-made phonograph; interchangeable with any reproducer; unaffected by atmospheric conditions.

**Retails at \$15. Sold only through dealers and distributors. If your distributor cannot supply you—order direct.**

## The DIAPHRAGM Co.

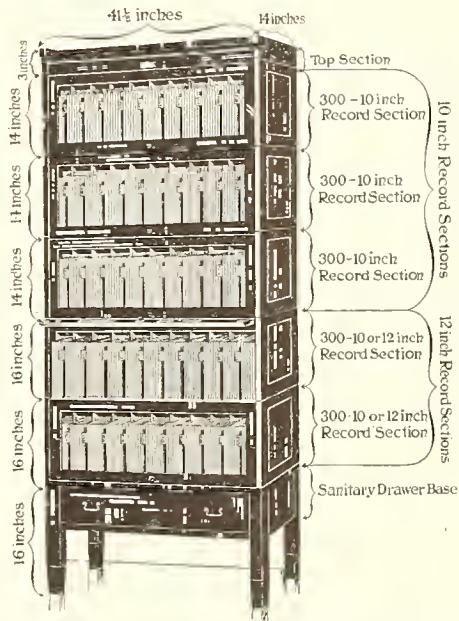
CLEVELAND



# Improve Your Service AND Increase Your Sales

## By Equipping With The OGDEN "UNIT" or Sectional System

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



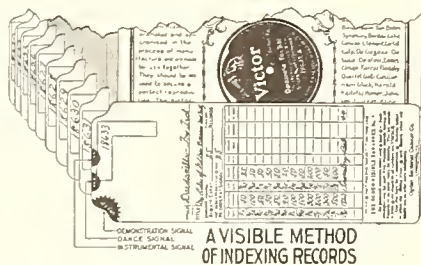
Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes .....\$59.25

### Quar. Oak, Mahogany and Enamel Finishes

- Ship us via: FREIGHT— EXPRESS—
- Top or Crown Section No. 1.....\$4.00
- Record Section No. 1 (holds 300 10-inch and 12-inch records)... 9.75
- Record Section No. 31 (holds 300 10-inch records) ..... 9.75
- Base No. 1 with Locking Accessory Drawer ..... 6.50
- Base No. 1 without Accessory Drawer ..... 5.50
- Finish Wanted .....



Visible Tab Indexes No. 2

Extend in front of your Records with EVERY RECORD NUMBER ALWAYS VISIBLE and INSTANTLY ACCESSIBLE.

You can't afford to continue a BLIND system when you can save one-half your time and give much improved service by using OUR VISIBLE METHOD, which is Guaranteed to Increase Sales. 10- and 12-inch sizes (any quantity) at \$14.00 per M. Complete catalogue with reduced prices on Filing Cabinets, and Catalogue of Stands and Service Tables mailed upon request.

**Ogden Sectional Cabinet Co., Inc.**  
Lynchburg, Va.

See pages 53 and 133

### FAREWELL DINNER TO H. C. ERNST

Staff of New York Talking Machine Co. Honors Former Sales Manager—Presents Him With Cigarette Case as a Mark of Esteem

H. C. Ernst, former sales manager of the New York Talking Machine Co., Victor wholesaler, was the guest of honor at a farewell dinner given by the members of the executive sales staff of this company in the Blue Room of the Hotel McAlpin on January 4. Mr. Ernst recently resigned from this position to become vice-president and general manager of Paul Whiteman, Inc., which has opened offices at 156 West Forty-fifth street, for the purpose of furnishing musical entertainment for all professional and social purposes. Twenty-one members of the staff of the New



Those Present at Dinner Given to Mr. Ernst

York Talking Machine Co. were present at the dinner, and as a token of their esteem and affection they presented Mr. Ernst with a handsome cigarette case. Charles B. Mason, assistant sales manager of the company, presided as toastmaster, and after the banquet was over the party adjourned to the Palace Theatre, where boxes had been reserved. Mr. Ernst's resignation is

regretted by the members of the staff, but their best wishes go with him to his new position.

### VICTOR ARTISTS SCORE IN JAPAN

Mischa Elman and Mme. Schumann-Heink Achieve Triumphs During Their Recent Concert Tours in the Land of the Nipponese

It is generally understood that the Oriental's conception of what constitutes good music differs materially from that of the Occidental and vice-versa, and that for an American or European artist to attempt to win favor among the natives in the Orient with European or American music is likely to prove a mistake.

The recent visits of Mischa Elman, the noted

an artist can give them. They are in every way equal to the finest audiences I have played before on any American or European stage.

"Substantially the same thing is true of Mme. Schumann-Heink's concerts—which the quiet and undemonstrative Japanese took at their full artistic value.

"The Japanese do not care for what is artistically imperfect or insincere; they will not have it, they will not tolerate its presence. All must be perfect in technique; must embody sincere human feeling; must, in short, touch life into responsiveness.

"Therefore, when we tell you that, immediately after the concerts of these two great Victor artists, Japanese dealers in Victor products were literally swamped with orders for their Victor records, you will agree with us that high tribute has been paid not only to the genius of Mischa Elman and to Mme. Schumann-Heink, but also to the innate quality and the supremacy of the products that we are proud to manufacture and you to sell."

The wonderful response accorded these artists on their tours is indicative of the progress of American music in Japan and the splendid opportunities for developing the talking machine trade in that country.



Mischa Elman Surrounded by Enthusiastic Tokyo Dealers

violinist, and Mme. Schumann-Heink to Japan, however, and the wonderful receptions accorded those artists by the Japanese has shed a new light on the progress of the Japanese, at least in matters musical as we understand them. The results of the tours are set forth as follows in The Voice of the Victor:

"The tours of both of these artists were something more than ordinary 'successes.' They not only drew audiences, but they drew audiences of high responsiveness.

"Few except the most far-seeing American manufacturers and merchants know the eager curiosity with which Japan looks upon the Western world. It is not a curiosity born of ignorance, but one which has grown out of an appreciation of the arts developed through centuries, and pursued to a degree of connoisseurship hardly known in the Western world.

"Hear Elman himself. When he gave his first Japanese concert he said: 'Do these people really appreciate my music or do they applaud because they think it is the proper thing to do?' He gave his own reply before leaving Japan when he said to the same person: 'I am convinced that these people appreciate the very best

### INVENTION ATTRACTS INTEREST

Several members of the local trade have expressed keen interest in a new invention recently completed by Hugo Schroeder, who has perfected several improvements in the automobile field. Mr. Schroeder's invention, when attached to a talking machine, will play from one to twelve records consecutively, or will repeat the whole or a part of any record. The invention is noteworthy for its simplicity, as it is controlled entirely by two buttons and does not mar or injure the cabinet in any way. After each record is played it is thrown off automatically, and the succeeding record is placed on the turntable ready for playing.

### A. H. CURRY BACK AT DESK

A. H. Curry, vice-president of Thos. A. Edison, Inc., returned to his desk at the Edison headquarters in Orange on January 2, after being confined to his home for some time by illness.

The smooth running of a business depends on the absolute co-ordination of its every part.



**EDISON SCHOOLS FOR SALESMEN**

Schools in Twenty-two Different Cities of Country to Be Conducted During Period From February 20 to May 20 for the Benefit of Retailers and Their Sales Staffs

Plans for an elaborate series of Schools for Salesmen, to be conducted in twenty-two cities of the country and covering a period of nearly three months, are now in preparation by Thomas A. Edison, Inc. The first school will open in Philadelphia on February 20, and will last for a week, and simultaneously will open in Boston and continue for the same period. The local arrangements for the schools are in charge of Edison jobbers in the various localities, and those who attend will include dealers as well as the members of their sales organizations.

The instructors elected for the schools will be Dr. Benjamin W. Robinson, loaned for the purpose by the Carnegie Institute of Technology, Pittsburgh, and Dr. Paul N. Stinchfield, a graduate of the Carnegie Institute. The lecturers will be William Maxwell, vice-president of Thos. A.

Edison, Inc., who will spend three days at each school and lecture on the various phases of salesmanship, and Eugene Lockhart, the noted actor, composer and writer, will also spend three days at each school alternating with Mr. Maxwell, and teach the essentials of deportment, manner of speech, refinements of carriage, etc. One day at each school will be devoted to a round-table discussion for dealers on various business questions. At the present time 1,500 students have already been enrolled for the twenty-two schools, and indications are that the total enrollment before the series opens on February 20 will be close to 2,500.

The schedules for the various schools for salesmen are as follows: Philadelphia and Boston, February 20-25; New York and Syracuse, February 27-March 4; Toronto and Cleveland, March 6-11; Detroit and Chicago, March 13-18; Indianapolis and Cincinnati, March 20-25; Richmond and Atlanta, March 27-April 1; New Orleans and Dallas, April 3-8; Kansas City and St. Louis, April 10-15; Des Moines and Minneapolis, April 17-22; Winnipeg, April 24-28; Seattle, May 2-6; San Francisco, May 9-13, and Ogden, May 15-20.

**G. W. LYLE ON WESTERN TRIP**

President of Manufacturers' Phonograph Co. Visiting Trade in Middle West—Several New Deals to be Announced Later

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, is at present visiting the trade in the Middle West. Mr. Lyle's itinerary calls for a visit to Indianapolis, Cincinnati, St. Louis, Kansas City, Omaha, St. Paul, Chicago, Cleveland, Buffalo and Pittsburgh.

Before leaving for the West, Mr. Lyle stated that the company's sales for December were far beyond expectations, and judging from all indications, January business will be very satisfactory. Several important additions to the company's sales staff have been made in the course of the past few weeks, and full details will be ready for announcement upon Mr. Lyle's return the end of the month.

**NEW MUSIC JOBBING HOUSE OPENED**

Richmond Music Supply Corp. Opens New Quarters in Heart of New York

The Richmond Music Supply Corp., well-known jobbers of sheet music, held the formal opening of their new quarters in the Bush Terminal Sales Building, 143 West Forty-first street, New York, on Friday, January 13, just to show that the heads of the company have no superstitious dread of the combination of Friday and 13, but rather regard the combination as a good omen.

**OUTING PORTABLE ACTIVITIES**

In a chat with The World, A. J. Coté, head of the Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing Portable machine, stated that during the past few weeks his company had established jobbers in New York, Buffalo and Davenport, Ia. Arrangements also have been completed whereby the Outing machine will be given valuable export representation, and in the course of the next fortnight jobbing arrangements will be completed with a number of prominent concerns in the leading trade centers.

**A. H. CUSHMAN'S PLANS**

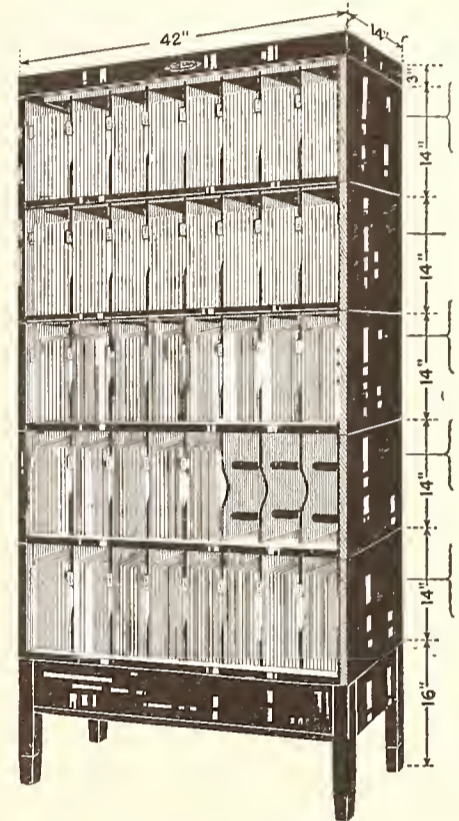
Arthur H. Cushman, formerly associated with the Regal Record Co., New York, resigned from this company's staff the first of the year. Mr. Cushman has not yet announced his plans for the future, but he has made an important connection that will be announced shortly.

Tino Pattiera, Brunswick artist and a member of the Chicago Opera Co., has been engaged for a recital which will take place at Louisville, Ky., on February 7.

**The OGDEN "UNIT" Filing and Sale System**

Is guaranteed to increase your service, as it makes every record instantly available.

A Patented Record Cabinet with soft, flat springs to support the records in an upright position (the only convenient position for handling) and prevent warping.



This is Model No. 2 and No. 62

As illustrated: Five record sections, a top and base. Holds 1,500 10" and 12" records. Costs only \$43.00.

Oak, Mahogany and Enamel Finishes

	Ship Us via:
	FREIGHT — EXPRESS —
—Top or Crown Section No. 2 only . . . . .	\$3.00
—Record Section No. 2 (holds 300 10-inch and 12-inch records) . . . . .	7.00
—Record Section No. 62 (holds 300 10-inch records) . . . . .	7.00
—Sanitary Base No. 2 with Accessory Drawer . . . . .	6.50
—Sanitary Base No. 2 without Accessory Drawer . . . . .	5.50
Finish wanted . . . . .	

**Reduced Prices on Unit Model No. 2, 150 D.D. (Not Illustrated)**

- Each Holds 2,150 10 and 12-inch Records
- OAK, MAHOGANY and ENAMEL FINISHES**
- No. 2150D.D. With Locking Wood Roll Curtain . . . . . \$85.00
- No. 2150D.D. With Spanish Leather Curtain . . . . . 75.00
- No. 1800 Without any curtain . . . . . 65.00

This high-class cabinet work costs less than carpenter work. Files the largest number of records in the smallest possible space, with every record at your finger-tips. As simple as 1, 2, 3.

New catalogue with reduced prices on all models of cabinets and catalogue of stands and service tables mailed upon request.

**Ogden Sectional Cabinet Co., Inc.**  
Lynchburg, Va.

See pages 53 and 132

**The Cabinet and Accessories Co., Inc.**

Distributors of Talking Machine Accessories

**Portable Machines**



**CIROLA in New Model**

Now ready for immediate delivery . . List Price \$35

**OUTING**

The newest portable with sound chamber album and other exclusive features  
List Price \$35

**BUBBLE BOOKS**

PRICE REDUCED  
\$1.00 Each (List Price)



Ask for Dealers' Discount

Write for our complete catalogue of all Talking Machine Accessories

**The Cabinet and Accessories Co., Inc.**

OTTO GOLDSMITH, Pres.

145 East 34th St. New York



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the fifteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## A WAY TO GET AT THE MUSICIANS

Why do not merchants try harder to sell the talking machine to singers and students of singing, as well as to other musicians? The question when asked sounds so obvious and there seems to be so very little need of asking it that the reader may wonder if, in putting it forward, we are not showing ourselves hard pressed for a subject. Yet such is not the case. For, obvious as the idea may be, the fact remains that talking machine dealers have been singularly slow to connect up their selling machinery with the musical people in their communities. Yet these musical people form a large and eminently desirable element in the buying mass, an element which ought to be encouraged, brought into the buying circle and exploited for all it is worth. As a subject to be discussed at the opening of the year, it is highly apropos.

### Repertoire and Study

The writer happens to be acquainted with a young lady who for some years has been studying the vocal art. She possesses an excellent contralto voice and most of the qualities which go to make up a successful singer. She finds, however, like many others, that one of her greatest difficulties is to keep in touch with the progress of the art as exemplified by its great exponents. In order to perfect her repertoire she finds it necessary not only to hear a great deal of music, but to be continually studying new things and working to gain the right interpretations of the great standard works. This means usually that one must engage the services of a coach, which is very expensive. Even when a singer has graduated, as it were, and is no longer a mere pupil, the need persists for acquiring a large and perfected repertoire. A singer must be letter perfect and note perfect in a great many songs, arias, recitatives, etc., and at the same time must be acquainted with the traditional method of rendering many of these that are old enough to have acquired a tradition. That is only another way of saying that the great mass of classic and operatic music suited for each type of voice, soprano, mezzo-soprano, contralto, tenor, baritone and bass, must be studied by each possessor of one of these voices, not merely as to word and music but as to interpretation, too.

The singer who cannot go on forever paying out large fees to a coach has, however, one ex-

cellent substitute. This, of course, is the talking machine. Just as soon as this fact is clearly recognized by, and demonstrated to, any singer there will be an immediate response. And in the case of the young lady to whom I have already referred the talking machine has become a truly adequate substitute for the ordinary process of coaching.

### A Practical Example

This young singer has not only a good talking machine but has gradually acquired an excellent library of contralto songs and airs as sung by such great contraltos as Clara Butt, Louise Homer and others. She has thus been able not only to learn the traditional method of rendering most of the important classic airs, such as the great solos in Handel's oratorios and in the best-known Italian operas still in use, but also of comparing one artist's rendering with another. This has been a most wonderful help to her and has enabled her to learn for herself what otherwise she would have had to pay others to tell her.

What has here been set forth as the experience of one singer has been the experience in fact of many others. But still there is comparatively very little understanding by singers of the possibilities of the talking machine. That this ignorance should exist is not very creditable to the retail merchants of the industry.

### Numbers vs. Influence

If it be alleged that the past trade apathy of which we speak has been fostered by a belief that in all probability very little could be gained by cultivating the trade of the musicians the answer is that all experience points the other way. Here is a feature of all such situations. The musical community is always a small fraction of the larger community of which it forms a part, but its influence is always out of any proportion with its numbers. Musicians, for instance, who are important enough to appear on the concert platform with concert grand pianos are very few in number, and the actual quantity of concert grand pianos made at any time is very small. Yet it is the concert grand which dominates and directs the construction of every other piano, while it is the concert grand user who advertises pianos in general to the public more effectively than any other medium does or can. The same reasoning holds good with the talking machine business.

The musicians who use talking machines as aids for study are few in number as yet, and even when the talking machine shall have become as much a feature of the vocal studio as the piano is, they will still constitute only a small fraction of the complete community. But if every vocal studio where is now a piano also held a talking machine and library of records, the talking machine would be *ipso facto* placed

in a position of superiority which it in no other way could possibly achieve. The musicians of the community would be behind it—that is what it would come to—and it would, therefore, step at once into a public position of respect and regard on the part of the whole community which it otherwise would and could not attain.

### How to Do It

Is there anything unreasonable, therefore, in the idea of a merchant setting aside a part of his advertising appropriation and of his floor space for the purpose of cultivating, obtaining and exploiting to the general advantage the talking machine trade of the musicians? There are many ways in which such a scheme might legitimately be worked out. For instance, it would be a simple matter to provide a room especially for the purpose of enabling singers to select records. This should be comfortably furnished, and contain a piano, which should be kept in tune constantly. It should be in charge of a saleswoman who knows something about music and who could, for instance, be trusted to see that the pitch of a record and the pitch of the piano were in agreement when a musician might wish to try on the piano the accompaniment to a record, as is often done. And there are many other details which will suggest themselves.

But this is not all. Suppose that each month the musicians of the community, especially vocal teachers, students, church soloists, etc., should receive lists of the extant vocal records classified for soprano, contralto, tenor, baritone, etc., for the purpose not only of showing the new things which come out each month, but also to give information and suggestions as to choice of music for the different voices. This would be a simple scheme, but most effective. It would, of course, entail a good deal of work, but the manufacturers of records are always ready to co-operate, and many of them already put out educative matter.

Similar work in the advertising columns of the newspapers, if kept up persistently, would have the best of effects. In a word, it is a question (1) of arresting the attention of vocal teachers and students of singing, (2) of demonstrating to them that the talking machine and its records are actually a genuine and authentic record of interpretation and style, and (3) of showing that the store actually possesses enough knowledge to co-operate intelligently with musicians who wish to avail themselves of the musical possibilities of the talking machine.

One could go along indefinitely in this strain, but enough has been said to outline the general idea. It need hardly be added that, given intelligent direction by the merchant and intelligent service by a trained clerk, the same idea may easily be broadened to include instrumental music and the students thereof.

## A Message To

## Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?

THE TOLEDO TALKING MACHINE CO.

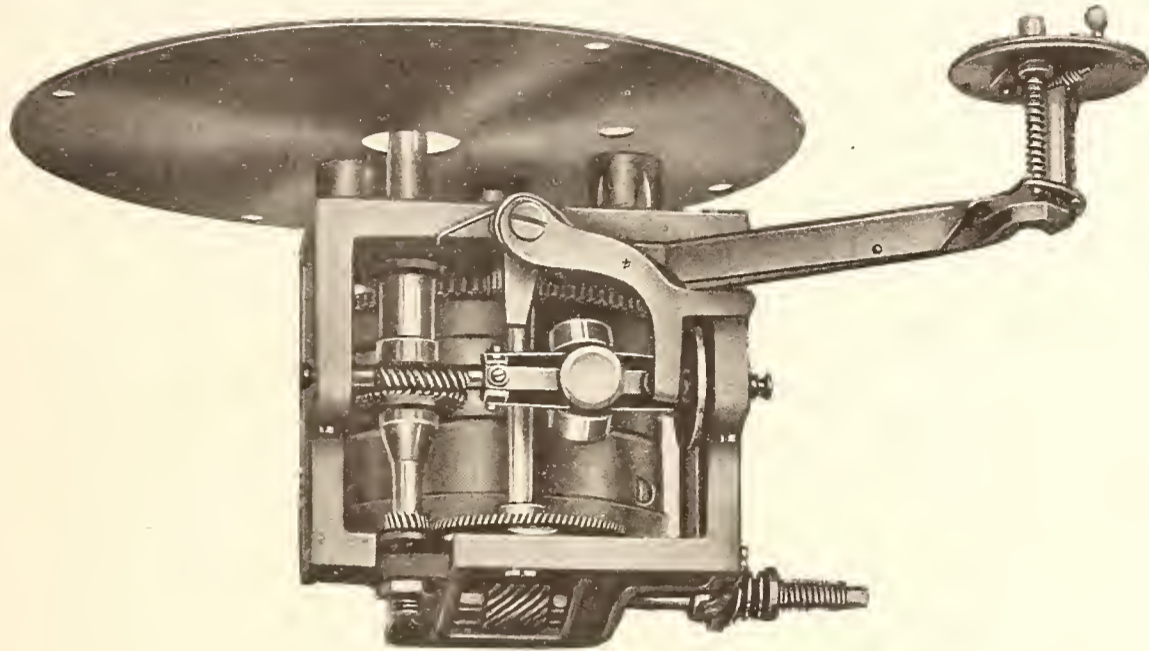
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY





## *Relativity*

**A**RT and craftsmanship in cabinet making, skill and knowledge in tonal reproduction, organization and aggressiveness in the sales department; these count for naught if the motor equipment is not as troubleless as the cabinet itself, and if it does not unflinchingly perform its function positively and so quietly as to be unnoticed.

The Stephenson Precision-made Motor for Phonographs is a product of merit with features that add a tangible sales value to the phonograph equipped with it.

**STEPHENSON**  
DIVISION  
DE CAMP & SLOAN INC.  
One Hundred and Seventy Pennington Street  
*Newark, New Jersey*





## LIVELY MEETING OF THE TALKING MACHINE MEN, INC.

Entertainment Features Overshadow Business at Monthly Meeting of Local Organization—Elaborate Plans for the Future of the Association Announced and Discussed by Members

The monthly meeting and luncheon of The Talking Machine Men, Inc., the first meeting since the joining with that body of the United Phonograph Dealers' Association, attracted about 125 members of the association and their friends, one of the biggest gatherings in the history of the organization.

During the course of the luncheon President Kurtz took the opportunity of making a list of those present and introducing them all individually. Before proceeding with the general program he announced that a new swindler of talking machine dealers had been captured. This man had made a practice of visiting Victor dealers and while a record was being demonstrated for him in the booth he would remove the Victor sound-box and substitute therefor a cheap imported sound-box of similar design. Local retailers who have suffered at the hands of the swindler are urged to communicate with Mr. Kurtz at once in order that they may appear against him in court.

The E. B. Marks Music Co. was the music publisher invited to this month's meeting, and Ed Bloedon, of the company's staff, introduced Billy Jones and Ernest Hare, well-known and successful record artists, who rendered in their inimitable manner "Down at the Ol' Swimmin' Hole" and two brand new Marks numbers, "Eddie Leonard Blues," and "Lullawanna Lullaby."

After this demonstration the Princess Watawaso was introduced, appearing in costume, and gave a very interesting talk regarding her work of interpreting Indian music and legends. The Princess also sang several characteristic Indian songs, explaining each in detail, and demonstrating several Indian dances, her work creating a decidedly good impression. It is very likely that she will be heard on numerous occasions in and about New York under the auspices of various Victor dealers, for which company she has made a number of records.

M. V. DeForeest, president of the National Association of Music Merchants, was next introduced and told briefly of what was being accomplished by the national organization for the benefit of music and talking machine dealers as a whole. He also called attention to the forthcoming convention of the various national music trade organizations in New York in the Spring,

to be preceded by a big music week celebration.

President Kurtz next introduced the several division vice-presidents, namely, L. Tylkoff, for the Columbia; V. J. Faeth, for the Victor; A. Bersin, for the Brunswick, and J. H. Mayers, for the Sonora. The several vice-presidents in turn gave their ideas of what was to be accomplished and the best way to proceed. Mr. Tylkoff particularly pointed out the growing menace offered by the price-cutter and "gyp" dealer.

The attention of the members of the association was called to the forthcoming celebration of the 125th anniversary of the birth of Franz Schubert on January 29, and they were urged to feature records of Schubert's popular compositions, as well as portraits of the composer, in their window and store displays and in their publicity.

President Kurtz announced that artists were now working on a new design for an association insignia, with a record as the basis, and that a suitable slogan to be placed thereon was much desired, suggestions being sought. It is the plan to have the insignia reproduced on decalcomania for pasting on store windows, etc.

The president also announced that several leading manufacturers had been approached with the suggestion that a certificate be issued with every machine leaving the factory, the certificate to bear the machine number, and that the advertising to the public urge that the buyer insist upon receiving a certificate with the machine to insure its being as represented.

It was also suggested that manufacturers print two list prices in their catalogs, one applying to cash sales and one to instalment sales. No action was taken on this at present.

The annual entertainment and dance of The Talking Machine Men, Inc., will be held in April, and plans are under way to make it one of the most elaborate of the series. Plans are also being considered for a big musical affair in the Fall in one of the theatres featuring the Eight Famous Victor Artists, some of the prominent recording orchestras and other artists known to the public through the medium of their records.

Among the out-of-town visitors at the meeting were S. Semels, president, and H. A. Glasser, secretary, of the Victor Retailers of New Jersey.

At the next meeting of the Talking Machine Men, Inc., to be held on February 15, the L.

Wolfe Gilbert Music Corp. will send representatives to tell of its plans for the New Year and demonstrate some of its late song successes. The rest of the session will be devoted exclusively to business.

### AN IMPORTANT "PRICE" DECISION

While Beechnut Packing Co.'s Policy Is Declared Illegal, U. S. Supreme Court Reaffirms Right of Refusal to Sell to Price-Cutters—Views of Justice Holmes, Who Dissented

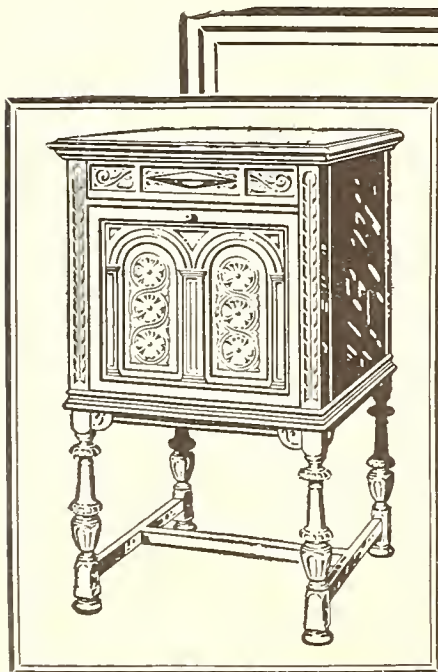
Believers in the value of price maintenance in the retail field and in the protection of trademarked merchandise have been interested in and surprised at the recent decision of the U. S. Supreme Court in the Beechnut Packing Co.'s case which, while reaffirming the right of a manufacturer, or merchant, to refuse to sell to price-cutters—in other words, goods may be withheld from those who will not sell them at the prices fixed—the court, by a five to four decision, held that the company cannot consistently, under the Sherman Act, go beyond the exercise of this right, and by contracts, or combinations, expressed or implied, unduly hinder or obstruct the free and natural flow of commerce in the channels of interstate trade. In this respect the Beechnut Co. went beyond its legal rights, according to Supreme Court Justice Day, who wrote the majority opinion, reversing the ruling of the Federal Court of Appeals, which refused to uphold the complaint of the Federal Trade Commission.

Justice Holmes, who, with McReynolds, McKenna and Brandeis, dissented from the majority opinion, in a prepared statement pointed out in part: "The ground on which the respondent is held guilty is that its conduct has a dangerous tendency unduly to hinder competition or to create monopoly. It is enough to say that this I cannot understand. So far as the Sherman Act is concerned I had supposed that its policy was aimed against attempts to create a monopoly in the doers of the condemned act, or to hinder competition with them. Of course there can be nothing of that sort here. . . . The worst that can be said, so far as I can see, is that it hinders competition among those who purchase from it. But it seems to me that the very foundation of the policy of the law to keep competition open is that the subject matter of the competition would be open to all but for the hindrance complained of. I cannot see what that policy has to do with a subject matter that comes from a single hand that is admitted to be free to shut as closely as it will. And to come back to the words of the statute I cannot see how it is unfair competition to say to those to whom the respondent sells and to the world, you can have my goods only on the terms that I propose, when the existence of any competition in dealing with them depends upon the respondent's will. I see no wrong in so doing, and if I did I should not think it a wrong within the possible scope of the word unfair. Many unfair devices have been exposed in suits under the Sherman Act, but to whom the respondent's conduct is unfair I do not understand." Justice McKenna and Justice Brandeis concurred in this view of the case.

### FILE ANSWERS IN "SUPERBA" SUIT

WASHINGTON, D. C., January 10.—The May Co. and the May Department Stores Co., both of Cleveland, O., have filed separate answers to the suits brought against them several months ago by the Schiller Piano Co., of Oregon, Ill., charging infringement of its trade-mark for phonographs and asking \$50,000 damages, according to advices received here by the United States Patent Office.

The May concerns state that the advertisements were withdrawn as soon as it was learned that the word "Superba" was used as a trade-mark by the Schiller Piano Co. They state further that no machines were sold under that name and deny that there was any intention to defraud.



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

HAPPY NEW YEAR

WE thank the trade for the good will so liberally displayed toward us. And we hope, by continuing to couple the best of merchandise with the best of service, to merit a continuance of that good will.

**Greater City Phonograph Company**

311 Sixth Ave.

Tel. Chelsea 9237

New York

**Sonora Distributors Exclusively**

for New York, Staten Island and the lower Hudson Valley



**HOW MUSIC PLAYS ITS PART AS AN AID TO THRIFT**

The Music Industries Chamber of Commerce has again taken an active interest in the annual celebration of Thrift Week, January 17 to 23,

Thrift" have been sent to dealers in all sections of the country for distribution to the public, and there have also been issued special circulars,

ment in the home, and it is emphasized that Benjamin Franklin, the great apostle of thrift, was himself a musician of no mean ability and the inventor of the harmonica, or musical glasses, now on display in the Metropolitan Museum of Art, New York.

A reproduction of the window streamer prepared and distributed by the Chamber of Commerce is presented herewith. The original is in two colors, 14x56 inches. Streamers and other material may be obtained from the Trade Service Bureau of the Chamber of Commerce, 105 West Fortieth street, New York.



Window Streamer Prepared by Music Industries Chamber of Commerce for Thrift Week

and has been carrying on a strong campaign among the members of the music industry seeking to hook up music with the thrift idea.

During the past few weeks several thousand booklets on the subject of "Music as an Aid to

posters and window-streamers for the use of the dealer in taking part in the campaign.

The idea being put across is that the purchase of a musical instrument indicates thrift and serves to make it possible to provide entertain-

Frank Steadman, proprietor of the Steadman Music House, Yonkers, N. Y., left recently for Florida for his health. Mr. Steadman's physician ordered the trip, following an operation.

**NEW WIDDICOMB RETAIL PRICES**

Widdicomb Furniture Co. Announces Reduction in List Prices of Widdicomb Phonographs—New Prices Well Received by Trade

GRAND RAPIDS, MICH., January 9.—The Widdicomb Furniture Co., of this city, manufacturer of the Widdicomb phonograph, announced this week that a new price-list of Widdicomb phonographs was ready for the trade and, according to the new price-list, this well-known line of phonographs will now retail from \$90 to \$260. This represents a special reduction in price, as Widdicomb phonographs formerly retailed from \$95 to \$300. The company states that the new prices have been made possible because of recent opportune purchases of raw materials and the further enhancement of manufacturing efficiency.

Widdicomb dealers have evinced keen interest in the new prices, and many of the dealers have advised the company that they greatly appreciated its spirit of co-operation and helpfulness in giving them an opportunity to stimulate sales at this time.

**DISCUSSES ARTO CO. AFFAIRS**

G. Howlett Davis Declares Standard Music Roll Co. Is Not Affected Except in That It Is One of the Largest Creditors of the Company

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., in commenting upon the financial difficulties of the Arto Co., Inc., the manufacturer of Arto records, said:

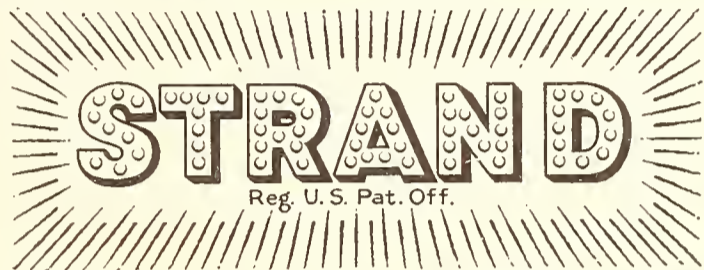
"The Standard Music Roll Co. has no relation with the Arto Co., except to the extent of being one of its largest creditors. However, any losses sustained through the Arto Co. will not seriously affect us. We are fortunate in that our firm has weathered the financial storm successfully; in fact, we are now in better position financially than ever before in the history of our business. We earnestly trust that each one of our Standard dealers is also in position to take advantage of improving conditions."

**CHAS. K. HADDON GOING ABROAD**

Charles K. Haddon, vice-president of the Victor Talking Machine Co., accompanied by Mrs. Haddon, will sail on January 28 for a trip to the Mediterranean and the Winter resorts along the Riviera. Mr. and Mrs. Haddon will probably be away several months, and their itinerary provides for a trip that should be keenly enjoyed.

**PURCHASES RETAIL STORE**

The retail piano business conducted by Brodbeck & Co., 49 Fourth avenue, Mount Vernon, N. Y., has been purchased by S. L. Schott. This company is one of the oldest established retail music concerns in Westchester County, and handles a complete line of Victrolas and pianos.



The new and better Phonograph

CONSOLE—MODEL 8  
Mahogany or Walnut  
Top, 36" x 21". Height, 34 1/2"



List Price, \$125

Costs the Dealer—Write in and Ask!

**Not a Liquidation Sale**

All Strand models represent our 1922 standardized line. All Strands new in design, built in one of the best-equipped factories in the country, at current costs. All sold to the dealer direct.

**Safe Instalment Business**

You can work up sales on STRAND product and be sure that no Tom, Dick or Harry can cut in and grab them off. No next-door competition to buck. This is the time to tie up with the Manufacturers Phonograph Com-

pany, whose recommended list prices are right, whose discounts are right, whose product is right, who sell only to representative houses, protect them against competition, and who guarantee all product fully as to design, finish, motor and other parts—all parts replaceable at any time.

**Three New Console Models**

We are now ready with three additional STRAND Consoles—at \$150, \$175 and \$200, each as correct and beautiful in design and finish and as non-competitive in value and with the same long discount as the Model 8.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a REAL profit.

"Better merchandise, lower list, and fatter discounts."

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

95 MADISON AVE., N. Y.

GEORGE W. LYLE, PRESIDENT



**PUBLIC APPRECIATES BETTER MUSIC**

**American People Beginning to Like the Classics, Declares Paul Whiteman, the Noted Orchestra Leader—Wide Jazz Craze Is Wearing Out**

Paul Whiteman and his orchestra were the subject of a very interesting article in the magazine section of the New York World on January 8, the article being written by John Wiley and telling how Mr. Whiteman came to organize his own orchestra in San Francisco and of the success won by the orchestra in Atlantic City and finally in New York. The popularity won by the Whiteman orchestra through the medium of Victor records is country-wide and, therefore, the opinion offered by that well-known conductor regarding the change of public taste in music is of unusual interest.

In this connection Mr. Whiteman is quoted as saying:

"I think the attitude of the American people toward music has changed. They like things that were formerly considered classic and fit only for opera or the concert stage. Even in the jazziest homes there is a section of the album where the red seal records are kept. I think that the phonograph and the player-piano are accountable for this. Of course, rhythm and tone are the fundamentals of jazz, yet when people hear classical music that they know set to jazz they particularly enjoy it.

"I think that the days of jazz being popular simply because it is jazz are over. It is no longer new to see a man play a trombone walking around his chair or blow a horn through his hat, or playing two instruments at the same time and simultaneously playing the traps. That sort of stuff doesn't get by any more. The novelty has worn off. They do enjoy, though, renditions of favorite composers such as Grieg, Massenet, Schubert, Chopin and Puccini. They are always popular. It is familiarity with these pieces that people enjoy.

"We were the first to start playing soft. Now that there aren't so many drunk parties as there were, this comes as a relief, because sober people don't like the blare. Of course, in scoring for dance music, the field is limited. People for some reason will not dance waltzes. Dances like the tango and the maxixe passed out a long time ago."

Mr. Whiteman smiled. "Of course, you can't tell," he said, "how long the vogue for this kind of music is going to last. The public is pretty fickle. Still we have been pretty successful." He flicked the ash from his cigarette. "Next summer we may go abroad if our contract permits." He smiled. "I guess we haven't anything to complain about," he added.

A new Edison phonograph establishment has been opened at 2412 Santa Clara avenue, Alameda, Cal., by Louise Bates.

The City News Stand, Russellville, Ark., has added a line of talking machines and records. W. G. Renfrow, proprietor, reports a good business.

**"DREAM PICTURES" IN NEW HAVEN**

**Loomis Temple of Music Attracts Enthusiastic Audiences With the Pictures Shown to Accompaniment of Victrola and Ampico**

NEW HAVEN, CONN., January 9.—The Loomis Temple of Music attracted a host of lovers of music and art to its warerooms throughout last week with the showing of the "Dream Pictures," originated and presented by Branson DeCou, which have already been described at some length in The World.

The pictures were shown each afternoon and always attracted a capacity audience, and there were special evening presentations on Thursday and Friday to take care of those who could not attend the afternoon session. The Victrola and the Ampico in the Knabe piano were used in furnishing the musical accompaniments to the pictures, of which twelve in all were shown.

The showing of the Dream Pictures was well advertised by the Loomis Temple of Music and was also given much free publicity by the newspapers.

**WINDOW PRODUCES SALES**

**Columbia Dealer in Denver Specializes on Attractive Windows—Features Economy Theme**

DENVER, COL., January 5.—The Russell Gates Grafonola Store, 633 Sixteenth street, recently prepared an effective window display that resulted in the sale of a number of Columbia Graf-

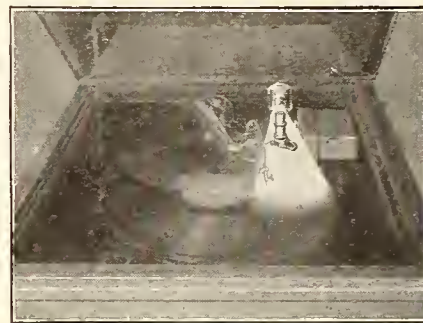


How Denver Dealer Uses Window Effectively onolas. This enterprising Columbia dealer has been taking advantage of every opportunity to place before the Denver public the fact that Columbia Grafonolas give maximum value for the money expended. Their sales and publicity campaigns have been built around this theme and the results to date have been very satisfactory.

Leopold Godowsky, pianist and Brunswick artist, will appear in concerts at Grand Rapids, Detroit and Kalamazoo, Mich., before starting his Canadian tour at Hamilton, Ont., on January 19.

**Universal Record-Lite**

Now Retail at \$2.00 Complete



**An Easy Seller**

At \$2.00 each, this handsome phonograph accessory is within the reach of everyone. It is a necessity, for it prevents scratching the record, and groping in the dark for the needle. Is beautifully finished and adds to the appearance of any phonograph. Comes packed complete with battery. Anyone can attach it in a minute.

**Helps You Sell Phonographs**

Equip your sample machines with this Record-Lite. You will be surprised at how it helps you sell phonographs. This device is fully guaranteed. Order now—don't delay.

40% Discount to Dealers

**COLE & DUNAS MUSIC CO.**  
50-56 W. Lake Street Chicago, Ill.

**SOME NEW YORK BRUNSWICK NEWS**

**E. R. Strauss Attending Conference in Chicago—E. Wolf Returns to Toronto—O. J. Miller Visits Headquarters and Tells of Factory Activities in Chicago**

E. R. Strauss, manager of the New York branch of the phonograph division of the Brunswick-Balke-Collender Co., left on Saturday for a visit to the Brunswick headquarters in Chicago, to attend a sales conference of branch managers, to be held this week. This is the annual reunion held at this time each year for the purpose of discussing business done the past year, and the preparation of policies and plans for the new year. Mr. Strauss expects to be gone for a period of ten days.

Before leaving, Mr. Strauss announced that E. Wolf, who has been covering Brooklyn territory, has resigned and is returning to his home in Toronto, Canada. Mr. Wolf was formerly with the Musical Merchandising Sales Co., Canadian distributor for the Brunswick line in Toronto, and is going back to take up the post of sales representative, which he formerly held.

O. J. Miller, assistant superintendent of the Brunswick factories in Chicago, and son of C. P. Miller, vice-president of the New York branch of the Brunswick-Balke-Collender Co., came East to spend the Christmas holidays with his parents at their home in Mt. Vernon. Mr. Miller called at the New York offices while here, and stated that the factories had been working overtime since the month of September, and that despite the night and day schedule at the plant they were unable to meet the demand, which is simply enormous.

Retail Price, \$35

**THE OUTING**

Write for Discount

The most improved Portable Phonograph ever made. A modest investment with big returns for the dealer.

Distributed by

CABINET & ACCESSORIES CO., IROQUOIS SALES CO.,  
145 East 34th Street, New York Buffalo, N. Y.

DAVENPORT PHONOGRAPH & ACCESSORIES CO.,  
Davenport, Iowa

R. C. ACKERMAN  
291 East 162nd Street, New York  
Export Representative

Desirable Jobbing Territory Open.

Manufactured by



OUTING TALKING MACHINE CO. - - - - Mt. Kisco, N. Y.





This trade-mark is a symbol of supremacy in every corner of the world.

YOU don't have to tell people what the Pathé red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathé phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathé name as big as the world-wide Pathé repertoire—as broad as the claims you can make for Pathé product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathé Phonographs and Pathé Records. And it's one asset worth more to you each time we remind the public of what it stands for—as we are regularly doing it with increased force.

\*Pathé dealers are not enjoying all the privileges of a Pathé franchise unless the Red Rooster is displayed on their windows. Decalcomanias for this purpose are supplied by Pathé jobbers or the Pathé Dealer Service Bureau to authorized Pathé dealers.



PHONOGRAPHS



SAPPHIRE RECORDS



ACTUELLE RECORDS



ACTUELLE

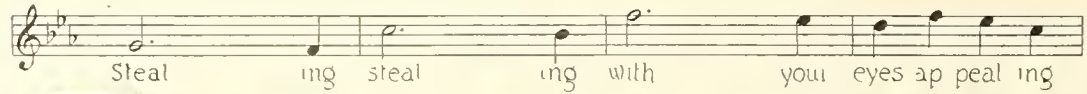


ELECTRIC MOTOR

**PATHÉ FRÈRES PHONOGRAPH CO.**

20 GRAND AVENUE, BROOKLYN, N. Y.





# STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

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

## FOUR STAGES OF BUSINESS LIFE

Benjamin H. Jefferson, of Lyon & Healy, Describes Various Stages of Business Existence in a Very Interestingly Written Article

"How to Keep a Business From Growing Old" is the title of an interesting and lengthy article appearing in the current issue of Printers' Ink. The article, which was written by Benjamin H. Jefferson, advertising manager of the enterprising house of Lyon & Healy, Chicago, compares the average business life with that of a man. He points out that the life of a business has four distinct stages, as follows: An enterprise, an established enterprise, an enterprising establishment and an establishment.

Excerpts from the article, which possesses distinct merit and will form the basis for self-analysis by wise dealers, follow:

"A young man must go forward—and so must his enterprise. A middle-aged man proceeds vigorously but with caution; so does an established enterprise. A mature man looks carefully at the risk before trying new things, and so does an enterprising establishment. And, finally, an old man is busy hanging on to what he has. And so is an establishment.

"The relation of an enterprise to youth in another direction is also most interesting. An enterprise is willing to spend itself freely. Therefore, like a young man, it must absorb energy in great waves. Nature has fixed it that every enterprise must either perish or eventually turn into an establishment. Just as in every man's life the time must arrive when he is no longer able to give out endless radiations of pep, when

he feels that he must conserve his strength, so this moment comes in a business house. But this time may be greatly retarded, and it is this fact that makes a study of the matter so well worth while. A man who is afraid of his shadow has a hard time of it; a business house that is unduly concerned with safety will quickly reach the fourth and final phase of its existence. When the business arrives where it 'won't take a chance' either on the human race, the vitality of the United States, the ability of an individual, the soundness of an idea, or the salability of goods, then the legal undertakers are near.

"In conclusion, it seems to me that a business man should hold fast to the spirit of joy in the conduct of his affairs. When office duties cease to be a pleasure, are they worth while? The bardic note should be encouraged in the visions of achievement yet to come. Enterprise for its own self, as well as for definite gains, should be treasured. Each division of the house should be viewed as embryonic, just as in the beginning. The full glory of the institution should still be visualized as something to be brought about in the years to come, as the fruition of plans conceived in happiness and brought forth in triumphant hope."

## FIRE DAMAGES BADGER CO.'S STOCK

PLYMOUTH, WIS., January 9.—The building and stock of the Badger Cabinet Co., manufacturer of talking machine cabinets here, was seriously damaged by a fire last week. The damage is estimated at \$50,000. The loss is covered by insurance.

## JOBBER'S COMMITTEE AT CAMDEN

Association Officials Confer With Company's Executives on Various Matters Connected With Merchandising of Victor Product

PHILADELPHIA, PA., January 10.—Louis Buehn, president of the National Association of Talking Machine Jobbers, together with J. Newcomb Blackman, W. F. Davisson, L. C. Wiswell and E. C. Rauth, of the executive committee of that organization, visited the Victor Co. factory yesterday for the purpose of conferring with Victor officials regarding various matters of general importance to the trade. It is understood that many matters of interest were taken up, including a discussion of the record exchange, of cabinet styles and various distributing problems.

It was felt that there were a sufficient number of matters pending to warrant a conference between the jobbers and factory officials at this time without waiting for the calling of a meeting of the full executive committee of the association.

## SAUL BIRNS TO ENTERTAIN

Saul Birns, the well-known piano, talking machine and music dealer of New York, has arranged to give an elaborate entertainment and supper to his employes and friends at the Hotel Commodore on Sunday evening, January 15. Officials of the Victor, Columbia and Brunswick companies have promised to attend the affair, which will be held in the east ballroom of the hotel.



SLIP THEM IN A



ONE HAND DOES IT ALL  
Even a Child Safely Handles Records  
Filed in a "Crip-N"



Each separate record instantly accessible. Double the capacity of other files. Mechanically simple. Easily installed in any talking machine. Improves appearance. MANUFACTURERS WHO ADOPT THIS FILE WILL COMMAND THE MARKET.

**CRIPPEN RECORD FILE CORPORATION**      **39 N. Water Street, Rochester, N. Y.**









The examples shown are by  
 1—CHENEY TALKING MACHINE CO.  
 2—CHARLOTTE CHAIR CO.  
 3—GRANBY PHONOGRAPH CO.  
 4—SONORA PHONOGRAPH CO.  
 5—THOS. A. EDISON INC.  
 A few of the many who consider "Domes of Silence"  
 Standard Equipment for Furniture

# DOMES of SILENCE

*The PERFECT Furniture Footwear*

Best for all furniture except Refrigerators and Pianos. They improve the appearance of furniture and save furniture, floors and rugs. Their use means satisfied customers.

HENRY W. PEABODY & CO.  
 17 STATE STREET NEW YORK CITY  
 Domes of Silence Division

*Specify* **DOMES of SILENCE**  
*A mark of BETTER Furniture regardless of its cost* F15

*What we say above about Furniture applies also  
 to Phonographs*



**A violin solo by Duci de Kerekjarto stands out conspicuously in the Columbia list for February as a winner, Moszkowski's "Serenata." Kerekjarto and his violin prove to be veritable spellbinders in this record. Columbia 79749.**

**Columbia Graphophone Co  
NEW YORK**



**PRONOUNCED ACTIVITY PREVAILS IN BALTIMORE TRADE**

**Holiday Trade Exceeded Expectations—New Year Has Opened Up With Continued Buying Indicating That Baltimoreans Are Appreciative of the Talking Machine as a Musical Factor**

BALTIMORE, Md., January 9.—Last-minute buying—that is, the purchasing of machines and records during the last week before Christmas—saved the holiday business for this city and section and not only came up to but in many cases exceeded the expectations of the most optimistic. A canvass of both the wholesale and retail business shows that the volume of business done during the month of December will run away ahead of the 1920 Christmas trade and bids fair to almost equal the banner years of 1918-19, which were due to wartime prosperity.

As was to be expected, this has been followed by a big sale of records ever since Christmas and dealers are having a hard time keeping their stocks supplied with most of the popular selections. The Victor Co. made a ten-strike by releasing its January records right after the holidays and its local distributors, Cohen & Hughes, have been kept busy trying to keep up with the orders which have been coming in ever since, especially "Ku-Lu-A," "Blue Danube Blues" and "Everybody Step," fox-trots, played by Paul Whiteman's Orchestra; "Weep No More, My Mammy," "April Showers," "Birds of a Feather," "Leavé Me With a Smile," "I Want Mammy" and "Mandy 'n' Me," by the Peerless and American quartets.

Handsome window displays featured the holiday trade, almost every dealer in the city, and especially those in the downtown section, having attractively arranged and in most cases original creations that held the attention of crowds at all times. The majority of them followed this up with liberal newspaper advertising calling atten-

tion to their unusual and beautiful displays.

The Columbia Branch is still pushing its carload lot proposition and meeting with great success, according to J. H. Marshall, who has just returned from Roanoke, Va., where he spent ten days helping Hobbie Bros. dispose of their carload order. He said the business done was remarkable and the best in the history of the firm, selling sixty-seven Grafonolas in ten days and disposing of as many in the last days before Christmas as were sold by the firm during the months of September, October and November. W. H. Swartz, of the Columbia sales force, was also busy just about the same time helping Gutman's, of Bristol, Va., dispose of their carload in what was record time for a sale of that kind. W. T. McCoy, of Charlotte, N. C., is another dealer who not only disposed of a carload but has placed his order for another one, due to the excellent work of Mr. Swartz and Paul E. Merker.

The Bubble Books had a big sale during Christmas and repeat orders are still coming in in such volume that the local agency is having a hard time in keeping the dealers supplied.

David Rufkind, 1534 Seventh street, Washington, is another new Columbia dealer who opened just before Christmas and reports an excellent business.

The Brunswick-Balke-Collender Co. here reports a very gratifying year for the Brunswick machine, and that total sales for 1921 will no doubt greatly exceed all expectations. The business so far this month indicates that the improvement noted the last two months of the year can be counted upon to continue, and the outlook is very encouraging. The Brunswick is rapidly coming to the front in this territory, according to the local agency, and the list of dealers taking on the Brunswick line is being augmented each month.

The unusually large Christmas business was not confined to the downtown district by any means. Dealers in all sections of the city report not only a good holiday trade but, with few exceptions, business for the year, considering the industrial depression through which Baltimore and vicinity has passed, showed a very gratifying increase. Leonard Trout, of Trout's Music

Shop, 511 South Third street, Highlandtown, in commenting on business, said that while a number of the residents of his section had been hard hit by the closing down of the shipyards and other war plants, their business as a whole had been really better than they anticipated, especially the Christmas trade, and that they closed the year with a substantial balance on the right side of the ledger.

Going over into the western section of the city, Berlin & Lewis, 1317 West Baltimore street, had practically the same experience. They are located in a section of the city where their trade comes almost entirely from the working people, and notwithstanding that many of them lost considerable time during the year through furloughs from the railroad shops and other manufacturing plants, business for the year was very satisfactory and had shown a marked improvement during the past few months. It is expected that this improvement will continue.

**CHINESE RECORDS PROVE PUZZLE**

**Collector of Customs Thought the Music Was a New Brand of Jazz Until Owner of Chop Suey Restaurant Made Explanation**

LOUISVILLE, Ky., January 9.—Although "there's nothing new under the sun," more than a score of Chinese phonograph records proved a new importation to Collector of Customs Thomas L. Walker, who collected the tariff due and turned them over to their owner, Chan Fong, of the Liberty chop suey emporium.

The records represent the best vocal and instrumental talent of the Far East—the Paderewskis, Kreislers and Galli-Curcis of China.

Although the music was at first mistaken for American jazz by the unaesthetic ears about the Federal building, all were correctly informed to the contrary when Fong called for the prized records.

They were made in Canton and Berlin, whence they were imported through the Oriental firm of Eng Chow Co., of Vancouver, B. C.

Whether patrons of the chop suey cafe will be treated to Chinese opera and orchestral music with the meals, Fong could not say. He imported the records for the personal delectation of himself and compatriots at the cafe, but explained that he would play them for those "who like music with their meals," if appreciated, instead of American jazz.

**FIRST-CLASS GERMAN FACTORY  
Specializing in**

**Phonograph Motors**

**Wants several High-grade,  
Efficient Representatives for  
the UNITED STATES.**

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

**HIGH CLASS PHONOGRAPH  
RECORDING**

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

**Newark Recording Laboratory  
15 West Park St. Newark, N. J.**

**ACME-DIE**

**CASTINGS**

ALUMINUM-ZINC-TIN & LEAD ALL TYPES  
**Acme Die-Casting Corp.**  
Boston Rochester Brooklyn N.Y. Detroit Chicago



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

### USING SPRINGS THAT HAVE BROKEN

Dayton, O., December 29, 1921.

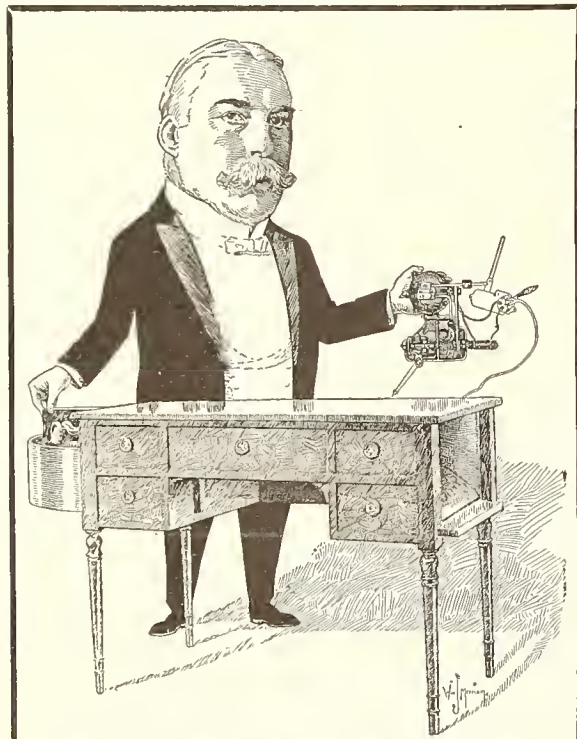
A. H. Dodin, care Talking Machine World:

Do you know of any device on the market to enable you to use old main springs which have broken in the center?

I find that many springs only break at the very end, and in many cases, as they are odd-sized springs which I have not in stock, I have been unable to make the repairs. Yours truly,

Frank Rase.

Answer—It is impossible to use this main spring which has been broken in the center a second time. Those that break near the cage end, say up to about two feet from the end, can be used again if they are properly cut and holed. To



## We Challenge Comparison

**Exclusive Patented Features,  
Attractive Library Table and  
Phonograph Combined.**

The exquisite tone of this new patented Clayola Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is mechanical excellence. Painstaking care to secure perfection in every detail of construction. The most artistic, the most useful of all phonographs. We have added to the cost of this table money which might have been added to our profits.

My idea of introducing the new style Clayola is not to make the most profit but to make the best phonograph.

We are more than sure of your approval of the exclusive patented features of major importance, features other phonographs do not have.

We can furnish these library table machines in the William and Mary period if you desire.

Attractive prices to dealers forwarded on application.

### THE PHONOMOTOR

The standard electric phonograph motor for seven years. Universal motor, A. C. or D. C. current, 110 volts, with current consumption of less than a twenty watt lamp. Automatic stop.

Always true to pitch. Silent, durable and dependable. Write for our new prices.

## GEO. CLAY COX

Manufacturer

Offices: 73 State St.  
ROCHESTER, N. Y.

make a new hole in the spring it is necessary to first take the temper out of the spring for about three inches back from its end. Then drill a hole a little larger than the head of the cage rivet, say an inch and a half from the end of the spring, and directly in front of this hole drill a second one the size of the body of the cage rivet; place the spring in a vise and, with a rat-tail file, file out the metal remaining between the two holes and then with a small, flat file shape up to a pear-shape hole. This completes the operation, as it is not necessary to re-temper the end of the spring. There is not at the present time any tool on the market that would be of any use to you other than those mentioned.

### Repairing Broken Springs

Youngstown, O., January 7, 1922.

A. H. Dodin, care Talking Machine World:

Will you advise the writer if you know of any device whereby old, broken phonograph springs can be repaired and used a second time? The reason the writer asks this is that he has an idea that he could utilize about 95 per cent of all broken springs which at the present time are discarded for new ones used in their place. For the past two and a half years I have been repairing different makes of phonographs, and find that out of 1,700 springs which were broken and which I repaired and used a second time only nine of them were returned broken to me within that period of time. I believe that it would be a great saving to the repair department of the different stores to use my method of repairing these broken springs, and it would also obviate the necessity of carrying a stock of many different sizes of main springs which are seldom used. Trusting that you will give me your opinion of the value of a tool of this description and purpose, I am,

Very truly yours,

Domenick Ruff.

Answer—As to a device for repairing broken main springs I refer you to my answer to Mr. Frank Rase in the letter above. I am of the opinion that if you have only had nine returns out of 1,700 springs repaired your tool and method of doing this work must be very good, and I can see no reason why a tool of this nature would not find a ready sale among the many repair shops throughout the country. I would be very pleased to have you give me a description of this tool, or inform me when you have same ready to market and I will bring it to the attention of the various repairmen through this column as soon as received.

### CONVENTION OF EDISON JOBBERS

Annual Meeting of Association to Be Held in  
New York on February 13, 14 and 15

The annual convention of the Edison Disc Jobbers' Association will be held at the Waldorf-Astoria Hotel, New York, on February 13, 14 and 15, and the usual elaborate program is in preparation covering all three days. The second day of the convention, as usual, will be termed "laboratory" day, when the officials of Thomas A. Edison, Inc., will attend the convention and discuss with the jobbers the various trade problems. On the evening of the last day the jobbers will be the guests of the company at an elaborate banquet at the hotel, where a fine program of entertainment will be offered by Edison recording artists.

### OPENS STORE IN ATLANTA

ATLANTA, GA., January 9.—The latest addition to the local retail music field is the Okeh Record Shop, which was opened recently at 73 Decatur street by Charles L. Adams. The lines that will be featured in this new store will be Okeh records and Steger phonographs. The establishment is fitted up very attractively and a complete line of Steger phonographs, with a full library of Okeh records, affords Atlanta music-lovers an opportunity to secure maximum service and cooperation.

### TAX RELIEF IS USHERED IN

Elimination of Excise, Transportation and Other Taxes Means Substantial Savings for the Music Industry and Other Trades

WASHINGTON, D. C., January 6.—The first concrete evidence that the war is really "over" reached the music industry on January 1, when the repeal of the tax on musical instruments provided for in the new revenue law became effective. While benefiting directly from the lifting of this tax the industry also will feel the effect of the repeal of other taxes which during the past four years have been a material factor in the cost of production and distribution.

More than \$13,000,000 was collected from the tax on musical instruments during the fiscal year ended June 30 last, and while business since the first of the year has fallen off somewhat it is believed that the taxes for the fiscal year of 1921 would have been not less than \$10,000,000.

The repeal of the transportation taxes will save the business of the country hundreds of millions of dollars a year. Since January 1 there has been no tax on freight, express or parcel post shipments, on personal transportation tickets, or on berths, staterooms or similar accommodations.

The repeal of the excess profits tax and the lowering of the surtax rates became effective on the first of the year, and so taxpayers will not benefit by these provisions of the law in paying their income taxes for 1921. Heads of families, however, will benefit this year by the provision increasing the exemption for dependents from \$200 to \$400 each and increasing the personal exemption from \$2,000 to \$2,500 where the net income is not more than \$5,000.

### AN AGGRESSIVE MUSIC DEALER

Campbell Pomeroy, piano merchant of Santa Rosa, Cal., was the subject of an interesting cartoon and article in a recent issue of the Press Democrat of that city. The cartoon showed a portrait of Mr. Pomeroy resting on a Baldwin piano and bore the caption, "Campbell Pomeroy, Who Has Made 3,000 Homes Vibrate to the Baldwin Tone."

Mr. Pomeroy established his business in Santa Rosa in 1909 under the name of the Sonoma Music Co. and established a number of sub-agencies which enable him to cover the country thoroughly. He features Baldwin pianos particularly, and also handles Brunswick and Columbia machines.

### WORLD CLASSIFIED ADVERTISING

(Continued from page 148)

#### WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

#### CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

#### BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

#### CABINETS

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.



Imagine a set of five attractive Form-Letter Folders in full color, imprinted with your name and address, mailed to all your prospects! Grafonola Form-Letter Folders bring prospects into your store half-sold. Ask your dealer service man.

Columbia Graphophone Co.  
NEW YORK



**POMMER'S STORE OPENS IN ALBANY**

Latest Brunswick Dealer in Central New York Gets Magnificent Send-off at Opening

ALBANY, N. Y., January 9.—The latest addition to the Brunswick retailer list in central New York State is Pommer's modern music store of this city, which was formally opened early in December by John W. Pommer. The Brunswick Co. spared no effort to make the opening a successful one and to properly introduce this new exclusive Brunswick dealer to the people of Albany. During the day a musical program was furnished by Carl Fenton's orchestra, exclusive Brunswick artists. E. R. Strauss, manager of the New York branch of the Brunswick Co., attended the opening and with Chester I. Abelowitz, metropolitan representative, planned and personally took charge of the arrangements.

The equipment of the store is modern in every respect, a feature of which is the installation of the Sel-Rex record counter, the newest device in the trade for hearing records. Seven private

record booths have also been installed, of a design to conform with the rest of the store. Two large show windows, artistically arranged, add to the store's attractive appearance, which, as a whole, is a credit to the retail section.

**MUSIC MEMORY CONTEST BULLETIN**

Educational Department of Sanger Bros., Dallas, Tex., Prepares Elaborate Series of Plans and Suggestions for Carrying on Such a Contest With the Aid of the Victrola

The value of the music memory contest in the work of developing interest in the Victrola and Victrola music is strongly emphasized by the wholesale Victrola department of Sanger Bros., Dallas, Tex., which has recently issued a comprehensive set of instructions and suggestions for conducting a music memory contest. The outline is the work of L. A. Inman, director of the Victrola educational department of Sanger Bros., and is based largely upon suggestions made by many noted supervisors of music.

The outline includes suggestions for securing the support of school officials, newspapers, churches, etc., methods for raising necessary funds, the materials needed and the cost, the Victor literature of special value in the carrying on of the contest, and detailed plans for the carrying on of the contest itself. A number of the suggestions offered by the National Bureau for the Advancement of Music, which was responsible for the music memory contest idea, are included in the bulletin, which is an admirable production in every respect.

**PEARSALL CO.'S GIFT TO DEALERS**

The Silas E. Pearsall Co., New York, Victor wholesaler, presented its clientele with a handsome bronze tray as a Yuletide remembrance. This tray can be utilized for many practical purposes, and forms another link in the set of bronze gifts that have been sent out to the trade by this popular Victor wholesaler. This year's gift was erroneously reported as a tray made of lacquered brass.

**RETAIL DEALERS — The Madison Is the Greatest TABLE PHONOGRAPH Ever Offered to the Trade**



THE MADISON TABLE PHONOGRAPH. Size, 13" wide—12" deep—7½" high

**A Real Phonograph**

Plays ten or twelve-inch records as clear and loud as the largest phonograph.

Compact—has a real motor.

This is not an assembled machine—every part manufactured in one factory—mechanically perfect in every detail. Never before has such value been offered by anyone at this price.

Mahogany polished lacquer finish—all parts finest grade nickel plate—improved mica sound-box—large amplifying chamber—speed regulator—start and stop device.

**SAMPLE PRICE \$7.50** Firms not rated remittance with order **QUANTITY PRICE QUOTATIONS ON REQUEST**

We offer jobbers a very attractive proposition—territories still open—write us today.

We have a leatherette carrying case for the Madison—price on request.

**MADISON MUSIC COMPANY**

114 East 28th St., New York City



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

ASK TO HEAR IT

FEATURED BY  
LEADING —  
ORCHESTRAS  
EVERYWHERE

A SNAPPY BIT OF SYNCOPATION  
AS GOOD AS THE FAMOUS  
"WANG WANG BLUES"

**CLEVER AUTOMATIC "TALKER"**

Six Dry Cells Play Over 2,000 Records on New Machine. Containing Novel Equipment

An automatic talking machine electrically operated by means of six dry cells is described in the current issue of Science and Invention. This invention, which is the work of James T. Sibley, has been thoroughly tested and 2,000 records have been played on it without exhausting the power of the batteries. A clever governor keeps the speed of the machine absolutely constant; a special reproducer allows of the playing of any record, and a repeat arrangement can be set so that a record can be automatically played as many times as desired.

**BERT WILLIAMS SCORES IN CHICAGO**

CHICAGO, ILL., January 10.—Bert Williams' troubles in "Under the Bamboo Tree" at the Studebaker Theatre in Chicago are the delight of the thousands of people that are seeing him—just as his troubles on Columbia records are the delight of millions. Bert Williams is to be seen now to a better advantage than he has ever been for years. The Columbia Graphophone Co. is securing unusual co-operation during Bert Williams' appearance in Chicago. A one-sheet poster featuring five of his records and circulars for circularization over dealers' mailing lists have been furnished through the courtesy of the

publicity man of the show. The one-sheet posters listing Bert Williams' records have started the ball rolling in the sale of Bert Williams' records in a very gratifying way.

**TONEPEN MAKING RAPID PROGRESS**

New Needle Now Being Merchandised by Dealers Everywhere—Company Making Plans for Intensive Sales Campaign

The Tonepen Co., New York, manufacturer of Tonepen needles, states that its product is being well received by the dealers throughout the country. Distribution has been established from coast to coast, and the company has received enthusiastic letters from the dealers relative to the quality of its product and its sales value.

A few weeks ago the Tonepen Co. also received an interesting letter from a prominent manufacturer of an automatic repeater, who stated that he had tested the Tonepen needle and was delighted with its tone and wearing qualities, the contents of which, in detail, will be gladly sent to members of the trade. The company is making plans to give its dealers practical co-operation during 1922, and an intensive sales and merchandising campaign is under way.

D. L. Hogan, of Kankakee, Ill., who was a visitor to the Chicago office of the Columbia Co. the other day, reported a fair sale of Grafonolas during the holidays.

**A LETTER FROM A DEALER**

"New York, December 17, 1921.

"Editor, Talking Machine World, New York.

"Dear Sir: Tremendous changes are taking place in our business. It is now in a state of flux, but only the purblind fail to perceive the new order emerging from the chaos. This new order is not a thing of progress, but is rather a case of atavism, a reversion to the pre-A.T. Stewart era, when merchandising was only another name for 'doing' somebody.

"This condition has been brought about by a few unscrupulous jobbers, apparently with the tacit approval of the manufacturers. No attempt is being made to stop price cutting, misrepresentation and all-around rascality now running riot in our business. Nay, it is actually encouraged by certain jobbers by granting franchises to the lowest element and most notorious despoilers of our industry. Their advice to the dealers seems to be: 'Make sales, honestly if you can, but make them anyway.' And the present avalanche of 'gyps' infesting the whole country, and New York in particular, is one of the results.

"It is obvious that the legitimate dealer cannot continue much longer. I must sound an alarm and say to my friends who persist in living in a fool's paradise: 'Beware, the new order is upon you! Either fight for your business with your backs to the wall or get out while the getting out is good!' You are not wanted any longer. You were the goose that had been laying the golden eggs; the new order is for the killing of the goose. You must step aside and make room for the new darlings of these jobbers—the Pitch Blacks, the Blackbergs and their class.

"But you still have a powerful weapon in your hands. If you use it with unswerving resolve, then your battle is won; but if you are weak-kneed, if the temptation to get a missing record is too strong for you—better don't start. Bow your head and receive all the cuffs and kicks which are the heritage of the puny. This is your weapon: Trade only with the fair and square jobbers, of whom a few are still left. Refuse absolutely to have any dealings with those jobbers who have made themselves conspicuous by their treacherous actions.

"You may think yourself safe in your locality because you have always been on the level. But as sure as you are born a jobber is lurking around, giving you 'the once over,' trying to find an opening for a licensed gyp. Big sales is all that jobber cares for, and the gyp will always outsell you ten to one. Remember, it is a matter of life and death to your business. Many gyms, I am informed, have filed applications for franchises, among them the well-known Mr. Blackberg. He, too, gave 'his word of honor' to be 'good' (after pledging himself to purchase several carloads of goods). Who knows but the same jobber who whitewashed Mr. Pitch Black might also declare Mr. Blackberg 'kosher'?

(Signed) "Theo. Arison."

**1922 — HITS — 1922**  
**NERVOUS BLUES**

By the writer of Crazy Blues.  
Sung by Edith Wilson. Played by the Original Jazz Hounds.  
Columbia Record No. a-3479

**OLD TIME BLUES**

"Variety" says: "This was the Greatest Finale of any Show ever played on Broadway."  
Sung by Edith Wilson. Played by the Original Jazz Hounds.  
Columbia Record No. b-3506.

**BUGLE BLUES**

That Great Sensational Blues. Played by the Original Jazz Hounds.  
Columbia Record No. a-3541.

**MY JUNE LOVE**

By SPENCER WILLIAMS  
The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy  
ALAN DALE says—"It's a wonderful tune."

**PERRY BRADFORD, Inc., 1547 Broadway, New York**



**F. W. SCHWOEBEL WITH CORLEY CO.**

Becomes Wholesale Manager of the Victor Department of the Widely Known Richmond House—Experienced, Capable and Popular

RICHMOND, VA., January 10.—F. W. Schwoebel, well known in the Victor trade throughout the South, joined the forces of the Corley Co., of this city, on January 1. He will act in the capacity of wholesale manager of the Victor department.

For a period running over several years Mr. Schwoebel has been affiliated with the Victor product. For a considerable length of time he was employed by the Victor Co. as traveling representative in the South. Later on in his career he became attached to the staff of one of the Southern Victor jobbers. A short time ago he severed this connection and joined the staff of the Eclipse Musical Co. He left this last position to assume the duties of manager of the Victor wholesale department of the Corley Co.

The many years of experience which Mr. Schwoebel has had in selling the Victor line and his personal intimate contact with the Southern trade and Southern conditions make him admirably suited for his new position. There is no doubt that the addition of Mr. Schwoebel to the staff of the Corley Co. will prove a very valuable asset to the house for the ensuing year and years to come.

**SHELTON ELECTRICS FOR NOTED MEN**

John D. Rockefeller Again Joins Forces with A. I. du Pont and Henry Ford in Paying Tribute to Merits of This Motor

W. Gentry Shelton, president of the Shelton Electric Co., New York City, reports that another Shelton electric motor for the talking machine has been purchased by John D. Rockefeller. Among the users of this efficient electric motor, which is placed on the top of the motor board next to the turntable, are such well-known men as Henry Ford and Alfred I. du Pont. Some time ago Mr. Rockefeller purchased a Shelton motor for his Pocantico Hills estate. It evidently gave entire satisfaction, as last week another one was ordered. It is expected that still another will be purchased within the next few months for use in his Summer home. Mr. Shelton has also been granted patents on a non-set automatic stop, which efficiently stops the motor as the last record groove is reached. He is negotiating with several prominent talking machine manufacturers relative to the exclusive use of this stop.

**NEW THROW-BACK TONE ARM LIKED**

Wm. Phillips, president of the Wm. Phillips Phono-Parts Co., reports that the new throw-back tone arm No. 5, which is octagon in shape, together with the No. 5 octagon sound box, is meeting with much popularity wherever shown. Mr. Phillips describes this new product as having a dual appeal. The octagon shape and excellent finish are very pleasing to the eye, and this new combination produces an exceptionally fine, full tone.

The Wm. Phillips Phono-Parts Co. completed a satisfactory year during 1921, and Mr. Phillips predicts that 1922 will see a continuance of good, normal business.

**OPENS BRANCH IN BREWSTER, N. Y.**

Heim's Music Store, Danbury, Conn., of which Jackson & Hanson are proprietors, having purchased the business after the death of Mr. Heim, who established the business twenty-one years ago, recently opened a branch store in Brewster, N. Y. The house handles pianos, Victrolas and a complete line of musical goods and operates another branch in Ridgefield, Conn.

Without self-control there can be no success.

**“DA-LITE”  
ELECTRIC DISPLAY  
SERVICE  
SELLS RECORDS**



FOUR PANELS EACH MONTH FOR \$6.00  
ADVERTISING VICTOR RECORDS EXCLUSIVELY



The profit of one 85c. record pays for the service 24 hours, including cost of electricity



See display at your distributor's or write us for full particulars



**“DA-LITE” ELECTRIC DISPLAY COMPANY  
114 NORTH ERIE STREET TOLEDO, OHIO**



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**SPLENDID OPPORTUNITY** for experienced piano and talking machine man to buy interest in an exclusive music store in one of the most prosperous towns in Maine. Great future for hustler. Owner has other business and cannot give time that business deserves, so will sell interest in same or entire business. Investigate this proposition at once. Address "Opportunity, Box 1078," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Recording engineer of experience and ability desires to become associated with established firm manufacturing commercial records of quality. Address "Box 1074," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. E. T. Gilbert Mfg. Co., Rochester, N. Y.

**EXPERIENCED MANAGER** wishes to locate in the East. If you desire the services of a manager who has had ten years' experience with both Victor and Brunswick lines, one who is capable of handling and organizing an up-to-minute department, I know I can interest you. I am at present managing a large department in the West and I am in position to furnish the best of references. Address "Box 1081," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Recording engineer open for engagement. Familiar with all phases of the record business. Has own machine. Address "Box 1083," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

A few hundred \$35 model table machines at a sacrifice. Will sell in large or small quantities. Write at once as we do not expect to have this lot on hand for any length of time. Also a few million Puritone and Truotone needles at a very low price. Address "Box 1075," care The Talking Machine World, 373 Fourth Ave., New York City.

### BESTONE STEEL NEEDLES TWO CENTS PER PACKAGE

All tones. No orders accepted for less than 100,000 needles. Packed 100 needles to package. Limited quantity at this price. Cole & Dunas Music Co., 56 West Lake St., Chicago, Ill.

### FOR SALE

Talking machine booths, complete equipment, Unico booths for music store. Sectional construction easily shipped and erected equal to new and priced less than half present value. For full information address H. J. Straten, 209 North Liberty St., Baltimore, Md.

### FOR SALE

Parts for assembling two-spring motors similar to Heineman No. 7. Send for complete list. Address "Box 1073," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Mermod Swiss Motors. 385 two-spring Mermod Swiss motors, complete with winding crank, 12-inch felt turntable, brake and speed regulator. Plays three to four 10-inch records. Price \$4.00. Address XYZ, "Box 1080," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Very neatly fitted up music store, doing a good business in substantial and rapidly growing business section of Westchester County (N. Y.) town. Store now drawing upon a population of 25,000. Six booths, Brunswick, Sonora and Q R S lines. Extraordinary opportunity for enterprising phonograph man. Doubtlessly acceptable reason for selling. Address Lambert Friedl, 201 Valentine Lane, Yonkers, N. Y. Phone Yonkers 3273.

### FOR SALE

A quantity of standard make of records, English, Jewish, Italian, all new and various selections. To close out at sacrifice price, \$25.00 per hundred. Write for particulars today. Address "Box 1076," care The Talking Machine World, 373 Fourth Ave., New York City.

### RECORDS WANTED

Will buy entire stocks, large or small, of Brunswick, Columbia or Victor records. Would consider other good lateral-cut records. If you "need the money" write J. P. Decker, 526 Duquesne Way, Pittsburgh, Pa.

### 1000 CARTONS MYSTO NEEDLES AT SACRIFICE PRICES

Sixty 10c boxes of Mysto phonograph needles to each carton. Each 10c box contains 50 Mysto needles in brass finish. Each needle guaranteed to play ten records. Attractive display carton in colors. Regular wholesale \$3.90 per carton.

#### OUR PRICES

1 Carton, \$1.75      50 Cartons, \$1.40 ea.  
5 Cartons, 1.60 ea.      100 Cartons, 1.30 ea.  
10 Cartons, 1.50 ea. Entire lot, \$1 per carton.  
FANTUS BROS., 1317 S. OAKLEY AVE.,  
CHICAGO, ILL.

### FOR SALE

Established phonograph store for sale. Going abroad. Apply "Box 1077," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Completely equipped phonograph, recording laboratory and plating plant, also executive offices, vicinity 59th St., New York City. For further particulars see George Closset, Jr., 50 East 42nd St., or phone Vanderbilt 7396.

**POSITION WANTED**—Expert matrix man and plater. Am familiar with the most up-to-date laboratory layout. Capable of handling wax to the finished matrix or stamper. Had eighteen years' experience. Address "Box 1079," care The Talking Machine World, 373 Fourth Ave., New York.

## EXPERT REPAIRING

OF ALL MAKES OF PHONOGRAPHS  
*Vitanola—World—Eltina—Victor—etc.*  
Send in your broken Motors and Tone Arms via  
Parcels Post or Express to  
**NORTHWESTERN PHONOGRAPH WORKS**  
218 S. Wabash Ave., Chicago, Ill.  
Motors Phone, Wabash 8693 Tone Arms

### MERCHANDISE WANTED

Owner of Music House, with growing business, would consider adding another phonograph line. Submit proposition. Address Music House, 15 Main St., Newton, N. J.

### PARTS AND REPAIRS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tone arms, sound boxes and all other phonograph parts and supplies. Mandell Phono. Parts Co., 1329 W. Lake St., Chicago, Ill.

### FOR SALE

1 9-inch Hermance Moulder (1909 Model)  
1 38-inch Crescent Band Saw  
1 Hall & Brown 2-Spindle Shaper  
1 30-inch Whitney Planer  
1 H. B. Smith Belt Sander  
1 Variety Saw  
1 Hall & Brown Jointer (Round Head)  
1 Rip Saw  
1 Swing Cut-off Saw  
1 Jig Saw

All machines guaranteed to be in first-class condition. For prices write The Parlephone Co., St. Joseph, Mo.

### FOR SALE

One hundred No. 1 Supreme Nickel-plated Tone Arms. If taken at once, \$1.50 each. Address "Box 1082," care The Talking Machine World, 373 Fourth Ave., New York City.

### SALESMEN

Selling phonograph records can add materially to their income by communicating with "Box 1085," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

### Sacrifice Sale of 15,000 Standard

10-inch DOUBLE DISC RECORDS  
Very large assortment  
All desirable—no patriotics.  
In 2,000 lots, 17c.  
In 5,000 lots, 16½c.  
In 10,000 lots, 16c.  
In 100 lots, 19c.  
In 250 lots, 18½c.  
In 500 lots, 18c.  
In 1,000 lots, 17½c.  
Entire stock, 15c each.  
Terms: Net F.O.B. Chicago. Subject to prior sale.  
Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

### WANTED

Phonograph records and musical merchandise. My several outlets and connections enable me to give you quick action on job lots, overstocks and complete lines of any kind of musical merchandise you wish to liquidate. All transactions confidential. Address J. K. Morgan, Leiter Bldg., Stores, State and Van Buren St., Chicago, Ill.

### FOR SALE

Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.



# On With The Sales Let Profits Be Unconfined

*Thousands of Wide-a-Wake Stores are doing a phenomenal business with popular priced records*



*The Merchandise Sensation of Last Year  
and with Greater Prospects for 1922*

### Quality

Banner Records are equal in quality to the best records on the market regardless of price.

### Some of the Hit Numbers

- |                       |                      |
|-----------------------|----------------------|
| "SAY IT WITH MUSIC"   | "DAPPER DAN"         |
| "TUCK ME TO SLEEP"    | "SWEET LADY"         |
| "MY SUNNY TENNESSEE"  | "WABASH BLUES"       |
| "I WANT MY MAMMY"     | "PEGGY O'NEIL"       |
| "APRIL SHOWERS"       | "TEN LITTLE FINGERS" |
| "WHEN FRANCIS DANCES" | "MA"                 |
| "THE SHEIK OF ARABY"  | "KA-LU-A"            |
| "TY-TEE"              | "BLUE DANUBE BLUES"  |
| "SONG OF INDIA"       | "YOO-HOO"            |

### Recordings

The leading orchestras and vocal artists whose names appear on the standard records also make Banner records.

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# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Expect New Year to Show Up Favorably in Comparison With Trade Prospects of a Year Ago—Christmas Trade Makes Satisfactory Showing—Annual Report of Federation of British Music Industries—Review of Conditions in Germany—The Record as a Censor of the King's English—Important Issues by the Record Companies—"His Master's Voice" in Electricity—Trade Figures Show Business Progress—New Baby Record—News of Month

LONDON, ENG., December 29.—With this issue we enter upon a new year, which it may reasonably be anticipated will show up favorably in comparison with trade prospects one year ago. One year ago our hopes of a big trade revival all over the world were at least bright in promise of fulfilment. But, oh! what a sad result! 1921 will go down into history, in the opinion of 90 per cent of traders, as a commercial failure of the first magnitude. It is useless to cry over spilled milk, and equally useless to waste time racking one's brains about what might have been. The only satisfaction possible is to make full use of our 1921 experiences, to profit by them in whatever way seems best calculated to forward along our trade plans for the new year.

1922, however, promises to make a really good start. The industrial and social unrest existent for so long throughout the world at last shows definite signs of improvement. This better understanding will strengthen as the year proceeds along its allotted course, establishing a firmer foundation upon which to build and develop commercial structures for the benefit of the community.

Throughout the world of politics good will among nations has manifested itself. In the domestic sphere full credit must be given the value Britain and Ireland will derive from a settlement of their centuries-old disagreements. Along the peaceful path of commercial development progress of permanent utility can now be registered. In a hundred-and-one directions the outlook is distinctly brighter than it has been for years. It just means that the wheels of commerce throughout the world will gradually move toward normal revolution and stability. With this gradual improvement unemployment must, in proportion, become steadily less and less. To reorganize the shattered forces of industrialism is an evolutionary attainment which may yet take a year or more to accomplish, but to know that we are at least on the road is in itself a satisfaction, the beneficent influence of which will spread good cheer throughout the communities of the world. That is the kind of good cheer required to help and accompany us all throughout the year 1922.

#### Christmas Trade Very Satisfactory

By optical evidence at the large London warehouses and reports from different trade centers I am confirmed in the belief that the gramophone industry experienced as satisfactory a turnover as any during the Christmas season. At such a time most firms are busy; it is, therefore, a little difficult to make comparisons. Though it may be true that sales registered did not constitute a record in the annals of our business, the position this Christmas was infinitely better than last. Indeed, more than one wholesale firm assured me that, if anything, the retail trade seemed

brighter and more responsive than for the past two seasons. The class of trade experienced generally was more in the direction of cheap and medium-priced goods. And this is perhaps quite understandable, considering the state of unemployment during the whole of 1921. The high-class trade is nevertheless fairly good, though far below what it should be at this time of year. As to records, the popular-priced ones are selling quite well. The majority of dealers are doing a brisk trade in discs up to 3/- each.

#### The Federation's Annual Report

The Federation of British Music Industries has just issued its Blue Book, being the second annual report for the year ended August, 1921. Its seventy pages make quite a voluminous volume, the contents of which make interesting reading. The extent of the Federation's activities and wide interests, as reflected in the report, is really surprising. From every angle the welfare of the music industries is nurtured and developed under the expert direction of the Federation's staff. A great amount of most valuable work has been accomplished to the benefit of every section of the trade. If this good work is to go forward the Federation must receive financial support. Its new chairman, Louis Sterling, has already made a very successful appeal to traders, resulting in subscriptions totaling several thousands of pounds. But this is not enough. Some idea of the amount required is shown by the fact that for the fiscal year above mentioned expenditures exceeded income by no less than £3,584 9s. 10d. To meet this amount the Federation Fund was drawn upon, but that will not do again. If it is to continue, and we all want it to, the Federation



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—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michalovskaya Ulitsa, Bakn.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

## The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 103, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

**Horn, Hornless and Table-Grand  
GRAMOPHONES**  
FOR  
**EXPORT**  
Please State Your Requirements  
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Rivington Street, LONDON, E.C. 2, England**  
Cable Address "Lyrecodisc, London"

must absolutely be in a position to balance each year's expenditures against each year's revenue. A £3,000-a-year Federation can have little influence; a £10,000-a-year Federation will carry all before it and make the music trade a prosperous industry for its members everywhere.

**Excess Profits Duty on Easy Payment Terms**

An important concession to business firms has been announced by the Chancellor of the Exchequer. It refers to the payment of the excess profits duty. The welcome statement by the Chancellor is as follows: "With a view to assisting industry in its present difficulties, I intend to propose to the House of Commons, in connection with the Finance Bill of next year, a scheme for spreading payment of outstanding arrears of excess profits duty, in suitable cases, over a period of five years from January 1 next. The instalments would be payable quarterly, and 5 per cent interest charged on all outstanding arrears. Thousands of pounds' arrears are involved in some cases, the prevalent trade depression being responsible for inability of business firms to pay at time of assessment."

**Needed Reform of Bankruptcy Laws**

Our bankruptcy laws are very much in need of revision. Even though he may be aware of his insolvency, there is nothing to stop a man juggling with money and goods at the expense of his creditors. Debts are piled up and up without responsibility until a creditor becomes suspicious and forces the debtor to file his petition in bankruptcy. There is little or no protection for the creditors, though a recent case brings to light that it is an offense if within two years of bankruptcy petition it can be shown that the debtor materially contributed to or increased the amount of his insolvency by gambling. The punishment for this may be two years' hard labor.

**German Trade Policy Varied**

The depreciation of the mark in nearly all countries of the world is not benefiting German exporters to the extent that seems probable at first glance. The German Government is seeking to secure a larger share of the plunder by an increase of the export tax on gramophone goods from 2 to 6 per cent. And in addition to the previous regulations insisting that German exporters must deliver against foreign currencies, and not against payment in marks, the new regulations state that all dealings must be effected through banks, which must report to the Reichsbank the amount of foreign exchange involved. It is said that so far these regulations have exerted little or no influence, though by this effort speculation in marks and foreign currencies may perhaps be reduced.

As regards German trade, it is generally admitted to be in a flourishing state, though high-water mark has been reached. According to some reports the tide is even now on the turn and a reaction has set in.

The British Chancellor of the Exchequer, in the course of a recent speech upon the subject, informed his audience that German exports to the United Kingdom were very much on the decline. During nine months ended September last we imported German goods to the value of only £15,000,000—in value just about a quarter of the figures for 1913. He said some people thought the trade depression was because we were exacting reparations from Germany, but he thought that was not the reason, as the United States, which had waived any reparation claim, had as great, if not a greater, degree of unemployment than we had here.

**Edison Bell and Winner News**

J. E. Hough, Ltd., are keeping dealers well ad-

vised of seasonable selling lines for Christmas and New Year trade. This is conveyed by means of attractive publicity matter, a batch of which is just to hand. One leaflet advertises a special offer of hornless gramophones at a really remarkable selling figure. In addition, dealers are offered a special discount and given every inducement to place substantial orders for this entirely British machine.

Great success has attended the issue of the little Bell record, diameter 5½ inches, double sided, retailing at 1/3. As explained in a previous report, these miniature records are real shellac discs—not cardboard—and all have been specially recorded. Nursery rhymes, popular hits and dance numbers comprise some of the many items already programmed.

The December "Winner" record list evokes high praise from factors and dealers. It represents a seasonable collection of pleasing titles, of which there are some special to the kiddies and some for the grown-ups. The contributors comprise such popular artists as Charles Penrose, Stanley Kirkby, the Elliotts, Jay Laurier, Miss Marie Novello (the popular pianist) and Talbot O'Farrell, among others. The latter artist, by the way, has been exclusively engaged by Messrs. Hough for the recording of the great Irish peace song, "The Tears of an Irish Mother," a copy of which has been accepted by Lloyd George. The song is listed on Winner No. 3611 and is coupled with "Muldooney's Christening," by the same artist.

**H. M. the King Orders a Winner**

In aid of the Variety Artists' Benevolent Fund a grand performance by a number of "stars" was given before Their Majesties the King and Queen, Princess Mary and Lord Lascelles. Billy Merson in "The Society Entertainers" came under favorable notice and the King and Queen were so tickled by his droll presentment that they inquired if it was obtainable on a record. Being informed that a recording of the piece by Billy was on "Winners," made by J. E. Hough, Ltd., at the Edison Bell Works, Peckham, His Majesty ordered that a record should be sent to Buckingham Palace. Acknowledgment has since been received.

**A Speaking Trade-mark**

The work upon the erection of the "His Master's Voice" trade-mark on the front of the company's fine Oxford street premises is, at time of writing, almost complete. This wonderful electric sign is probably the largest in size and certainly the most ambitious in design to be seen

anywhere in London. That it will attract great attention when in operation is a foregone conclusion. The value of this electric sign as a speaking trade-mark will outweigh all other forms of gramophone publicity on the highways of our great city.

**Survey of the King's English by Records**

The officials of the London University College have given themselves over to a close study of the many fascinating changes in the English language—of the past, the present, and will also give attention to the likely pronunciation of the future. Professor Jones avers that our language has changed and is changing according to certain laws as immutable as those of the Medcs and the Persians. Periodic changes can only be registered by means of the gramophone. Therefore, a complete phonetic survey of the dialects, past and present, of the English language is to be attempted. It is said that so perfect are the recording instruments installed at the University for the purpose stated that there is no dialect which could not be recorded both in sound and symbol to-day, so that in, say, a thousand years' time scientific workers could know how each human group held converse. The records taken will be sealed for that purpose and deposited in a safe place.

**November Trade Figures Show Improvement**

Though the increase is but slight, it is satisfactory that some progress is indicated by the Board of Trade returns for the month of November, showing exports of the value of nearly £73,000,000 and imports just over £89,000,000. Compared with November, 1920, the export figures are less by £60,000,000, so we have a lot to catch up. It is a hopeful sign that industrial conditions continue to show gradual improvement.

**Some New Zonophone Record Issues**

The new Zonophone list itemizes a welcome number of attractive vocal and instrumental items for Christmas trade. As will be appreciated by the following examples, these records are of a class to appeal to a wide musical taste: No. 2182 is another brilliant contribution by the famous St. Hilda Colliery Band. It gives a well-balanced performance of "Orpheus" and "St. Hilda March," the latter being especially good. No. 2180 carries selections I and II of a pot-pourri of "hits" under the appropriate title of "Rages and Crazes," a really good selling record, by the Black Diamond Band. Record 2191 is a real jazzer by Jack Hylton's Jazz Band. The

(Continued on page 152)



**"PERFECT  
POINTS"**

**BRITAIN'S BEST  
Gramophone Needle**  
*(Guaranteed made from High Carbon Steel)*

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**W. R. STEEL, of REDDITCH,**  
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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

**RESULT:**  
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

**Manufacturer of all Kinds of Sewing Needles**



EDISON BELL


**WINNER**  
 TRADE MARK  
 GRAMOPHONE RECORDS

 CABLE  
 "PHONOKINO,  
 LONDON"

**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES**
**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**
**FROM OUR LONDON HEADQUARTERS—(Continued from page 151)**

titles are "Mooning" and "Coal Black Mammy," both fox-trots. G. H. Elliott, the popular comedian, is heard to advantage on 2190. "There's Going to Be a Wedding" and "My Old Home in Virginia" are characteristic of his style and will be welcomed by a large Elliott clientele. No. 2185 bears a couple of acceptable songs, "Cheery Song" and "The Memory of a Song," by Robert Woodville. Both are of the robust order and particularly well sung. Sydney Coltham's fine tenor voice is finely used in the rendition of "Provence" and "Ah! Though the Silver Moon Were Mine" (Lohr) on record No. 2183.

**Twenty-three Years Ago**

That's a catchy caption; it makes one wonder what happened all those years ago. The answer is found in an advertisement that is now appearing in the Belfast newspapers. It reads in part: "The evolution of mechanical devices during the past twenty-three years has been truly phenomenal. . . . One cannot help recalling October, 1898, when a word unknown to our citizens was just printed in our columns. That word appeared in a paragraph advertisement inserted by a well-known merchant. We refer to the word 'gramophone,' and our advertiser was T. Edens Osborne, Belfast," etc.

It is this interesting kind of publicity that stands for distinctive methods in the conduct of the very fine business which Mr. Osborne so ably directs.

**Bigger Discount for Pathé Dealers**

The London house of Pathé Frères has announced concessions on trading discounts that will please their retail agents all over the country. In addition to the usual retail discount there will be an increased discount up to 10 per cent cash monthly on accounts for machines and accessories. This also applies to records, and in every case is subject to prompt payment within one month from date of invoice.

For goods of the value of £5 and over packing cases are free, and carriage is paid on all parcels of not less than £2 net value.

**Another Little Record—the "Pop"**

Advance information reaches me from the Sound Recording Co., Ltd., this city, of the issue of a baby "Popular" record, about 5½ inches in diameter, double sided, to retail at the nominal figure of 1/-. The little "Pop," as it is called, is, of course, begotten of the well-known "Popular" standard-size record. A first list of fifty titles is now in the hands of dealers. Every known style of music is listed—band, orchestral, solo

instrumental, piano, etc., and vocals. The titles are mainly of the tip-top "hit" order. Some of them I have played over; they are excellently well recorded, good volume and tonal quality. The little "Pop" is a first-class new trading line for dealers everywhere.

**SMALL-TOWN OPPORTUNITIES**
**Talking Machine Dealer by Developing Friendly Spirit Can Build Up His Business**

The small-town talking machine merchant has opportunities which are denied to dealers in the large cities. He can, if he is energetic and disposed to friendliness, become personally acquainted with a great many people in his community. This is a valuable asset which should not be overlooked and the small-town dealer is wise and showing foresight if he enters into the civic work which is such an integral part of these communities.

Henry Blumberg, son of J. Blumberg, Columbia dealer at Waukegan, Ill., took an extra week's vacation from his allotted Christmas vacation at Harvard this year to assist his father in a holiday campaign on Columbia Grafonolas in their store at Waukegan. It was a great success.

# You Ought to Know

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# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—**Sound-reproducing Machine.** Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,395,092 and Patent No. 1,395,093.

The first-named invention relates to sound-reproducing machines, and more particularly to sound amplifier means therefor.

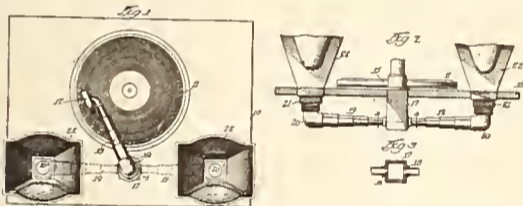
As is well known to those skilled in the art, while the initial vibrations of the diaphragm of such machines potentially set up all of the complex air vibrations necessary to produce the fundamental tones and overtones going to make up the character and tone color of all the instruments or voices (the tones of which are being reproduced), said air vibrations are nevertheless very weak and must be amplified and strengthened in order that the sounds will be reproduced in sufficient volume.

One of the objects, therefore, of this invention is to increase, in a novel manner, the volume of sound-reproducing machines.

Another object is to provide a simple and effective combination of parts to increase the volume of sounds adapted to meet the various requirements for commercial operation.

These and other objects are accomplished by providing in a sound-reproducing machine a sound chamber having an inlet and an outlet, the latter of which is smaller than the inlet.

Figure 1 is a fragmentary plan view of a sound-reproducing machine embodying the invention; Fig. 2 is a fragmentary rear elevation



of the same machine, and Fig. 3 is a detail sectional view taken in the plane of line 3—3 of Fig. 2.

Patent No. 1,395,093 relates to sound-reproducing machines, and more particularly to an improved sound amplifier therefor.

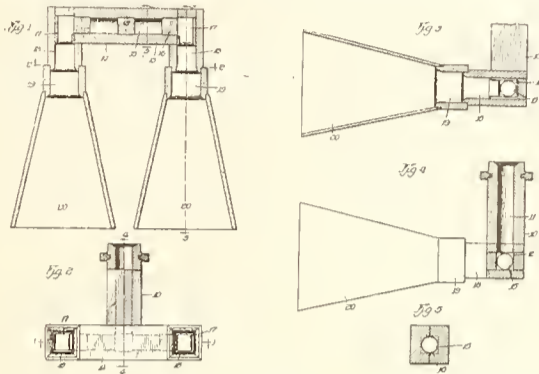
As is well known to those skilled in the art, while the initial vibrations of the diaphragm of such machines potentially set up all of the complex air vibrations necessary to reproduce the fundamental tones and overtones going to make up the character and tone color of the recorded sound of instruments or voices, said air vibrations are nevertheless very weak and must be amplified and strengthened in order that the recorded sounds will be developed and reproduced in sufficient volume.

It has been discovered that the volume of sound which can be reproduced by a sound box and tone arm of a given size may be greatly increased by conducting the sound waves from the tone arm through a cubical distributing chamber and therefrom by a plurality of outlets the area of each of which is less than the area of the cubical chamber, the effect of this arrangement being to control the sound by providing a slightly restricted aperture from the cubical chamber to the outlet. Such a chamber is employed in combination with a plurality of amplifiers, each comprising a mechanical throat, orchestral sections and a violin resonator such as described in Letters Patent of the United States No. 1,170,800 and No. 1,170,801, granted on February 8, 1916.

One of the objects of the invention is to provide a talking machine with a plurality of amplifiers so constructed and arranged as to increase, in a novel manner, the volume of the reproduced sound.

Another object is to provide a talking machine with a distributing or tone chamber into which the sound is delivered from the tone arm and

from which it is directed through a plurality of outlets, which outlets are in connection with the usual amplifiers or resonators. The distributing chamber which is found most desirable for the proper reproduction of sound is a cubical one,



and it is with the cubical chamber that the outlets communicate.

These and other objects of the invention are accomplished by providing a sound-reproducing machine having a distributing chamber, a plurality of resonators and connections between the distributing chamber and resonators comprising orchestral sections and mechanical throats.

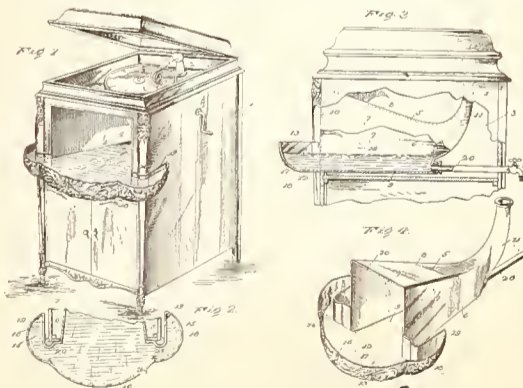
In the drawings Figure 1 is a horizontal sectional view on line 1—1 of Fig. 2, showing the preferred embodiment of the invention; Fig. 2 is a sectional view on line 2—2 of Fig. 1; Fig. 3 is a section on line 3—3 of Fig. 1; Fig. 4 is a section on line 4—4 of Fig. 2, and Fig. 5 is a section on line 5—5 of Fig. 1.

**Resonance Chamber for Sound-reproducing Apparatus.** Hermann Schroder, New York. Patent No. 1,395,602.

One of the primary objects of this invention is to provide a resonance chamber possessing features which will adapt it to modulate and at the same time improve the quality of the tones reproduced and thus obviate all harsh and discordant sounds and greatly increase the faithfulness with which the sounds are reproduced. Another object is to provide for an increase in the carrying quality of the reproduced sounds.

A further object of the invention is to provide a resonance box, sound chamber or basin so constructed as to adapt it to contain a volume of water or other liquid in order to produce the advantageous results above mentioned.

Figure 1 is a perspective view of a cabinet phonograph equipped with the resonance chamber and sound outlet embodying the invention; Fig. 2 is a horizontal sectional view through the forward portion of the cabinet and illustrating the forward portion of the said chamber in plan; Fig. 3 is a view partly in side elevation and partly in front to rear section illustrating the manner in



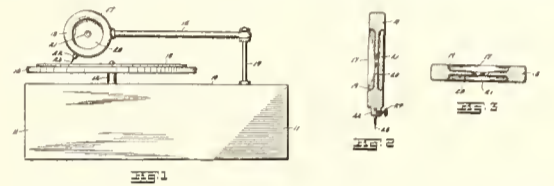
which the resonance chamber is arranged within the cabinet of the phonograph, and also clearly showing method of draining the said chamber of its contents; Fig. 4 is a perspective view of the resonance box removed from the cabinet.

**Reproducer.** Abraham Atlas, Philadelphia, Pa. Patent No. 1,395,937.

The invention relates to phonographs and has for an object to provide a reproducer for reproducing vocal, instrumental or other sounds.

Among other features the invention comprehends a reproducer, designed to be cheaply manufactured and to effectively produce sounds from the grooves or sound undulations of a phonograph record, and to this end use is made of a body preferably carried on a suitable swinging support so that it can operate over the record and with the aid of a stylus produce the sound simulating the nature of the particular sound record from the same by instrumental or vocal production, the usual amplifier or horn being dispensed with.

Figure 1 is a fragmentary side elevation showing the application of the reproducer; Fig. 2 is a vertical longitudinal sectional view taken

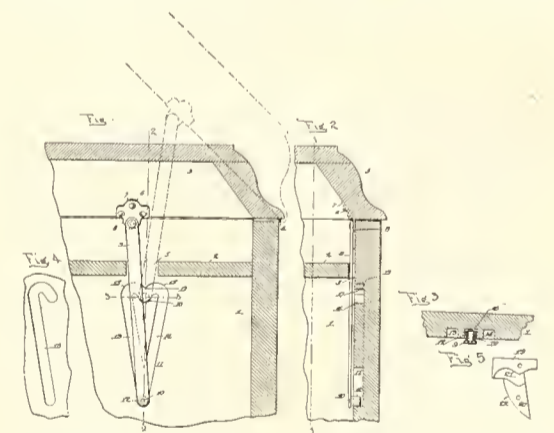


through the reproducer substantially on the line 2—2 in Fig. 1, and Fig. 3 is a horizontal sectional view taken through the reproducer.

**Lid Support.** Frank Oberst, Glendale, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,395,350.

This invention relates to devices for supporting the lid or cover of a talking machine in a partly open position whereby the tone arm, turntable, record, speed regulating and braking devices are rendered accessible, and has for its objects to provide a device which will automatically support the cover when the latter is raised to a predetermined position; which will be capable of easy release to enable the cover to be closed, which will be noiseless in operation, which will be cheap to construct and which will not get out of order.

Figure 1 is a longitudinal section of a portion of a talking machine cabinet provided with the invention, the section being taken on the line



1—1 of Fig. 2; Fig. 2 is a transverse section on the line 2—2 of Fig. 1; Fig. 3 is a horizontal sectional section on the line 3—3 of Fig. 1; Fig. 4 is a detail view of a modification, and Fig. 5 is a detail view of a further modification.

**Process of Making Styli and Products Thereof.** Byron E. Eldred, New York, assignor to the Commercial Research Co., same place. Patent No. 1,396,412.

This invention relates to processes of making styli and products thereof, and it comprises a method wherein a rod or bar of hard low heat-conductive metal, such as tungsten or tungsten group metal or alloy, of any desired cross section, is covered with a sheath of protecting metal, advantageously high heat-conductive stiff and strong, high-melting metal, such as iron, steel, nickel, nickel steel, or the like, and the two are co-worked down to stylus diameter, cut into stylus lengths and the core of one or both ends of each such length exposed and pointed if desired, and it further comprises a compound stylus having a core of hard low heat-conductive

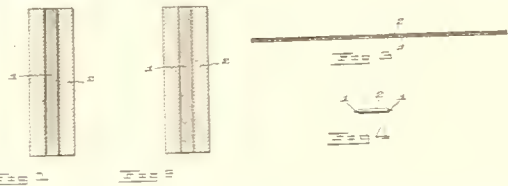
(Continued on page 154)



PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

metal, such as tungsten or tungsten group metal or alloy and a sheath of higher heat-conductive high-melting stiff and strong metal, such as steel, iron, nickel, nickel steel and the like, the core being exposed at one or both ends and pointed if desired.

In the drawing Figure 1 is a longitudinal section showing two metals assembled; Fig. 2 is a similar view after the metals have been heated and united; Fig. 3 is a longitudinal section on



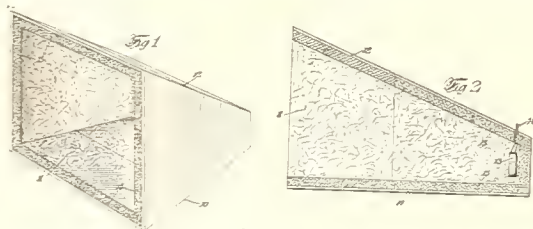
an enlarged scale showing the compound metal bar after it has been drawn or swaged; Fig. 4 is an elevation of the complete stylus on an enlarged scale.

**Sound-selecting Apparatus.** Wm. H. Bristol, Waterbury, Conn. Patent No. 1,396,402.

The invention relates to the reproduction of sound, particularly when under amplification, and either directly or through the medium of a permanent record and a reproduction apparatus therefor.

The invention is concerned more especially with sound reproduction involving the use of super-sensitive devices such as thermionic and other amplifiers in combination with telephonic transmitting means, for example, as more particularly set forth in co-pending application Serial No. 330,119. In the reproduction of sound in this manner it becomes necessary as a result of the extreme sensitiveness of the amplifying means to exclude all extraneous sounds, echoes and reflections. To this end it has heretofore been found necessary to suitably pad the walls and ceiling of the room in which desired sound waves were produced for recording purposes. While this expedient may be satisfactory for some purposes, it of course excludes the making of records, for example, in auditoriums, churches, court rooms and under various other conditions where it would be desirable to obtain a record of a speaker or speakers or of musical selections.

It is found by locating the electrical transmitting mechanism employed at the rear of a



suitable protector box, which is lined with sound-deadening material, as heavy felt or like material, that the expensive and troublesome lining of the walls and ceiling, formerly necessary, may be dispensed with and the desired sounds selected so that entirely satisfactory records may be obtained under conditions which have heretofore precluded the making of such records.

Figure 1 illustrates in perspective a sectional protector box for the transmitting apparatus; Fig. 2 is a vertical section thereof.

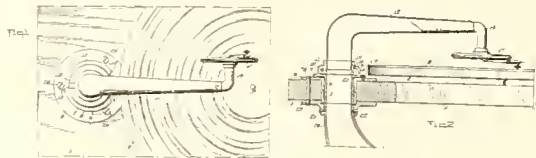
**Talking Machine.** Clinton E. Woods, Waterbury, Conn. Patent No. 1,396,083.

The principal object of this invention is to provide new and improved means for mounting

the movable sound-conveying arm of a talking machine so as to allow the usual freedom of movement of the sound box carried by said arm and to co-operate with said arm in providing a smooth, sound-tight and unobstructed passage-way for sound.

Another object of this invention is to provide new and improved means for connecting said movable arm to the stationary amplifying member or horn, which means may be quickly and easily assembled and taken apart.

Figure 1 is a plan view of a sound box, sound-conveying arm and mounting therefor, in accordance with this invention, and Fig. 2 is a side



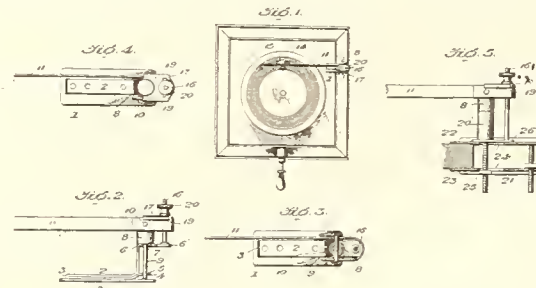
elevation, partly in section, of the supporting deck, sound-conveying arm and associated parts of a talking machine.

**Phonographic Record Cleaning Device.** Leonard A. Wellington, Keene, N. H. Patent No. 1,396,544.

This invention relates to a cleaning means for removing particles of dust from the sound grooves of a phonographic record and the object is to provide a cleaning brush of soft material which is mounted in such a manner as to be moved across the face of the disc or sound record during the playing of the same.

Another object is to provide means for the vertical adjustment of said brush to accommodate the same to different machines which may vary somewhat as to the height of the sound record.

Figure 1 is a top plan view showing the device as applied; Fig. 2 is a side elevation of the device; Fig. 3 is an enlarged horizontally vertical section through the pivotable point and adjusting means; Fig. 4 is an enlarged top plan view



of the inner end of the roller support, and Fig. 5 is a modified form disclosing a different form of means for mounting the device upon the machine.

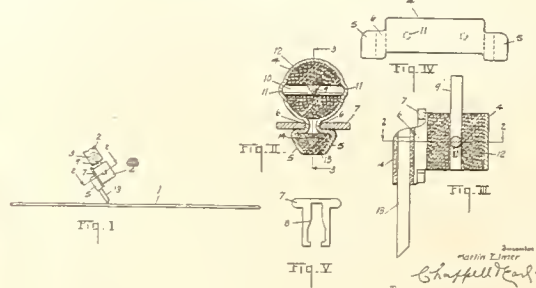
**Stylus Holder for Phonograph Reproducers.** Martin Elmer, Hastings, Mich. Patent No. 1,397,835.

This invention relates to improvements in stylus holders for phonograph reproducers and the main objects are:

First, to provide an improved stylus holder which eliminates the scratching noise commonly incident to phonographs.

Second, to provide a stylus holder which is adapted for use with the numerous types of phonograph sound boxes now on the market and in more or less extensive use.

Figure 1 is a detail side elevation of a stylus holder embodying the features of the invention,



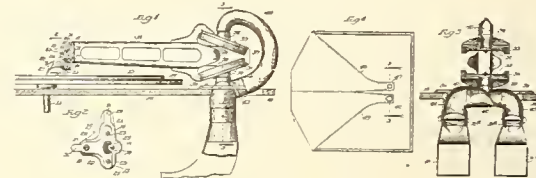
the record being shown conventionally and a portion only of the sound box being shown; Fig. 2 is a detail transverse section through the improved stylus holder on a line corresponding to line 2—2 of Figs. 1 and 3, parts being shown in

full lines for convenience in illustration; Fig. 3 is a vertical section on a line corresponding to line 3—3 of Fig. 2, parts being shown in full lines; Fig. 4 is a plan view of the blank from which the body and jaws of the holder are formed; Fig. 5 is a plan view of the blank.

**Sound-reproducing Apparatus.** Henry K. Sandell, Chicago, Ill. Patent No. 1,399,403.

The present invention relates to apparatus for reproducing sounds, and more particularly to apparatus wherein a plurality of vibratory diaphragms may be actuated independently and simultaneously by a single reproducing needle or stylus to produce different series of sound waves.

Figure 1 is a side elevation, partially in section, of a device constructed in accordance with the present invention; Fig. 2 is an end elevation, partly in section on line 2—2 of Fig. 1 of the



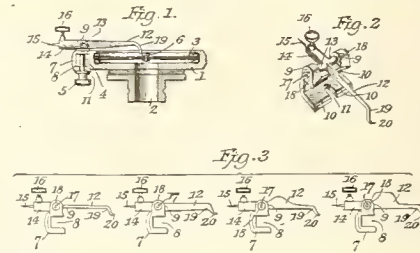
reproducing mechanism, the parts thereof embodying the diaphragm supports not being shown; Fig. 3 is a vertical section on the line 3—3 of Fig. 1, and Fig. 4 is a plan view of the amplifiers, being taken in section through the conduits leading thereto.

**Attachment for Sound Boxes.** Frank L. Capps, Brooklyn, N. Y. Patent No. 1,399,003.

This invention relates primarily to sound boxes for playing the well-known zigzag sound records, but the underlying principles of the invention can be utilized in connection with sound boxes for playing other types of records. The object of the invention is to modulate the audible reproduction, so as to play one record or selection more softly, and another more loudly, or to play the same record more softly on one occasion and more loudly on another, without in any case distorting the music.

The invention comprises broadly a plurality or series of interchangeable attachments, each readily securable to and removable from the sound box, and each comprising its own particular stylus bar or lever fulcrumed thereon, each lever (with its stylus or needle) differing from the others in the series (as in dimensions or material, or both), so as to produce (with its needle) the softer or the louder playing as the case may be.

Figure 1 is a side or edge view, mainly a diametric section, of a conventional sound box,



showing the new attachment in place; Fig. 2 is a perspective, showing the inner face of the new attachment, removed from the sound box, and Fig. 3 is intended to illustrate the plurality of such interchangeable attachments.

A recent fire in the building occupied by the National Phonograph Co., 2713 Roosevelt road, Chicago, caused damage estimated at \$50,000.

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Advance RECORD BULLETINS for February, 1922

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 45263 Second Hand Rose...Fanny Brice 10
My Man (Mon Homme)...Fanny Brice 10
18836 Rose of My Soul...John Steel 10
Whisper to Me in the Starlight...John Steel 10
18837 Georgia Rose...Sterling Trio 10
Tomorrow Land...Sterling Trio 10
18838 I've Got My Habits On...Miss Patricola 10
Happy Hotentot...Miss Patricola 10
18841 When Shall We Meet Again, Edna Brown-Elliott Shaw 10
Mississippi Cradle...Edna Brown-Elliott Shaw 10

DANCE RECORDS

- 18835 My Sweet Gal...Fox-trot, All Star Trio and Their Orchestra 10
I'm Laughing All the Time...Fox-trot, All Star Trio and Their Orchestra 10
18839 Gypsy Blues...Fox-trot, Paul Whiteman and His Orchestra 10
When Buddha Smiles...Medley Fox-trot, Paul Whiteman and His Orchestra 10
11842 Just a Little Love Song...Fox-trot, Paul Whiteman and His Orchestra 10
Ty-Tee...Fox-trot, Paul Whiteman and His Orchestra 10
18843 Granny, You're My Mammy's Mammy...Fox-trot, Club Royal Orchestra 10
All That I Need Is You...Fox-trot, Club Royal Orchestra 10
18845 I Want My Mammy...Mandy 'N' Me...Fox-trot, Joseph C. Smith and His Orchestra 10
Stealing...Fox-trot, Joseph C. Smith and His Orchestra 10
35713 Popular Songs of Yesterday...Medley Waltz No. 1, Hackel-Bergé Orchestra 12
Popular Songs of Yesterday...Medley Waltz No. 2, Hackel-Bergé Orchestra 12

VOCAL AND INSTRUMENTAL RECORDS

- 45264 Mill By the Sea...Elsie Baker 10
Baby Dreams...Elsie Baker 10
18840 (1) Run, Run, Run (Concone), (2) Jumping (Gurlitt), (3) Running Game (Gurlitt), (4) Air de Ballet (Jadassohn)...Victor Orchestra 10
Waltzes 1, 2 and 9 (Brahms)...Victor Orchestra 10

RED SEAL RECORDS

- EMILIO DE GOGORZA, Baritone
66019 For Ever and For Ever!...F. Paolo Tosti 10
MISCHA ELMAN, Violinist
74724 Alice, Where Art Thou?...J. Ascher 12
FLONZALEY QUARTET
74726 Quartet in D Major-Allegro Moderato..Haydn 12
AMELITA GALLI-CURCI, Soprano
66014 Ol' Carlina...James Francis Cooke 10
ORVILLE HARROLD, Tenor-In French
66017 Les Saltimbanques-C'est l'amour (The Mountebanks-Tis Love)...Louis Ganne 10
FIRST VICTOR RECORDS BY HULDA LASHANSKA
HULDA LASHANSKA, Soprano
66021 Canzonetta...Goethe-Loewe 10
HULDA LASHANSKA, Soprano (With Criterion Quartet)
66020 Sweet and Low...Tennyson-Barnby 10
TITTA RUFFO, Baritone-In Spanish
87331 Querida (My Darling)...Spaeth-Seismit-Doda 10
ERNESTINE SCHUMANN-HEINK, Contralto-In German
87332 Still wie die Nacht (Calm as the Night), Carl Bohm 10
E. H. SOTHERN and JULIA MARLOWE
74704 Taming of the Shrew-Part I...Shakespeare 12
74705 Taming of the Shrew-Part II...Shakespeare 12
ARTURO TOSCANINI and LA SCALA ORCHESTRA
74725 Fête Bohême (Bohemian Festival) (No. 4 from "Scenes Pittoresques")...Massenet 12
REINALD WERRENATH, Baritone
66018 Where My Dear Lady Sleeps, Weatherly-Breville-Smith 10
EFREM ZIMBALIST, Violinist
(Piano accompaniment by Emanuel Balaban)
64955 Russian Dance...Zimbalist 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 49936 Could I-Tenor Solo...Charles Hackett 12
A3510 The Swallows-Soprano Solo...Lucy Gates 10
The Wren-Soprano Solo...Lucy Gates 10
49922 Mira, Di Acerbe Lagrime (Here, Pleading at Thy Feet), from "Il Trovatore"-Soprano and Baritone Duet, Rosa Ponselle and Riccardo Stracciari 12
79749 Serenata, Op. 15, No. 1-Violin Solo, Duci de Kerekjarto 10
79720 Mattinati ('Tis the Day)-Baritone Solo, Riccardo Stracciari 10
A3518 The Old Rugged Cross-Baritone Solo, Oscar Seagle 10
When They Ring the Golden Bells for You and Me...Oscar Seagle and Male Quartet 10
A6202 Valse Lente and Pizzicati, from "Ballet Sylvia," Columbia Symphony Orch. 12
España Rhapsody...Columbia Symphony Orch. 12
A3522 My Hawaiian Melody-Hawaiian Guitar Duet, Ferera-Franchini 10
My Sweet Sweeting-Hawaiian Guitar Duet, Helen Louise-Frank Ferera 10
A3509 Cho-Cho-San-Fox-trot...Eddie Elkins' Orch. 10
Tea Cup Girl-Fox-trot...Eddie Elkins' Orch. 10
A3516 Ka-Lu-A (Intro: "Didn't You Believe," from "Good Morning, Dearie")-Medley Fox-trot, Knickerbocker Orch. 10
Under direction of Eddie Elkins
Blue Danube Blues (from "Good Morning, Dearie")-Fox-trot...Knickerbocker Orch. 10
A3519 The Sheik-Fox-trot...Ray Miller and His Black and White Melody Boys 10
Weep No More (My Mammy)-Fox-trot, Ray Miller and His Black and White Melody Boys 10
A6203 When Francis Dances With Me (Intro: "In the Old Town Hall")-Medley Waltz, Prince's Dance Orch. 12
Love's Ship (Intro: "Say You'll Be Mine")-Medley Waltz...Prince's Dance Orch. 12
A3517 Song of Love (from "Blossom Time")-Tenor Solo...Edwin Dale 10
I'll Forget You-Tenor Solo...Edwin Dale 10
A3521 Da Da Da, My Darling-Tenor Solo, Frank Crumit 10
When Francis Dances With Me-Tenor Solo, Frank Crumit 10
A3520 I Want My Mammy-Tenor and Baritone Duet, Vernon Dalhart-Al Bernard 10
That's How I Believe in You...Edwin Dale 10
A3507 I Hold Her Hand and She Holds Mine, Al Herman, Comedian 10

- They Call It Dancing (from "Music Box Revue")...Al Herman, Comedian 10
A3506 Old-Time Blues (from "Put and Take"), Edith Wilson and Johnny Dunn's Original Jazz Hounds 10
Frankie...Edith Wilson and Johnny Dunn's Original Jazz Hounds 10
DANCE RECORDS
MID-MONTH LIST
A3515 April Showers-Fox-trot...Eddie Elkins' Orch. 10
June Moon-Fox-trot...Eddie Elkins' Orch. 10
A3512 Leave Me With a Smile (Intro: "I Wonder If You Still Care for Me")-Medley Fox-trot, The Happy Six 10
How Many Times (Intro: "The Sheik")-Medley Fox-trot...The Happy Six 10
A3514 Gypsy Blues (Intro: "Love Will Find a Way," from "Shuffle Along")-Medley Fox-trot, The Happy Six 10
Birds of a Feather (Intro: "I've Got the Joys")-Medley Fox-trot...Manhattan Orch. 10
A3508 Unexpectedly...Bert Williams, Comedian 10
Brother Low Down...Bert Williams, Comedian 10
A3513 Yoo-Hoo...Al Jolson, Comedian 10
Georgia Rose-Male Quartet, Broadway Quartet 10

AEOLIAN CO.

OPERATIC SELECTIONS

- 30146 Rigoletto-Si vendetta (Yes, my vengeance) (Verdi)-Soprano and Baritone, in Italian, Vocalion Orch. Accomp., Evelyn Scotney and Giacomo Rimini 10

STANDARD SELECTIONS

- 30147 Elegie (Massenet)-Soprano, in French, Vocalion Orch. Accomp., Marie Sundelius 10
52025 The Lost Chord (Procter-Sullivan)-Baritone, Vocalion Orch. Accomp., John Charles Thomas 12
52026 Carmena Waltz Song (Walton-Wilson)-Soprano, Vocalion Orch. Accomp., May Peterson 12
24021 Pale Moon (Glick-Logan)-Tenor, Vocalion Orch. Accomp., Colin O'More 10
The World Is Waiting for the Sunrise (Lockhart-Seitz)-Tenor, Vocalion Orch. Accomp., Colin O'More 10

INSTRUMENTAL SELECTIONS

- 30148 Slavonic Dance No. 1 in G Minor (Dvorak)-Violin; Piano Accomp. by Willy Schaeffer, Sasha Culbertson 10
14265 Air Louis III (Gavotte) (Ghys), The Aeolian Light Orchestra 10
Pulcinello (Aletter), The Aeolian Light Orchestra 10

SACRED SELECTIONS

- 14266 I Love to Tell the Story (Hankey-Fisher)-Contralto and Tenor, Orch. Accomp., Nevada Van Der Veer and Reed Miller 10
God Be With You Till We Meet Again (Tomer)-Contralto and Baritone, Orch. Accomp., Helen Clark and Elliot Shaw 10

HAWAIIAN SELECTIONS

- 14267 Sweet Hawaiian Girl of Mine (Sam A. Perry), Ferera and Franchini 10
Susquehanna Shore (Young-Parish-Squires), Ferera and Franchini 10
(The following record is supplementary to the bulletin)

HEBREW SELECTIONS

- 14268 Hatikvah (The Song of Zion) (Imber)-In Hebrew Orch. Accomp., Jean Alfred 10
Rosinkes mit Mandlen (A Jewish Lullaby) (Goldfaden)-In Hebrew, Orch. Accomp., Jean Alfred 10

ITALIAN SELECTIONS

- 14269 Mandulinata a Napule (Serenade at Naples) (Murolo-Tagliaferro)-In Italian; Mandolin; Harp and Flute Accomp., Roberto Rotondo 10
'A Canzona si tu (A Song You Are) (Murolo-deCurtis)-In Italian; Mandolin; Harp and Flute Accomp., Roberto Rotondo 10

POPULAR SELECTIONS

- 14270 Granny (My Mammy's Mammy) (Young-Lewis-Akst)-Orch. Accomp., Charles Harrison 10
When Shall We Meet Again (Egan-Whiting)-Orch. Accomp., Broadway Quartet 10
14271 That's How I Believe in You (Dubin-Cunningham-Rule)-Orch. Accomp., Charles Harrison and Everett Clarke 10
I've Fallen in Love With the Girl of My Dreams (Ash-Cormack)-Orch. Accomp., Sam Ash 10

DANCE SELECTIONS

- 14272 Arkansas Blues (Lada-Williams)-Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
Stop! Rest Awhile (Gilbert-Brynn)-Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
14273 Dapper Dan (Von Tilzer)-Fox-trot, Thies' Detroit Ritz Orchestra 10
I Want My Mammy (Breau)-Fox-trot, Thies' Detroit Ritz Orchestra 10
14274 Blue Moon (Burtnett-Marcasie)-Fox-trot, Thies' Detroit Ritz Orchestra 10
Can You Forget (Hugo Frey)-Fox-trot, Thies' Detroit Ritz Orchestra 10
14275 The Sheik of Araby (Smith-Wheeler-Snyder)-Fox-trot...The Californian Ramblers, Georgia Rose (Intro, Snowflake) (Rosenthal-Morgan)-Fox-trot...The Californian Ramblers 10
14276 Don't Forget (Herscher-Burke)-Fox-trot, Ray Miller's Black & White Melody Boys 10
Da-Da, Darling (Leslie-Monaco)-Fox-trot, Ray Miller's Black & White Melody Boys 10
14277 I've Got My Habits On (Durante)-Fox-trot, Selvin's Dance Orchestra 10
Just a Little Love Song (Young-Lewis-Cooper) Fox-trot...Selvin's Dance Orchestra 10
35009 She Loves Me, She Loves Me Not (Intro, "Doll House" from "A Perfect Fool") (Ed Wynn) Fox-trot, Ray Miller's Black & White Melody Boys 12
Stealing (Sullivan)-Fox-trot, The Newport Society Orchestra 12

BRUNSWICK RECORDS

- 10049 Rigo'etto-La donna é mobile (Woman Is Fickle) (Act III) (Verdi)-Tenor, in Italian, with Orchestra...Mario Chamlee 10
10036 My Laddie (Troubetzkoy-Thayer)-Soprano, with Orchestra...Florence Easton 10
30025 Kamennoi-Ostrow (Op. 10) (Stony Island) (Rubinstein)-Pianoforte Solo...Leopold Godowsky 10
30024 La Capricieuse (Elgar)-Violin Solo; Pianoforte by Paul Frenkel...Bronislaw Huberman 10
13031 I'll Forget You (Burns-Ball)-Tenor, with Orchestra...Theo. Karle 10
The World Is Waiting for the Sunrise (Lockhart-Seitz)-Tenor, with Orchestra...Theo. Karle 10

- 5071 Listen to the Mocking Bird (Winner)-Soprano and Mixed Trio, with Bird Voices and Orchestra; Bird Voices by Margaret McKee, Marie Tiffany 10
Ma Curly-Headed Baby (Clutsam)-Soprano, with Orchestra...Marie Tiffany 10
13032 Autumn and Winter (Glazounow)-Violin, Cello and Piano...Elshuco Trio 10
Swedish Folk Song (Swendsen)-Violin, Cello and Piano...Elshuco Trio 10
5075 Arlésienne-Minuet (Bizet)-Concert Band, Vesella's Italian Band 10
Arlésienne-Farandole (Bizet)-Concert Band, Vesella's Italian Band 10
2166 Sally in Our Alley (Carey-Smith)-Male Quartet, Strand Quartet 10
Bells of Shandon (Mahoney-Nevin)-Male Quartet, Strand Quartet 10
2071 Velma (Rosebrook)-Saxophone Solo, with Orch., Rudy Wiedoeft 10
Saxophone Fantasie (Rosebrook)-Saxophone Solo, with Orchestra...Rudy Wiedoeft 10
2172 Georgia Rose (Sullivan-Flynn-Rosenthal)-Tenor, with Orchestra...James Craven 10
I Want My Mammy (Vehner-Breau)-Baritone, with Orchestra...Ernest Hare 10
2173 I'm Just Too Mean to Cry (Parish-Young-Squires)-Tenor, with Orchestra, Al Bernard with Carl Fenton's Orchestra 10
Brother Low Down (Bernard-Briers)-Tenor, with Orchestra, Al Bernard with Carl Fenton's Orchestra 10
2168 Mandy 'n' Me (Kalmar-Conrad-Motzan)-Tenor and Male Trio, with Orchestra, Billy Jones and Male Trio 10
Dapper Dan (Brown-Von Tilzer)-Tenor and Baritone, with Orchestra, Billy Jones and Ernest Hare 10
5072 Stars-Fox-trot (Alden) for Dancing, Isham Jones Orchestra 10
What'll You Do-Fox-trot (Isham Jones) for Dancing...Isham Jones Orchestra 10
2169 Snowflake (From "Greenwich Village Follies") Fox-trot (Morgan) for Dancing, Gene Rodemich's Orchestra 10
April Showers (From "Bombo")-Fox-trot (Silvers) for Dancing...Gene Rodemich's Orchestra 10
2174 I'm Cuckoo Over You-Fox-trot (Mitchell-Brooks) for Dancing...Bennie Krueger's Orchestra 10
Bow-wow Blues-Fox-trot (Friend-Osborne) for Dancing...Bennie Krueger's Orchestra 10
2171 Song of Love-Waltz (From "Blossom Time") for Dancing (Adapted from Melodies of Franz Schubert and Heinrich Berte by Romberg), Carl Fenton's Orchestra 10
When Shall We Meet Again?-Waltz (Whiting) for Dancing...Carl Fenton's Orchestra 10
2175 The Sheik-Fox-trot (Ted Snyder) for Dancing (Orchestral Arrangement by Walter Haenschel)...Rudy Wiedoeft's Californians 10
Broken Toy-Fox-trot (Flatow-Magine) for Dancing (Orchestral Arrangement by Walter Haenschel)...Rudy Wiedoeft's Californians 10
2170 Ka-Lu A (From "Good Morning, Dearie")-Fox-trot (Jerome Kern) for Dancing, Carl Fenton's Orchestra 10
Blue Danube Blues (Intro, "Tiddle") (From "Good Morning, Dearie")-Fox-trot (Jerome Kern) for Dancing...Carl Fenton's Orchestra 10
SPECIAL RELEASE
2177 Leave Me With a Smile-Fox-trot (Burtnett) for Dancing...Carl Fenton's Orchestra 10
Weep No More, My Mammy-Fox-trot (Pollack) for Dancing...Carl Fenton's Orchestra 10

EDISON AMBEROL RECORDS

TIMELY RECORDS

- 4446 Mary O'Brien (Polla)-Tenor...Jim Doherty 10
4447 Plantation Lullaby (Stevens-Gillette-Holmer)-Male Voices...Crescent Trio 10
4448 How Many Times-Fox-trot (Robinson) for Dancing...Club de Vingt Orchestra 10
4449 Shuffle Along-Medley Fox-trot (Intro, "Love Will Find a Way" and "Gypsy Blues") (Sissle-Blake) for Dancing, Harry Raderman's Jazz Orchestra 10
4450 When Buddha Smiles-Fox-trot (Brown) for Dancing...Club de Vingt Orchestra 10
REGULAR LIST
4433 Brazil-Fox-trot (Fells-Sherman) for Dancing, Max Fells' Della Robbia Orchestra 10
4434 Jane (A. Von Tilzer)-Male Voices...Crescent Trio 10
4435 Sadie's Birthday Party, Vaudeville Specialty, Julian Rose 10
4436 O Happy Day (Rimbault)-Mixed Voices, Metropolitan Quartet 10
4437 Hugs and Kisses-Fox-trot (Meyer), Broadway Dance Orchestra 10
4438 Waggle o' the Kilt (H. Lauder)...Glen Ellison 10
4439 With All Her Faults I Love Her Still (Rosenfeld)-Tenor...Walter Scanlan and Mixed Chorus 10
4440 Carolina Lullaby (Panella)-Violin, Piano acc. Jessie L. Deppen...Rae Eleanor Ball 10
4441 Silver Sands of Love (Sanders-Carlo-Breau)-Soprano and Tenor, Elizabeth Spencer and Charles Hart 10
4442 Rosy Cheeks-Fox-trot (Squires) for Dancing, Club de Vingt Orchestra 10
4443 I Wants to Stand On Dixie Land (I Don't Want to Be a Cullud Man No Mo') (Hacker), Al Bernard 10
4444 I Ain't Gonna Be Nobody's Fool (Davis-Bennett-Van-Schenck)...Isabelle Patricola 10
4445 If Shamrocks Grew Along the Swanee Shore (Fairman-Van-Schenck)-Tenors, Charles Hart and Lewis James 10

HITS ON SALE IN DECEMBER

- 4428 Somewhere in Naples-Fox-trot (Zamecnik) for Dancing...Lanin's Orchestra 10
4429 Fancies-Fox-trot (Spencer) for Dancing, Green Bros. Novelty Band 10
4430 Say It With Music-Fox-trot ("Music Box Revue") (Berlin)...Lanin's Orchestra 10
4431 Mississippi Cradle-Medley Waltz (Intro, "Always in My Dreams") (Olman-Cooke) for Dancing...Green Bros. Novelty Band 10
4432 June Moon-Fox-trot (Magine-Straight), Lanin's Orchestra 10

EDISON RE-CREATIONS

- 50861 Creator's Band March (Iasilli), Creator and His Band 10
Pep-Characteristic (Amsden), New York Military Band 10
(Continued on page 156)



ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 155)

50862 Saxema (Wiedoeft)—Saxophone....Rudy Wiedoeft
Return of Spring waltz (Waldteufel)—Accordion,
Clarinet and Guitar.....The Three Vagrants
50863 With All Her Faults I Love Her Still (Rosenfeld)—Tenor....Walter Scanlan and Mixed Chorus
Silver Sands of Love (Sanders-Carlo-Breau)—Soprano and Tenor,
Elizabeth Spencer and Charles Hart
50864 Gospel Hymns No. 1, Chimes Bells of Old
Trinity, New York....Played by William Murray
Gospel Hymns No. 2, Chimes Bells of Old
Trinity, New York....Played by William Murray
80682 Santiago Waltz (Corbin).....Peerless Orchestra
Conchita (Vecsey),
Armand Vecsey and His Hungarian Orchestra
80683 Perpetuum Mobile—Suit No. III in G (Ries)—
Violin.....Mischa Violin
Hungarian Rhapsody (Popper)—Violoncello,
Lauri Kennedy
80684 The Wren (Lehmann); and The Cuckoo (Lehmann)—Soprano.....Stella Power
Se Saran Rose (Love in Springtime) (Arditi)—Soprano, in Italian.....Stella Power
80685 I Need Thee Every Hour (Lowry)—Mixed Voices,
Metropolitan Quartet
Come, Thou Fount of Ev'ry Blessing (Wyeth)—Mixed Voices.....Metropolitan Quartet
80686 Forgotten (Cowles)—Bass.....Eugene Cowles
O'er the Billowy Sea (E. Smith)—Bass,
Donald Chalmers and Male Chorus
80687 Do You Hear Me Calling? (Schroeder-MacGuigan)—Violin.....Madeleine MacGuigan
Lancelot—Pizzicato (Adam).....Reed Orchestra
82245 Carmen Fantasie—Op. 25 (Sarasate)—Violin,
Albert Spalding
Kujawiak (Seconde Mazurka) (Wieniawski)—Violin.....Albert Spalding
82246 Siegmund's Liebeslied (Siegmund's Love Song—Die Walkure) (Wagner)—Tenor, in German,
Jacques Urlus
Ein Schwert verhiess mir der Vater (A Sword My Father Foretold)—Die Walkure (Wagner)—Tenor, in German.....Jacques Urlus
CHRISTIAN SCIENCE RE-CREATIONS
80673 Ninety-first Psalm No. 7, Lesson Sermon, "Soul" (MacDermid)—Baritone....Robert C. Dyrenforth
Thou Wilt Keep Him in Perfect Peace No. 8, Lesson Sermon, "Mind" (Patten)—Baritone,
Robert C. Dyrenforth
80674 Rabboni! No. 9, Lesson Sermon, "Christ Jesus" (Barker)—Baritone....Robert C. Dyrenforth
Seek Ye the Lord No. 10, Lesson Sermon, "Man" (Andrus)—Baritone....Robert C. Dyrenforth
GERMAN RE-CREATIONS
73001 Der kleine Rekrut (The Little Recruit) (Kücken)—Tenor.....Paul Reimers
Der Tannenbaum (The Christmas Tree); and O Du Fröhliche (O Sanctissima)—Tenor,
Paul Reimers
73002 Treue Liebe (True Love)—Baritone,
Eduard Mittelstadt
Lebewohl (Farewell) (Silcher)—Baritone,
Eduard Mittelstadt
FLASHES
50890 Tuck Me to Sleep (In My Old Kentucky Home) (Meyer)—Xylophone, Signor Lou Chiha "Friscoe"
In My Heart, On My Mind All Day Long, and I Wonder If You Still Care for Me (Kalmars-Ruby-Snyder)—Xylophone,
Signor Lou Chiha "Friscoe"
50891 It's You—Fox-trot (Conrad) for Dancing,
Rudy Wiedoeft's Californians
Georgia Rose—Fox-trot (Rosenthal) for Dancing,
Rudy Wiedoeft's Californians
50892 Ka-Lu-A—Medley Fox-trot (Intro. "Blue Danube Blues" from "Good Morning, Dearie") (Kern),
Broadway Dance Orchestra
Leave Me With a Smile—Fox-trot (Koehler-Burnett) for Dancing....Club de Vingt Orchestra

GENNETT LATERAL RECORDS

4806 Brother Low Down (Bernard-Briers)—Fox-trot,
Ladd's Black Aces
I've Got to Have My Daddy Blues (Erdman-Cohn-Jones).....Ladd's Black Aces
4807 My Hawaiian Melody (Ringle-Coots)—Fox-trot,
Frank Ferera's Trio
Susquehanna Shore (Squires)—Waltz,
Frank Ferera's Trio
4808 Weep No More, My Mammy (Pollack)—Fox-trot.....A. Gentile's Dance Orchestra
I Want My Mammy (Breau)—Fox-trot,
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4809 She's a Mean Job (Selby)—Fox-trot, for Dancing (Acc. Ladd's Black Aces)—Tenor,
Billy De Rex
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Song of India (Runsky-Korshkoff)—Fox-trot,
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Lead, Kindly Light (Newman-Dykes)—Vocal Quartet Unaccomp.....Criterion Quartet
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Silver Threads Among the Gold (Danks)—Violin, Piano and Cello.....Taylor Trio
4813 Georgia Rose (Sullivan-Flynn-Rosenthal)—Tenor, with Orch. Accomp.....Chas. Harrison
Frankie (Snyder)—Tenor, with Orch. Accomp.,
Irving Kaufman
4814 Granny (My Mammy's Mammy) (Young-Lewis-Akst)—Tenor, with Orch. Accomp.,
Chas. Harrison
Have You Forgotten? (Kerr-Burnett-Cooper-Stevenson)—Tenor, with Orch. Accomp..Sam Ash
4815 I've Got My Habits On (Durante)—Fox-trot,
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In My Heart, On My Mind All Day Long (Kalmars-Ruby)—Fox-trot.....Bailey's Lucky Seven

OKEH RECORDS

FONOTIPIA CELEBRITY RECORDS
72104 La Favorita—A tanto amor (Thou Flow'r Beloved) (Donizetti)—Baritone, in Italian, with orchestra.....Riccardo Stracciari 10 3/4
72304 The Zephyr (Jeno Hubay)—Violin Solo, Piano Accomp.....Jan Kubelik 10 3/4
72702 La Forza del Destino—Urna fatale (Verdi)—Baritone, in Italian, with orchestra,
Pasquale Amato 10 3/4
70403 Samson and Delilah—Sich, mein Herz erschliesset sich (My Heart at Thy Voice) (Saint-Saens)—Soprano, in German, with orchestra.....Emmy Destinn 10 3/4
(DRecorded in Europe by International Talking Machine Co.)
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4469 Glory for Yale (Stanleigh P. Friedman)—One-step.....New England Society Orchestra 10
(Under the direction of Stanleigh P. Friedman)

Yale Foot-Ball Tutti-Frutti (Introducing: "Whoop It Up," "Goodnight Harvard," "Yale Boala" "Down the Field") (Friedman-Hirsch-Moore)—Fox-trot,
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(Under the direction of Stanleigh P. Friedman)
4473 Sal-O-May—Fox-trot,
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4475 Baby Face—Fox-trot.Glantz and His Orchestra 10
Somewhere in Naples—Fox-trot,
Glantz and His Orchestra 10
4474 Wimmin (I Got to Have 'Em, That's All)—One-step.....Joseph Samuels' Jazz Band 10
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Joseph Samuels' Jazz Band 10
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Right Or Wrong—Fox-trot..Markel's Orchestra 10
4476 Weep No More, My Mammy—Fox-trot
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Georgia Rose—Fox-trot,
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Joseph Samuels' Jazz Band 10
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4488 Have You Forgotten?—Fox-trot,
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4470 I'll Forget You—Tenor with Orch.,
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4472 Mary O'Brien—Tenor, Male Trio with Orch.,
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4489 Cry Baby Blues—Contralto with Rega Orch.,
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EMERSON PHONOGRAPH CO., INC.

DANCE
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Ka-Lu-A (From Musical Production "Good Morning, Dearie") (Jerome Kerns)—Fox-trot,
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Piano Acc.....Eubie Blake
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CONNORIZED MUSIC CO.

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WM. MAXWELL POPULAR LECTURER

William Maxwell, vice-president of Thos. A. Edison, Inc., has been in great demand recently as an expert on salesmanship. On Friday, January 6, he addressed the Century Club of the R. L. Dollings Co., of Indianapolis, and on Thursday, January 12, went to Cambridge, Mass., to talk before the business school class of Harvard University. He made another address at Harvard on the following day and was received with great enthusiasm.

CONDESCENSION IS POOR BUSINESS

The talking machine dealer or manager who affects an air of condescension toward his customers is making enemies every day. One customer treated in this manner tells his or her friends and they tell others, ad infinitum, until the tale has spread to many people. Remember, a reputation takes hard work and constant effort to build up, but a breath of wind can blow it down.

Elly Ney, famous Brunswick artist, will make her tenth New York appearance this season at Carnegie Hall, January 22, when she will play with the Philharmonic Orchestra.



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 G J K W  
 H M J O N  
 P Q N J  
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# How This Popular New Idea Brings Customers Into Your Store - and Pays You Big Profits -

**Keep the Store Crowded! Walter Camp's "DAILY DOZEN" Exercises on Phonograph Records Prove Fastest Selling Record Proposition on Market.**

THE famous "Daily Dozen" Exercises, set to music on phonograph records, are creating a tremendous demand every where, and are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as the demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the "Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Collier's,

Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instructions given in a clear voice.

These Health Builder Records are sold in sets, each set comprising five 10-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. The Health Builder Sets are in demand the country over, our National Advertising Campaign proving a tremendous success, one ad alone resulting in direct sales aggregating \$5,000—another ad resulting in \$9,000 in sales.

The movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

## Be the First Dealer in Your Locality

The Health Builder System is the quickest-selling, most profitable phonograph record proposition on the market. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that crowds shops everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

**Health Builders' Dept. I,  
334 Fifth Ave., New York.**

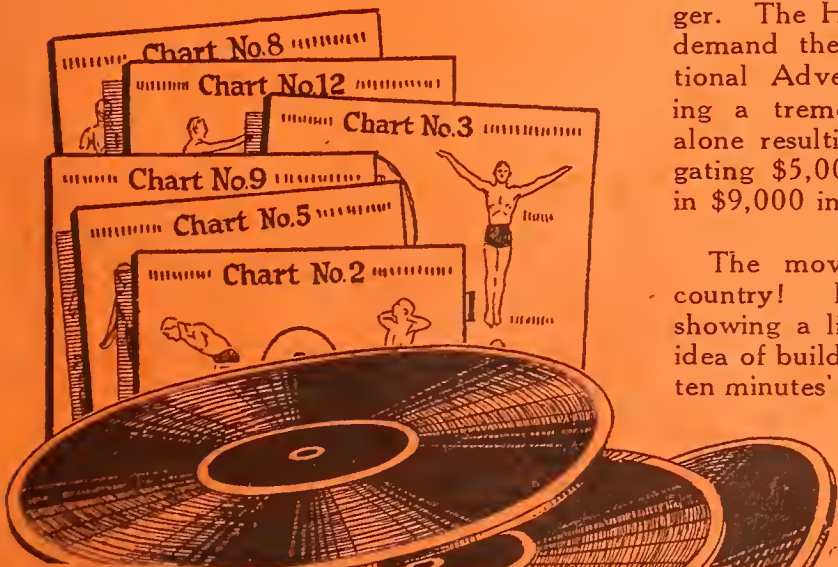
**A. W. CHAMBERLAIN,  
New England Factory Representative,  
26 Broad Street, Boston, Mass.**

Health Builders,  
Dept. I.  
334 Fifth Ave., New York

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

Name .....

Address .....







## The New Edison

There is no phonograph or talking machine manufactured, except the New Edison, which can sustain the test of direct comparison with living artists. This all-important fact makes the New Edison the inevitable phonograph for the home.

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

**JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS**

**CALIFORNIA**  
Los Angeles—Edison Phonographs, Ltd.  
San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.  
Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.

St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW YORK**  
Albany—American Phonograph Co.  
New York—The Phonograph Corp. of Manhattan.  
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buchn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.  
St. John—W. H. Thorne & Co., Ltd.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Vancouver—Kent Piano Co., Ltd.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Babson Bros. (Amberola only).



# The TALKING MACHINE WORLD

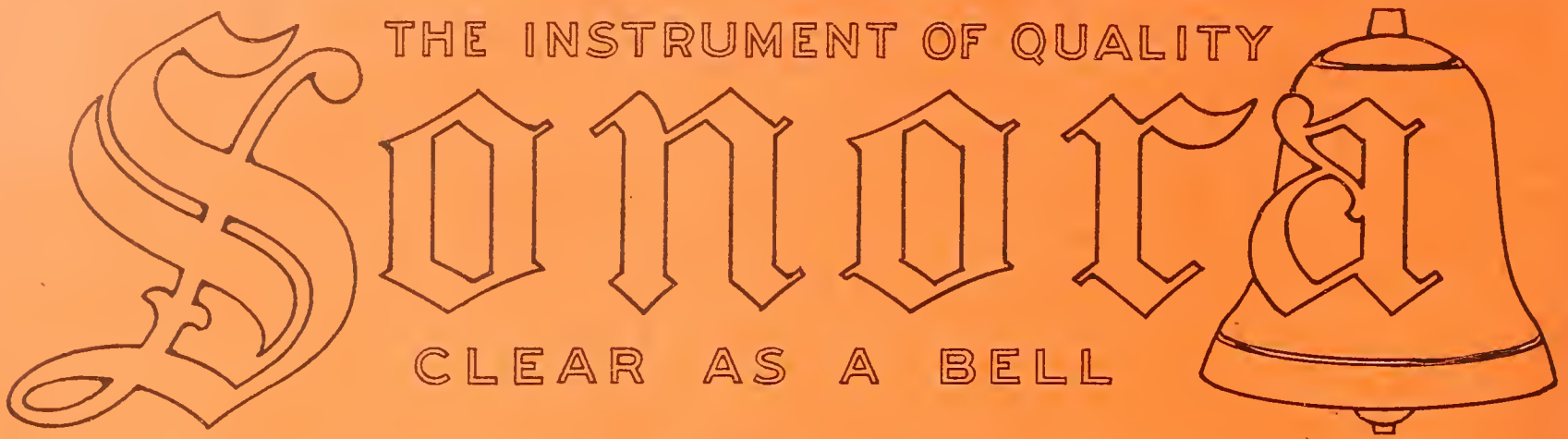
For the  
makers &  
sellers of  
talking  
machines

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



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





## The Highest Class Talking Machine in the World

**S**ONORA dealers do not change—they are loyal to Sonora through all conditions.

In a world of unlimited competition, this is a most impressive fact.

Dealers have a large field to choose from—they invest their own money, time and brains—they naturally line up behind the instrument that makes this investment repay the largest profits. That Sonora dealers are loyal is the highest tribute to Sonora's selling power.

Sonora dealers *know* from actual experience that Sonora sells to a better class of customer, with less effort than any other phonograph. No matter what other make or makes you sell at the

present time, you will find the Sonora a valuable addition. No other instrument supplies the *universal* satisfaction given by SONORA.

### Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



*Canterbury*

#### *Canterbury*

An addition to the Sonora Period line, which has developed a wonderful popularity wherever shown.

#### *Lafayette*

This new model is a step forward in Period design, even for Sonora. Its aristocratic lines carry an irresistible appeal to the people with real "purchasing power."



*Lafayette*



# The Talking Machine World

Vol. 18. No. 2

New York, February 15, 1922

Price Twenty-five Cents

## CLEVER PLAN GETS PROSPECTS

**Merchant Distributes Scratch Pads to School Children, Offers Present for Filling Out Questionnaire and Thereby Gains Prospects**

A task which the merchant usually finds extremely difficult is the gathering of names for his prospect list which make live prospects. Many plans have been tried with more or less success, but one clever plan for obtaining the names of prospects, as well as important data, which it is important that the dealer should possess, was put into effect recently by a merchant at very little expense and trouble.

This progressive dealer had a large quantity of small scratch pads prepared, each one mounted on an index card, so that when the pad was turned over the holder could not avoid seeing the very simple questionnaire which the card contained.

These pads were given to the teachers in the public schools for distribution among the pupils in their classes. Naturally, the children read the card and the first thing that they saw was an announcement to the effect that each one answering the questions on the card and bringing it to the store would be rewarded with a present. The questions which the children were asked to fill in were as follows: The child's name and address, date of birth, father's name, if living; where employed; mother's name, if living, and the names of brothers or sisters.

The cards were returned by the hundreds, and the merchant had a first-class prospect list at hand, not only for the present, but also for future years, since it is obvious that the school children of to-day are the buyers of to-morrow. The printing of the cards and the distribution of novelties to the children, who returned the cards with the required answers, cost only a comparatively small sum.

## BOOSTS ONE RECORD EACH MONTH

**Texas Dealer Builds Up Record Business by Sending Sales Promotion Letter to One-third of Mailing List Each Month—Proves Success**

EL PASO, TEX., February 3.—The talking machine record business of the Tri-State Talking Machine Co. here is booming due to the fact that the concern concentrates on one particular record each month, through the medium of a personal letter signed personally by the manager. These letters are sent to one-third of the patrons whose names appear on the mailing list in addition to the regular supplements and enclosures. In this manner the clientele of the company is reached in connection with the sales promotion of a special record every three months. The advantage in reaching a customer in this manner at such lengthy periods is that the customer does not gain the impression that the company is merely actuated by selfish motives in drawing attention to particular records, but feels that a sincere attempt is being made to render a real service.

## WORLD'S CHAMPION RECORD CRITICS

**Steamship Men Select Records in All Languages for Use of Steerage Passengers**

Thomas Hardy, commissary superintendent, and W. T. Robertson, shore steward of the United States Lines, are the world's first steamship talking machine music critics.

The United States Lines, after providing cabins for their steerage passengers, decided to furnish music. Talking machines were placed in the third-class quarters of each of the company's steamships. Messrs. Hardy and Robertson, delegated to select records in every language, have listened to hundreds of records and boast of having whistling repertoires of the world's best operas, waltzes and jazzes.

## C. A. C. HONORS T. H. TOWELL

**Head of Eclipse Musical Co. Elected President of the Cleveland Athletic Club**

CLEVELAND, O., February 1.—T. H. Towell, president of the Eclipse Musical Co., and also president of the Cleveland Cadillac Co., has captured another presidency, and one that does him particular honor in that it reflects the esteem in which he is held by some of the leading business men of Cleveland.

Mr. Towell, in short, has been elevated to the position of president of the Cleveland Athletic



T. H. Towell

Club, one of the leading clubs of its kind in the West, after having been a director of the club for the past seventeen years.

Mr. Towell, who has been connected with the talking machine industry since its infancy, and as head of the Eclipse Co. has proven an important factor in the distributing of Victor products, is distinctly popular among the members of the talking machine trade, who will be glad to learn of the new honor conferred upon him.

## WINDOW DISPLAY FOR THE CURIOUS

**Merchant Plays on Curiosity of Public by Making Window Opaque and Arranging Peep Holes, Through Which to View Display**

Curiosity is one of the most easily aroused emotions in human existence, and one dealer, knowing this, reaped much profit through the aid of his display window. The first thing which he did was to take out the merchandise which had been in the window. He next painted the entire window opaque, leaving only a few small peep holes. Over the peep holes the following words were printed in large, striking letters: "Stop! Look! Listen!" Curiosity impelled about nine out of every ten persons to stop and take a look through the peep hole. They saw several beautiful models of talking machines, one of which was playing, operated electrically. The theme of the display was the living-room of a comfortably furnished home, and in a prominent place in the window was a selected list of the most popular records. The plan proved extremely valuable as a business and publicity stimulator.

## NEW VICTOR STORE IN MASSILLON

MASSILLON, O., February 5.—The C. J. Duncan Co. plans to open an exclusive Victor shop in its newly completed building in Main street about February 15, Mr. Duncan announced this week. The parlors will be on the second floor over his new jewelry store and already many of the furnishings and the fixtures are on hand and are being installed. For years Mr. Duncan has confined his efforts to jewelry merchandising.

## YAHR & LANGE CO. CONFERENCE

**Sonora Phonograph and Okeh Record Jobbers in Milwaukee Entertain Dealers in That Territory at Important Successful Sales Meeting**

MILWAUKEE, WIS., February 8.—A most successful conference of dealers in Sonora phonographs and Okeh records in Wisconsin and Upper Michigan was held in this city recently at the headquarters of the Yahr & Lange Drug Co., wholesale distributor for those products in this territory.

The conference was snappy and right to the point and produced many excellent business ideas for the benefit of the retailers. The General Phonograph Corp. provided an elaborate demonstration of Okeh records, and the recording process was explained in detail. The various models of Sonora phonographs were also studied and discussed at length.

During the course of the conference the visiting dealers were entertained at dinner by the Yahr & Lange Co., the speakers of the evening being Fred H. Yahr, president of the company; R. H. Lanz, chairman of the dinner, and Charles Neumeister, representing the General Phonograph Corp.

In discussing the general business situation and the outlook, Mr. Yahr said, in part: "The year 1922 will be one of inevitable competition, and as never before business men will seek recorded practical facts. Emphasis must also be placed on the ill-advised business policy of price-cutting. The manufacturers have tried mighty hard to save the dealer from himself in this respect, by insisting that a price standard be maintained. The shortest route to bankruptcy is by employing such tactics. We cannot prosper unequally and our interests are so interwoven that to break one thread means to weaken the whole fabric of business relations. Good will always has been, and always will be, the only sure road to the realization of our ambitions, that is, a healthy and prosperous phonograph and record business."

## THIS IS REAL MERCHANDISING

**Garver Bros. Co., Located in Town of 1,000 Population, Closed a Gross Business of Over \$700,000 During Past Year—Quite a Record**

STRASBURG, O., February 5.—Although corn fields are visible from the windows of the Garver Bros. Co. store here, it did more than \$700,000 worth of business in 1921, according to G. A. Garver, head of this unique country store.

"Our music department did a remarkable business in 1921 and we intend making the present year the best in the history of the store," he declared. All business comes from the rural districts. The store handles Victor products.

The company is completing a new \$250,000 warehouse, which when completed will be used partly for the storage of musical instruments and talking machines. The store is located in a town of less than 1,000 people.

## BUSINESS CHANGE IN ZANESVILLE

**Spence Music Co. Takes Over Stock and Fixtures of Home Music Co., That City**

ZANESVILLE, O., February 3.—The business of the Home Music Co., which handles the Columbia, Sonora and Brunswick lines at 310 Main street, this city, was discontinued recently, the entire stock of the company, together with the equipment of the store, being taken over by the Spence Music Co.

The Spence Music Co. will continue to handle the several lines featured by the Home Co. in addition to the Victor line, which the Spence Co. has handled for some time past.



# Developing a Store Atmosphere That Impresses the Desirable Customer :: By Thornton Hall

On the occasion of a recent visit of the writer to the Broadway store of a talking machine dealer there occurred an incident with a moral. It is a concrete example of what we mean by "store atmosphere," in this case atmosphere of a negative kind. We are going to use it as a text for this article on "store atmosphere," a neglected subject, which plays an important part in the fortunes and failures of talking machine retailers.

While the clerk in charge was busy with another customer, a stout, prosperously dressed gentleman, probably a business man with plenty of ready cash, stepped briskly in. He had to wait a few moments to be waited upon, and his gaze roved about the store. Suddenly his gaze rested upon a framed notice upon one of the walls, and he turned to the writer and exclaimed:

"Look at that sign, there! Read it! 'Positively no checks cashed.' Fine way for a business man to greet a customer. Why, that man is telling me in advance that he doubts my honesty! Perhaps he does, but is it going to do me any good to tell me about it in a bold sign flaunted on the wall? Why bring up the subject at all unless it arises? Will that sort of greeting get my trade? I should say not!" And he turned and left the store.

That dealer lost a potentially good customer through a thoughtless plan of saving himself a little extra trouble. A dealer must, of course, use discretion in cashing checks, and his rule of cashing "positively no checks" was very likely a wise one. But the number of persons who request this favor would probably be so small that he could wait and meet each request with a tactful statement of his rule and his reasons for maintaining this rule.

Granting that this particular customer was unreasonable in his attitude, the psychological reason for his anger is perfectly apparent. The implication in the sign is that there is a possibility of his cheating the proprietor of the store. Here is a merchant who does not trust him—he cries it from his wall.

Now, this is distinctly a case of creating store atmosphere, but atmosphere of a negative sort. This merchant is creating an impression of hostility in the minds of customers. Little things like this must be considered carefully for the effect upon customers. Everything the merchant does must be analyzed, particularly from

the all-important viewpoint of store atmosphere.

Let us take the question of store atmosphere in the positive sense. Here is a practical example of what we mean by it. The noonday concert idea serves the purpose of attracting persons to the store, but more important than this is the effect it creates on the visitor to the store. A beautiful concert, such as is the daily event with a number of talking machine merchants, gives a great deal of pleasure to its audience. The customers are thankful to the merchant for providing them with this music and consciously,

*It Is the Little Features of Service That Never Fail to Arouse Appreciation and Support of the Customer*

or subconsciously, put him down as a thoughtful merchant. The daily organ recitals at John Wanamaker's stores make those stores a pleasant place in which to shop.

The Ward chain of shoe stores in New York have caught the spirit of creating "store atmosphere." Here is an example of their method: They have observed that nine out of ten purchasers of shoes immediately go to a shoe shine parlor for a shine to get rid of that "new" look. Accordingly, they have installed a pair of chairs and dark-skinned "shine-'em-ups," and as each customer receives his change he is politely informed that he may have the new shoes shined on the way out. The result is an appreciation of the thoughtfulness on the part of the merchant that cements the good will of the customer.

If the store should be located at the terminus of a suburban trolley line, the public should be made welcome to use the store as a waiting room. The music of the "talker" makes the store a pleasant place to wait for street cars.

Often sales will be made to suburbanites who are waiting for the trolley home and are reminded of records that they ought to take home. This waiting room should be made comfortable with a few easy chairs. This idea will pay dividends, both in extra sales and good will.

A fine example of what the writer means by store atmosphere may be found in the case of a Cleveland dealer who operates a concert ticket bureau for the convenience of his patrons. This dealer assigns one of his clerks to the management of the details, and this person keeps a record of all of the better type of musical entertainments and events that are to be held in the city. Posters and advertisements of each event are furnished to the store's bureau and are displayed prominently in the store, and tickets to the concerts are always on sale at the bureau a few days in advance.

In this way the general public in Cleveland has come to subconsciously associate this dealer's name with music. There is, of course, no charge made for this service, but one may be sure that there are ample profits accruing to the dealer in the form of good will, which, after all, is a very material form of profit. It is every bit as necessary to the permanent success of a retailer as anything he has in stock. A close association with the local musical profession has developed as a natural consequence of the activities of this bureau, and the public at large has come to recognize the store as a sort of clearing house for musical events. Consequently, the prestige of this particular dealer as a purveyor of a high standard of musical instruments has been greatly enhanced.

The type of dealer who believes that the little things that go to make up the proper store atmosphere are "too much bother" will profit greatly by considering the experiences of some of these dealers, who are making their customers feel their desire to serve them. The month of January is an excellent time for the dealer to start putting some of these principles into practice.

We cannot imagine a complete education of man without music. It is the gymnastic of the affections. In suitable connection with exercise, it is necessary to keep body and soul in health. —John Paul Richter.

THE TALKING MACHINE'S HELPMATE



## RIGHT PRICES

Prices are only right when the quality of the merchandise is maintained. To sacrifice quality in order to cut down the price is a poor policy.

Right prices on Nyacco albums are made possible through the immense facilities in our two big factories—the use of the most modern labor-saving machinery and the careful buying of raw materials.

Thus we are able to price Nyacco albums at exceptionally attractive figures and at the same time maintain the high quality that has made them known in all parts of the world.

*Shelves for NYACCO set for Victrola No. 80 now made in wood. Send for prices of complete set.*



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

# New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

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

CHICAGO  
415-417 S. Jefferson St.



# Victor Supremacy

Victor supremacy is the natural reward of merit.

It is responsible for the success of every dealer in Victor products.

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

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

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

## Victor Wholesalers

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



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak



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



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

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





# The Question of Exchanging Records for Customers and Some of the Problems It Offers

The argument that the customer is always right is an old one in general commercial lines, but it is a question as to just how far that argument can be made to apply to the talking machine trade, particularly in the matter of record exchange. This question has been threshed out time and time again at various meetings of dealers and, despite the resolutions pro and con, there has not been evolved any effective rule that will always work to the satisfaction of the dealer and the customer. It still remains the problem of the individual retailer.

Not long ago a man came into a talking machine store and, in the face of signs announcing that no records would be exchanged, demanded that the dealer take back two of five records he had bought, offering the very logical explanation that his daughter had already purchased those same records without his knowledge. The dealer forgot the rule and returned the price of the two records, after some slight argument.

On another occasion a woman came in to return a record of a musical comedy hit purchased by her little son. The excuse this time was that she wanted a vocal record of the number, which was "Sweet Lady," and did not care for the dance orchestra arrangement. The dealer gave her another record. An irate customer walked into a third store and declared that the expensive record he had bought was scratchy and faulty. The record had been tried out at the store and gave satisfaction, but on the owner's machine sounded poorly. An investigation showed the dealer at once that the record had been tried out with a badly worn needle. When he informed the customer of the fact he aroused further indignation. The result in this case was

a firm refusal to do any exchanging whatsoever.

Before a dealer can be condemned for making certain exchanges it is always well for the critic to understand the circumstances and decide what he would have done in a similar situation. Dealers have been known to exchange records when the customer had apparently no right to demand an exchange. It is simply a question of losing one record for the sake of selling many more to the same individual in the future. On other occasions dealers have held

be, and generally are, nipped in the bud. The customer who habitually buys four or five records and then wants to have two or three of them exchanged in a week or so, for instance, is simply endeavoring to get the use of seven or eight records for the price of five.

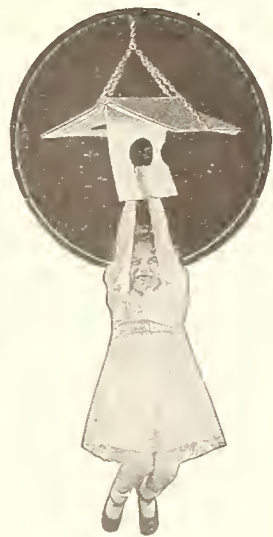
In the case of popular songs, especially, the customer frequently finds that they become tiresome within a few days and fixes up a fairly good excuse to get them back into the hands of the dealer in exchange for new records. For the retailer who knows a little something of human nature and makes a study of his customers, however, the handling of this situation is more or less easy. He simply calls a halt and tells why. It is a simple matter to decide, because the business interest is negative. Even the perfectly honest individual who duplicates on record purchases can be cured by a little diplomatic argument from the dealer to find out first what is wanted and then to buy it. The customer who selects records by name only and does not have them tested can likewise be converted by being urged to hear each record bought and then enforcing the "no exchange" rule.

In the case of the casual exchange the retailer must judge for himself anent the status of the customer when it comes to a decision between sticking to a principle and offending a generous buyer. The "no-exchange" sign, however, in the last analysis is a mighty good thing to have around the store. There will be enough of people convinced by the sign to make it worth while, and it gives the dealer a very substantial argument to advance in cases where he does not want to capitulate until the last moment.

## *The Difficulty in Maintaining a Hard and Fast "No Exchange" Rule in the Handling of Records*

closely to the no-exchange rule and have lost good business.

Just at the present time a good customer is one of the greatest treasures a dealer can desire and he is perfectly right in considering every angle of the question before he refuses definitely to hold fast to the "no exchange" rule. There are, of course, frauds perpetrated on the dealers in the matter of record exchanges that should



## Boost Record Sales

The large sales of instruments during the recent months mean a greatly increased market for records. Now is the time to develop the "home library of records" idea among your customers.

We have prepared a brilliant and colorful window show card which is free to all dealers for the asking.

Write Peerless for this card—sell albums now—pave the way for a steady, all-year record business.

*Write for Our Reduced Prices*



This show card and a good album window boost record sales.

**Peerless albums are covered and bound with Interlaken cloth.**

## Peerless Album Company

*Phil Ravis, Pres.*

636-638 Broadway

New York City

Boston Representative  
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative  
WALTER S. GRAY CO., 942 Market St.





**Victrola IV, \$25**  
Oak



**Victrola VI, \$35**  
Mahogany or oak



**Victrola VIII, \$50**  
Oak



**Victrola IX, \$75**  
Mahogany or oak



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



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

# Victor Supremacy

Victor supremacy is real.

It is backed by its wonderful musical accomplishments.

It is the power behind the success of every dealer in Victor products.

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

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

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

## Victor Talking Machine Co.

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



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



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



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



# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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**NEW YORK, FEBRUARY 15, 1922**

## PUTTING "PEP" INTO SALES CAMPAIGN PLANS

WE wonder what would happen were talking machine merchants to exercise the same amount of initiative and enterprise during the Spring months that they do around the Holiday season. During December it is customary to inaugurate lively advertising campaigns, to arrange stores in a very attractive manner and to dress the windows in a fashion to interest the passing public—to concertize—to circularize—all with the object of developing sales of talking machines, records and other musical accessories. The question arises: Why shouldn't advertising, store arrangement, window display and other business-building means have the same appeal in March as in December? We believe they would be just as resultful. Custom or tradition, however, has made it habitual to slow up for a couple of months after the New Year, with the result that little is done to develop trade. The attitude generally is to find fault with inventory and assume a bilious, despondent viewpoint.

We are largely victims of habit in the matter of merchandising, as in everything else, and it would be a good thing to get away from a bad habit and usher in the Spring of 1922 in a vigorous and successful way by demonstrating that the high-pressure system of developing sales, so customary around the Holiday season, may be practiced with success at any time of the year.

During the Summer months a few years ago one of the leading music houses of the country determined to test out the old shibboleth that everybody takes a vacation in the Summertime and that people do not buy. This concern carried on an active advertising campaign in the daily papers to stimulate sales, with the idea that business may be had if sought, and the result was simply as amazing as it was heartening—it showed a volume of business for two Summer months equal to any two months of the year.

Now what this house did in the Summertime could be done more satisfactorily in the Spring months, because in March, April and May people have not yet got used to outdoor pleasures—they are more content to stay in the house and hear the best in music through the medium of the latest records, which, of course, is a factor in the development of sales.

The point we wish to emphasize is that it is not wise to ring down the curtain on business activity during the post-holiday period. It is a time for real action—a time for developing 100 per cent ideas in the way of sales promotion. Nineteen twenty-two can be made a

great year in the talking machine field if we discard the "glooms" and reason out that business can be had by seeking it—not along the lines of slaughtering prices, but by an educational "contact" campaign for real music in the home through the greatest musical factor in the world—the talking machine.

## THE PROBLEM OF THE "GYP" DEALER

THE "gyp" dealer who has been abroad in the land for many years is at the present time causing considerable disturbance in the talking machine trade in the larger cities because of the increase in his activities. Legitimate dealers as individuals, and through various associations, have endeavored to eliminate the "gyp" dealer, or at least reduce the volume of his business, but have found out that he is a thick-skinned person who is not discouraged by condemnation or drastic association resolutions. There is only one way to get him, and that is by means of the law, when it can be made to apply, coupled with plentiful publicity regarding his methods.

Dealers who are earnest in their endeavors to eliminate the "gyp" find some measure of comfort in the attitude of certain newspapers, which scrutinize their classified advertising columns and are particularly careful regarding the statements therein, and will find very frequently that if such newspapers are put in possession of the facts concerning the operations of the "gypts," who utilize their columns under various pretenses and aliases, that co-operation will be given in exposing the work of the "gypts" and warning the public against them.

What can be done along this line is well indicated in the case of the Bronx Home News, with a circulation of over 100,000, which does not hesitate to throw the light on the operations of individual "gyp" dealers whenever the facts can be obtained. The newspaper has its own investigator, who has been particularly active recently in making things unpleasant for those who advertise "\$350 talking machine, Victrola style, \$95," or similar offers. On several occasions recently this paper has given a column of space or more to exposing the tactics of this or that "gyp," presenting the facts so fully that only a person absolutely lacking in intelligence would fall for the game.

There are no doubt other newspapers which, like the Home News, are interested in protecting their readers and would be willing to expose the activities of "gyp" dealers in their columns if accredited members of local talking machine dealer associations would investigate easily recognizable ads of the "gypts" and furnish the newspapers with the facts of the case. It takes patience and ability to get the confidence of the "gyp" and learn the name of the machine—it is always new—and where manufactured, and to check up the "gyp's" story of the reason for making the "sacrifice." It can be done, however, and with particular success, if the investigation is conducted by a woman.

In view of the great number of comparatively unknown machines that have been dumped on the market during the past few months, at practically any price that will insure some cash return to the manufacturer, the "gyp" dealer has found it possible to "sacrifice" big machines at a price to tempt the ignorant buyer and still make several hundred per cent profit. The answer to the question is not that of cutting off supplies, for this has already proven to be a hopeless task. The remedy lies in securing the honest co-operation of newspapers in presenting so many facts regarding various "gypts" that even the most ignorant of the public will be convinced that the proper place to buy a talking machine is in a regular store.

## RECORD POLICY AFFECTS PUBLIC FAVORABLY

THE decrease in the price of various lines of talking machine records announced during the week of January 16, and which served to bring the list prices of the popular series of ten or twelve-inch records back to the pre-war figures of 75 cents and \$1.25 respectively, has been received with considerable enthusiasm by record dealers generally, who have already experienced a sufficient increase in record business to indicate that the reduction made a definite appeal to the public.

The reduction of the price of Victor Black Label records from \$1.35 to \$1.25 for the twelve-inch and 85 cents to 75 cents for the ten-inch was formally announced to the public through the newspapers on the morning of January 18, and immediately various other companies made similar reductions in list prices. The fact that present lists prices are, in most cases, the same as they were in 1914, if properly presented to the buying public, should serve immediately



to overcome any hesitancy about buying in the belief that lower-priced levels will be reached.

A great many retailers were quick to take advantage of the reduction by emphasizing the fact through the medium of newspaper advertisements and special announcements in their show windows and stores. Coming at a time when special sale advertising is the rule rather than the exception, the announcements of the reduced prices of records appeared to hit the public right. At least the record buying has been stimulated materially, it is reported, which was the main idea.

#### LEGISLATION ON PRICE MAINTENANCE NEEDED

THE decision of the United States Supreme Court in the Beechnut case recently, which has been widely commented upon in both the daily and the trade press, emphasizes most emphatically the genuine necessity of having passed some sort of national legislation to legalize the maintenance of retail prices on trade-marked articles, not alone for the protection of the name of the product and of the reputation of the name of the manufacturer, but also for the purpose of giving manufacturers who desire to keep their products on a high level some definite basis upon which to operate in protecting their interests.

There have been so many decisions regarding the right of manufacturers in relation to the maintenance of prices that there exists much confusion in the minds, even of skilled attorneys, as to what may or may not be done by the manufacturer to preserve the dignity of his name-right and to keep his product from being made the plaything of the cut-price artist. There is no question but that a broad decision such as that handed down in the Beechnut case, taking from the manufacturer, apparently, many of the rights which he believed he was entitled to under the common law, if under no other authority, has had, and will have, a bad effect upon business by encouraging those who have refrained from price-cutting through fear to take a chance along that line.

Price maintenance is not calculated to place additional burdens on the public and act as a cloak for squeezing out excessive profits, for any law that may be enacted can be easily framed to prevent such abuses. What price maintenance will do, however, is to fix a

definite standard of price and value in the mind of the consumer and prevent the professional price-cutter from prostituting that standard for the purpose of attracting trade to which other unmarked products of unknown value can be sold. It is a known fact that the big price-cutters do not shave profits for their love of the public, but simply use trade-marked goods as bait to push the sale of inferior products bringing larger profits and bearing their own marks or names.

If there is no protection afforded the manufacturer of a trade-marked article in the matter of maintaining the status of that article before the public, then the trade-mark law loses much of its value. If any move that the manufacturer makes to protect himself is to be construed as a violation of the Anti-Trust Law, then there must be some law enacted that will guarantee to him definite rights which he is at present apparently denied. The simplest move along this line would be the drafting and passing of a price-maintenance measure definitely setting forth to what extent the manufacturer may go in guarding his trade-mark rights.

There is at present before Congress the Stephens-Kelly bill, designed to protect the manufacturer in the good will established for his trade-marked articles and protecting the public against deception. This bill is the latest development of similar measures that have been introduced at recent sessions of Congress, but have died without being made into laws. The better element of the talking machine trade has been persistent in its endorsement of these various measures looking toward price maintenance, and in view of the situation brought about by the decision in the Beechnut case, and in other cases of like character, support for the Stephens-Kelly bill should be stronger and more emphatic than ever, for it offers the quickest road to protection of industry.

The manufacturer and marketer of trade-marked articles of recognized standing and reputation is just now in a desperate position. Every move he makes for his own protection seems to put him deeper into the toils of the law. There can be no longer any delay in the work of establishing legislation that will grant him legal protection upon which he can rely without himself running afoul of the statutes and facing prosecution for guarding his own interests.

## SOME VALENTINE!



"Desire to Serve  
plus Ability"

Dear Sir:-

After the Christmas rush and while we are taking our little breathing spell - we wish to thank you very, very, much for the very fine manner in which you took care of us during the past few weeks.

Pearsall Service is all and more any dealer could wish for. We again wish to thank you - "Some Service"

Ask any Pearsall Dealer—he will tell you

10 EAST 39th ST.

NEW YORK CITY



SILAS E. PEARSALL COMPANY

DISTRIBUTORS



# Getting Out of the Beaten Path in Making the Effective Selling Appeal

:: By W. B. Stoddard

A music store in San Diego, Cal., attracted wide attention to its instruments recently by displaying a talking machine in its window with a long card on which in bold letters was printed: "This Phonograph for a Penny To-day." It brought everybody to a halt—and then they read, in smaller letters, "Two cents to-morrow; four the next day; eight the next day; and so on for fifteen days, and the instrument is yours." It was seen to be an exceptionally fine instrument, so even the balance of the ad seemed to intimate that it would be sold for a ridiculously small sum. This caused many people to stop in to make inquiries, and the polite salesmen assured them that it was correct, and asked them to do a little figuring. When they had done this they ascertained that the price of the talking machine would amount to \$327. They also learned that the machine could be purchased on monthly payments as well as on the fifteen-day price. The novel sign set everybody to talking and gave wide publicity to that particular machine, while all who stopped to read and admire could not help seeing the line of new records displayed in racks close to the window pane, and thus had the need of some new records brought forcibly to mind.

#### A Collection Idea Worth Noting

At the beginning of the year all dealers like to start with a clean slate, and it is sometimes quite a problem to collect the bills without offending delinquents. A jeweler in San Francisco successfully solved it by having some special letter-heads printed. They contained at the top a drawing of several heads of birds, featuring prominently their various sized bills—the long bill of the stork, the broad one of the pelican,

the short one of the owl, the little one of the baby chick, etc. The letter itself was designed to prompt the recipient to an immediate response without in any way giving offense. This letter read:

"Dear Sir: For some reason or other, possibly because our products were once trees, our store has developed into a nesting place for bills. I find upon investigation that we have a number of Little Bills, Big Bills, New Bills, Long Bills, Short Bills, Old Bills and Young Bills.

"These bills apparently have just naturally accumulated, and while they do not represent anything to actually worry about, I feel they should all be attended to before they all get to be Old Bills.

"One of these bills—a small one—is yours.

"Will you kindly send us a few new bills for this old one? Yours very truly."

#### Selling Records by Telephone

The public of Los Angeles was recently notified through the local newspapers that if it wished to hear any of the new records—or old ones, either, for that matter—all it had to do was to telephone Hamburger's and call for 14925. The record might then be ordered or not—the service was entirely complimentary. The response was immediate, almost overwhelming. In the first week seventy-five records were sold through this booth alone. "We shall continue it indefinitely," said the manager, "as it is more satisfactory, if anything, than selling over the counter. A new class of patrons has also been developed by this method—invalids, who find it impossible to go to the store. A letter received from the nurse of a wealthy shut-in, voicing her appreciation, was so good that they used it as an ad,

omitting the name of the lady, who did not desire any notoriety:

"Your idea of playing records over the telephone has proved an undreamed-of diversion to my patient. Her talking machine is her chief joy. Yet she is personally unable to go to the store and until now has had to depend upon others to select her music. To choose for herself is a rare delight, and she thanks you most enthusiastically."

The reading of this letter almost doubled the telephone requests, since patrons discovered it was "the thing" among the wealthy and cultured classes to select their records in this manner.

#### Department Store Rents Records

The Blanchfield Mercantile Co. for over a year has been adding materially to the sales of slow-moving records by keeping a standing one-inch want ad in the columns of the local papers. This ad reads:

FOR RENT—Phonograph records of the following makes: Edison, Victrola and Columbia. Selections from a large assortment. Fifty cents for four records a month. Four, for one-half the price of one. Good music at a very small cost. BLANCHFIELD MERCANTILE CO.

It is necessary for the customers interested to visit the store, as no deliveries of rented records are made. When they make their payment of fifty cents they get a card and one record, the number and title of which, with the date, are entered on the card. They can take only one record at a time, and this must be returned within a week, which is the limit any record can be kept; while the fourth record must be returned at the close of thirty days. They merely present their card each time. They can take out two, three or more cards in case they wish to have more than one record at a time, as many of them do. The selection must be made from the rental file. In this room there is an alphabetical list of records in rental stock for each make of record. While many of the records are slow-goers or overstock, the lot is made interesting by the addition from time to time of new and popular selections. In addition to securing revenue from the old records, this plan helps to sell new ones each month, for a bulletin of the new arrivals is placed where the rental patrons cannot miss it, and they often add a purchase to their rental. At any rate, it means a steady stream of visitors coming into the store, all of whom have a chance to observe several makes of talking machines, and hundreds of records.

#### RECORDS FOR MUSICAL TALENT TEST

Specialty Prepared Records Are Used in Schools for Classifying Talent of Pupils

Tests for the measurement of musical talent were given to seventy students in the Summer session of the University of Wisconsin. Five faculties are measured by the tests: (1) The sense of pitch, which is the ability to discriminate between higher and lower tones; (2) the sense of time, or rhythm; (3) the sense of time, which is the ability to tell that which is more pleasing and that which is less pleasing; (4) the sense of intensity, and (5) the musical memory, or the number of tones that can be remembered from a single hearing. The tests are given by means of talking machine records prepared for this purpose. They are used in many public schools as a quick method of classifying pupils.

C. A. Severs, manager of the Blue Bird Shop, Elkhart, Ind., is planning to purchase the talker business of E. L. Burch, of South Bend.

## SEND FOR YOUR SAMPLE TO-DAY



#### Mr. Victor Retailer—

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

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

*YOUR ad inserted without extra charge.*

### KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

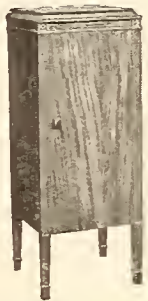
*Victor Wholesalers*

New York City

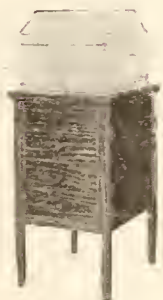




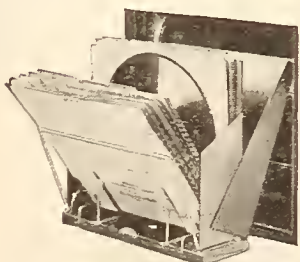
**CLIP OUT**  
*pin to your business letter-head and mail to*  
 The Globe-Wernicke Co., Cincinnati, Ohio:  
 I would like to know something more about your cabinet to hold surplus records. Please send me further information.  
 T. W. 2



A beautiful cabinet accommodating 150 records. Suitable for use with the very best machines.



A practical, durable, accessible cabinet for 100 records. Can be used with or without machine.



The patented Brown filing equipment is in every Globe-Wernicke cabinet. It is the most convenient.

## This coupon offers the value of 40 years' experience

**O**UR constant study, the observation of over 4,000 dealers, is at your service. Every Globe-Wernicke dealer may enjoy that support.

We believe there never was a more propitious time to sell record cabinets. In the last three years the sale of phonographs has been phenomenal. Families everywhere have removed music from the luxury class and included it firmly in their budgets. They are buying records *regularly*.

We ask you where this steady accumulation of records goes in the home?

A neat piece of furniture known as the Brown Disc Record Cabinet will keep a living-room tidy. It makes room for other records you'll sell. It fills a need that is unfilled.

This Globe-Wernicke cabinet is made for the convenience of men, women and children. Its filing device is extremely simple and successful. People appreciate it.

Clip out the coupon above. It will bring you interesting detail on the various styles of Brown Disc Record Cabinets and their prices. It means new sales for you! Immediate sales for you!

*Makers of Sectional Bookcases, Filing Cabinets in Wood and Steel, Office Furniture, Steel Safes, Stationers' Supplies, Filing Cabinet Supplies and Disc Record Cabinets*

**The Globe-Wernicke Co.**  
 C I N C I N N A T I



**DEMONSTRATIONLESS RECORD SALES**

Frederic Tietz, Jr., Advocates Selling Records Without Demonstrations

Frederic Tietz, Jr., a successful talking machine dealer of Albany, N. Y., has built his business through the use of many original merchandising ideas. Mr. Tietz, who is planning a trip abroad in the near future, in a communication to *The World* makes the following interesting comments regarding the successful merchandising of records:

"I do not believe in the selling of records that it is necessary to play them, but that it is very unnecessary.

"It is the biggest waste of time and selling cost in the entire business.

"It costs more to sell a record (for the dealer) than it does to make it.

"The profits on records do not allow for costly demonstrations.

"Playing records does not sell them, but many times spoils the sale.

"Records play only fifty to a hundred tunes (decently). Why give away any of these tunes?

"Why should every Tom, Dick and Harry hear a Caruso record free? It is not appreciated because it is free.

"The real buyer of Caruso would prefer it sealed up and get all of the tunes for which he pays but does not get with the free-music-for-all plan.

"Some very fine records should have been held at \$50 each; others as low as 50 cents.

"The masses will never like high-class music because it is cheap."

Some dealers state that they could not sell any records under this plan. Mr. Tietz's reply is that:

"A Victrola owner must buy records.

"The large mail-order houses sell millions without the costly playing plan.

"Advertise, make them want it, and then selling is easy."

**A CLEVERLY CONCEIVED WINDOW**

Daynes-Beebe Music Co. Features Sonora Phonographs in Very Artistic Window Display Symbolical of the New Year

SALT LAKE CITY, UTAH, February 4.—One of the most attractive window displays seen in this city in a long time was that of the Daynes-Beebe Music Co., in which the Sonora phonograph was featured and the spirit of the new year was typified. As can be seen by a glance at the illustration, the layout of the window was not only clever, but tasteful as well, and the manner in which the Sonora machines were fea-



Daynes-Beebe Co.'s Artistic Window

tured was both dignified and appealing. The window aroused considerable comment and many passers-by stopped to view the display.

The Daynes-Beebe Music Co. is the largest music house in the city and one of the largest in the State. The optimism of this aggressive concern toward the future is reflected in a vigorous campaign for business which is bound to result in a fair volume of sales. The establishment itself is a model of its kind and many modern improvements are in use to provide the maximum of efficiency in service to customers.

People who parade their virtues seldom lead the procession in this or any other trade.

**PROBLEM OF OPENING A NEW STORE**

Analysis of Conditions to Determine Chances of Success in New Location Before Opening Establishment Is a Wise Precaution

The merchant who contemplates moving his establishment or opening a branch store has many things to consider. Before going to the expense of opening a new store and stocking it with a quantity of expensive merchandise he should analyze conditions in the territory to which he is moving as accurately as possible. An accurate survey of the class of people which his store will attract and conditions in the neighborhood, such as the buying power of members of the community, will illuminate to a considerable degree the chances of success. Many a business has failed dismally because the proprietor had too high or too low ideals for the community which he was seeking to serve.

The opening of a new store in a different community offers many more difficulties than the opening of a branch store in another part of the city wherein the headquarters, or main store, is located. Before a merchant can even make a rough approximation of his chances for success he must take into consideration the various expenses and problems which he will be required to meet, such as rate of insurance in that locality, tax rate, local advertising rates, wage rates for help, the practices of other business enterprises in that vicinity and whether or not they co-operate or fight each other through the practice of destructive price cutting; the number of people passing the store location, etc. This latter is very important. It is reasonable to assume that if the establishment is located on a side street where few people pass business volume will be less than in the more frequented thoroughfares.

There's a tonic for business in the news that hundreds of thousands more men are at work in the United States.

## Collings & Co. And You

"Collings Service" means little to a Victor dealer outside of New Jersey and Northeastern Pennsylvania.

But in this territory, to which it is confined, "Collings Service" means to Victor Dealers everything that close convenience, skill and ample resources in Victor Merchandising can afford.

*"Buy Where You Sell."*

*"Collings Covers Your Wants."*

### COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.





**ENTERTAIN 15,000 WIRELESS FANS**

**Van and Schenck, Columbia Artists, and Distinguished Stars From Ziegfeld Follies, Sing and Play for Detroit News Radio Family**

DETROIT, MICH., February 6.—The local branch of the Columbia Graphophone Co. has been instrumental in placing in the hands of the Detroit News wireless station all new Columbia releases. Quite recently Van and Schenck, Columbia artists, and stars in the Ziegfeld Follies, entertained approximately 15,000 wireless fans in the Detroit region.

After Van and Schenck sang their way through nine musical numbers Monday night, an enthusiastic listener phoned the radio department of the Detroit News, praised the production and asked for more. Almost on his heels came a number of other radio calls for encore after encore.

The singers were requested to present themselves to the radio audience, and the introduction was given by Gus Van, whose modesty neglected to mention names until the close of the program.

The program was opened with "Yoo-Hoo," the latest song hit of the partners. Following in rapid succession were character songs and a minstrel bit of jazz, "I've Got the Joys."

By telephone request from one who had heard Mr. Schenck's phonograph records, he sang "Sally, Won't You Come Back to Our Alley," taking the falsetto notes in the clear and bell-like tones that characterize his singing. Mr. Van followed with a laughable imitation of Bert Williams singing "Who's Been Aroun'?" The program closed with the comic, "Ain't Nature Grand," sung as a duet, and the "Wabash Blues" was given as an encore.

The operator at the wireless station gives a full history of the record before playing it, stating what kind of a record it is, the composer and the number.

The Detroit branch has been co-operating to the fullest possible extent with the Detroit News wireless station. Records are sent over on memorandum and as new releases are sent over the others are brought back.

Through the courtesy of a friend, Mr. Gardiner, manager of the Detroit branch, and Mrs. Gardiner had listened in and heard many Columbia records played.

**EMBODIES CONSTRUCTIVE IDEA**

**Knickerbocker Talking Machine Co. Uses Report of Babson Service to Good Purpose**

In a communication sent by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to its dealers, a recent statistical report from the Babson Service is quoted. "During the year 1922 we believe the best business in the United States will prevail in New England, New York, New Jersey, eastern Pennsylvania and a few other well-selected localities. During the next year or so the efficient concern should find conditions better, the inefficient will find them worse." This encouraging statement is of particular interest to the dealers using Knickerbocker service, as it affects their particular territory. Abram Davega, president of the company, has followed this statement with a series of excellent suggestions to the dealer for increasing business during 1922.

**MOVING TO NEW QUARTERS**

The Bertha Rosamond Music Store, which has been located in the general merchandise establishment of Yoder & Rosamond in Haddam, Kans., will, on February 1, move to the new, spacious brick store next to the post-office, the present quarters having been outgrown. It is the intention to add a line of pianos later on. Since the foundation of this business nearly two years ago, a very remarkable business has been built up in talking machines.

The tired business man should be retired.

**GETS BIG WELCOME IN OKLAHOMA**

**Eight Famous Victor Artists Attract Crowded House in Oklahoma City—Entertained by Messrs. W. B. Gratigny and P. A. Ware**

OKLAHOMA CITY, OKLA., February 2.—The tour of the Eight Famous Victor Artists through this State was a tremendous success. They were greeted like long-lost brothers. They have become so widely known through their records that the people flocked to hear and see them in large numbers. When they visited this city on January 7 they faced a house crowded to the doors, which included more than fifty enthusiastic Victor dealers and employes from Central Oklahoma, who were the guests of the Oklahoma Talking Machine Co., the new Victor distributor for Oklahoma. The Victor delegation in the audience was identified by white badges inscribed: "With the Victor in Oklahoma," and the artists recognized them by wearing similar badges.

Prior to the concert, W. B. Gratigny, president, and P. A. Ware, sales manager, of the

Oklahoma Talking Machine Co., entertained the artists at luncheon, which was a delightfully informal affair. The visit of the octet of famous artists to this city was certainly an event which will long be remembered with pleasure.

**LANDAU'S NEW WILKES-BARRE HOME**

**Attractive New Structure Practically Completed—Will Move in on April 1**

WILKES-BARRE, PA., February 7.—Landau's Victrola and musical instrument business, which is now located at 70 South Main street, has practically completed the construction of its attractive new home at 34 South Main street, this city, which it will occupy on April 1. The new structure is three stories in height and will be known as Landau's Building. Spacious display rooms and windows and one of the best locations in the city are indicative of a bright future for the local branch. This concern operates stores in a number of Pennsylvania cities, including Pittston, Hazleton and Philadelphia. Victor talking machines and records are featured.

**"PLAYON"**  
*Repeats the Record Automatically*

**CONTINUOUS PHONOGRAPH PLAYER, INC.**  
ROOM 705, KEITH'S THEATRE BUILDING  
1116 CHESTNUT STREET  
PHILADELPHIA, PA.      December 16, 1921.

*Note this!*

The Tonepen Co.,  
217 Center St.,  
New York, N.Y.

Gentlemen: Kindly rush us at once fifty cards of the Tonepen needle. Enclosed please find check for \$4.00 to cover cost of same. If this is not sufficient we will send difference on receipt of invoice.

We have just perfected a new invention, an automatic repeater for talking machines, and have tried every needle on the market with this invention to find one that will play for the longest time and still retain the proper tone. We played some of your needles for a continuous period of four hours and they are still playing and the tone is still the best.

**"—positively the best needle on the market"**

Each Tonepen is good for about 100 records. The same Tonepen plays loud or soft; simply turn it in the reproducer.

*Write today for attractive dealer offer and fifty free sample cards*

**THE TONEPEN CO.**

**217A Center Street      New York City**





# How This Popular New Idea Brings Customers Into Your Store - and Pays You Big Profits -

**Keep the Store Crowded! Walter Camp's "DAILY DOZEN" Exercises on Phonograph Records Prove Fastest Selling Record Proposition on Market.**

THE famous "Daily Dozen" Exercises, set to music on phonograph records, are creating a tremendous demand everywhere, and are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as the demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the "Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Collier's, Physical Culture, American, Woman's

Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instructions given in a clear voice.

These Health Builder Records are sold in sets, each set comprising five 10-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. The Health Builder Sets are in demand the country over, our National Advertising Campaign proving a tremendous success, one ad alone resulting in direct sales aggregating \$5,000—another ad resulting in \$9,000 in sales.

The movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

### Be the First Dealer in Your Locality

The Health Builder System is the quickest-selling, most profitable phonograph record proposition on the market. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that crowds shops everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

**Health Builders, Dept. J, 334 Fifth Ave., New York.**

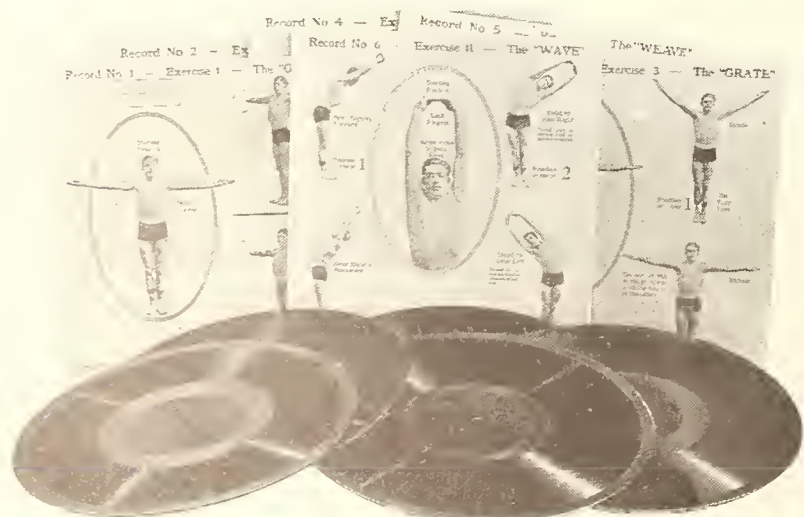
**A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad Street, Boston, Mass.**

Health Builders, Dept. J, 334 Fifth Ave., New York

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

Name .....

Address .....





# The Importance of Proper Executive Supervision in the Developing of Salesmanship

At the close of an old year or the opening of a new one, business men often are to be found in a teachable mood. They realize the many sins of commission and of omission which have been justly laid to their charge during the twelve months gone by, and they are ready in most cases to think about reform. Here, then, is something to be thought about by gentlemen who are in such a chastened and generally admirable mood, following inventory.

## "Pep" and Practice

There has been an enormous amount of writing, speaking and thinking about "salesmanship" during the last year, especially since business has been depressed. At the beginning of 1921 the grand cry was "More Pep." All would be well, it was freely said, if only the salesmen would buck up and fight harder. For a month or two, words of this sort managed to soothe or to encourage. Doubtless they had their value, but they did not last very long. It was soon found that salesmen were working as hard as they thought themselves capable of working, and were decidedly impatient of schemes for making them work harder, especially when very little difference appeared after all. It soon became evident that what was wanted was less noise and more thought. But since thinking is to most persons a very painful process, we shall here try to do some of it for the benefit of those who do not care to make the attempt for themselves. Our text is especially directed, not towards salesmen, but towards their bosses.

## Words and Things

And what we would say is this: Salesmanship is a nice word which, like charity, covereth a multitude of sins. But unhappily there appears to be an incurable tendency on the part of the human mind to confuse words with things and to suppose that, because a given word is convenient, expressive and in common use, it necessarily corresponds with some tangible concept. Now of course this is all wrong. We have come, to take our present example concretely, to group certain widely scattered notions about thoughts, processes and activities directed along certain lines under a classification, to which we have applied a word as a name. We have applied in this case the word "Salesmanship." Having done this, we sup-

pose that we have erected a sort of geomancy around our selling activities and that it is only necessary to master some incantations called "rules of salesmanship" to find ourselves in the seller's heaven, where overhead does not exist, prices are always high, costs always low, and cash the invariable rule.

As a matter of fact, nevertheless, no one has ever yet attained to this state of commercial bliss by mastering any "rules of salesmanship," simply because that sort of work cannot be reduced to rules. Salesmanship in the concrete is a matter of hard work, honesty, knowing the

*It Frequently Happens  
That Faulty Executive  
Guidance Is Responsible  
for Disappointing  
Sales Results*

goods and obtaining the confidence of the buyers. If a salesman can obtain the buyer's confidence, by knowing his goods and talking honestly about them, then, barring any personal defects of a specially intractable kind, he is a good salesman and can sell talking machines, records, or other goods if anyone can.

## The Basic Factor

But who is to see that salesmen work hard, talk honestly and know the goods? When all the rules have been digested, all the courses assimilated, all the conferences held, the final fact remains that hard work, by an honest man who knows his goods and can gain the buyer's confidence, is the basic factor in the entire progress. And how can the salesman be led to work hard, to be honest, to study and know his goods, and to work to obtain the confidence of the buyer, if the executive, the man at the head, the boss himself, does not first set a good

example, and then make it his personal business to see that the same is followed by his subordinates?

## Bringing It Home

This is bringing it home, indeed, and we intend just that. The fact is, as anyone can see for himself by personal investigation, that as a business grows there is more and more a tendency towards opening a gap between the heads and the manufacturing, accounting and sales forces. Of course, as a business increases in magnitude, the executive must be charged less and less with details. He must have more time to think, to plan, to consider the application of the principles (if he has any) on which the business is conducted. But the selling of his goods is the aim and end of his business. It is for that his business was organized in the first place. It is for that the goods are manufactured. It is for that the elaborate departments of accounting, credits and collections are organized and sustained. In a word, the blood of the business is derived from its sales department. Accordingly, the duty of the executive is especially to nourish and sustain that department. The details of the accounting, of the credits and (in a healthy business) of the production, are rightly left to the work of the various minor executives charged with those departments; but no president ought to leave to a sales manager the direction of sales policy. That is an axiom.

## The Personal Touch

The executive who has got into the habit of imagining that he can safely neglect his sales department, to any degree whatsoever, is almost sure to find himself imagining also (if and when he can be brought to an analytical state of mind) that if his salesmen only understand "salesmanship" better all will be well. But this is to rest one's confidence on a fallacy. In order to apply the rules of any system of salesmanship to one's own business, one must be ready as well as able to give one's time and attention personally to training, encouraging, directing the sales work. Here, though nowhere else, the president of a large corporation can best be his own departmental manager. It is necessary to success.

(Continued on page 18)



TELEPHONE NUMBER  
FITZROY 3271—3272—3273



## "Hitch Your Wagon to a Star"

was a suggestion we gave some time ago to the Victor retailers. We believe that the Victor retailer that put all his energy, capital, space and advertising into featuring Victor merchandise during the past year was well repaid.

We prophesy that the wisdom of this maxim will be more and more apparent as the year progresses.

# ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York



# “Say It With Music”<sup>99</sup>

## A New Record-Selling Idea!

“Say It With Flowers” is a slogan which has increased the daily sales of hundreds of florists.

“Say It With Music” is going to increase every Dealer’s sales of Columbia Records. This new “Gift Record” idea will sell records to an entirely new market, and the stronger the support it receives from all Columbia Dealers, the bigger results it will get.

Think how wonderfully *personal* the gift of a record can be! Where other gifts are mute, heart may speak to heart in an old song of tender meaning.

Think of all the holidays there are during the year—for every one there are certain types of music which make particularly appropriate and acceptable gifts. Remember that every day in the year is the birthday or wedding anniversary of thousands of people—soon you will realize the amount of new business that can be secured by telling your customers to “Say It With Music.”

“Say It With Music” will lead people who do not own phonographs to purchase records as gifts for friends who do. It will bring them into your store, where you will have an opportunity to interest them in your phonographs.

Here is a fine “Plus Record” selling help, too. “Say It With Music” will enable you to draw the attention of your regular customers to the attractiveness of records as gifts. Every recipient of a gift becomes a good prospect, and both parties to the gift are excellent “repeat” customers.

All phonograph dealers, jobbers and manufacturers can profit by supporting this new record-selling plan.

The Columbia Graphophone Company has believed in the possibilities of this plan from the very beginning. The first Columbia Record Gift Envelopes which were introduced over a year ago gave Columbia Dealers a practical means of merchandising Gift Records. They add the final touch of atmosphere to an ideal gift.





# “When Words Fail— Send a Columbia Record”

February has THREE special events—the birthdays of Lincoln and Washington, for which a Columbia Patriotic Record makes an appropriate gift, and St. Valentine’s Day, which kindles a warm glow in the heart of many a lad and lassie.

St. Patrick’s Day, March 17, with Ireland’s recently acquired freedom, will be celebrated more enthusiastically than ever.

Then there are Memorial Day, May 30, and Independence Day, July 4, when suitable favors and remembrances are purchased.

During the summer, when week-end vacation visits are the thing, a few new dance records make a delightful gift that adds zest to the parties.

### Practical Columbia Support

So that all Columbia Dealers may contribute their efforts to make this new plan a success and reap early profits, we are furnishing free, as illustrated, a beautiful pastel display card.

This will serve as permanent Gift Record advertising. It may be used for all the different holidays, and in between times for occasions which are not seasonal.

Columbia Dealers who subscribe to the display service will receive their poster with the March Display. Others may secure copies free upon application to their regular Columbia Distributing Branch.

Get your free poster and an assortment of Record Gift Envelopes now and help accomplish the purpose of the slogan “Say It With Music” by creating another slogan, “When Words Fail—Send a Columbia Record.”

COLUMBIA GRAPHOPHONE CO., New York



Weddings, Engagements,  
Anniversary

Week-End

Christmas



“When Words Fail—  
Send a Columbia Record”

They reflect originality radiate happiness convey appropriate sentiments—make permanent gifts—

There are Columbia Records to suit every occasion. Send your selection in this typical gift envelope. It adds the final touch to a most acceptable gift—

Special Envelopes for  
BIRTHDAYS  
ENGAGEMENTS  
ANNIVERSARIES  
WEEK-END VISITS



## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

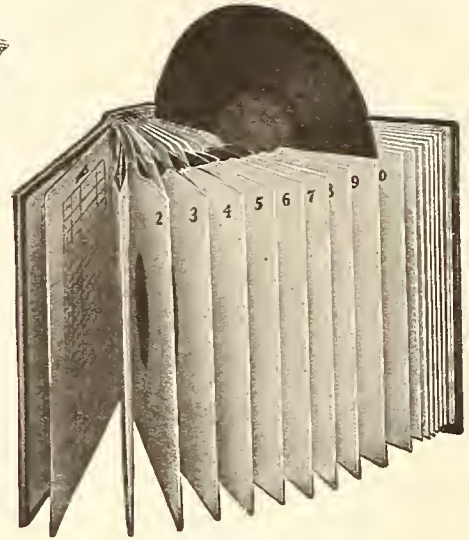
### Price Reductions 35% to 40%

within the past year. It will be to your interest to write us for prices before placing further orders for Record Albums.

Please mention quantity, as large orders help some in lowering costs.

We guarantee satisfactory Albums.

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



THE PERFECT PLAN

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

### SUPERVISORY SALESMANSHIP

(Continued from page 15)

There has been a great deal of talk about the science of salesmanship and the science of business building and the science of this and of that. Some of it is very good, and really has practical bearings. Some of it, as always happens in the course of movements like this one, has been rather silly. A little of it has been arrant nonsense. Bad psychology, cheap mental suggestion and general pseudo-scientific clap-trap have been the foundation of more than one successful (to the promoters thereof) "course of instruction in salesmanship." Yet still stands the ancient rule undisturbed and undimmed:

The salesman must be honest: he must not lie about the goods to make a sale.

The salesman must know the goods: he must not try to cover ignorance with smooth talk.

The salesman must work hard: for no job is more wasteful of time and effort than his, unless it be carefully watched.

The salesman must apply honesty, knowledge and hard work to the task of gaining the buyer's confidence: for honestly gained confidence is the salesman's most valuable asset and his brightest jewel.

That ancient rule has to be drilled into the men who are to carry it out. It is the executive's job, first, to know that here is a rule vital

to the success of his business; and, second, to see personally that it is applied. That is his job, to see personally that his salesmen are doing these things. When he knows that they are, then it is his business to be their general, their divisional commander, leading them into battle; not merely a far-away commander-in-chief, invisibly planning, unseen to the soldier on the firing-line.

### USE FILMS TO PROMOTE TRADE

Foreign Trade to Be Stimulated by Educational Films, Says Department of Commerce

WASHINGTON, D. C., February 8.—Moving pictures are to be used extensively by the Government as a means of foreign trade promotion, it was just announced by the Commerce Department. Arrangements are being made for the co-operation of the motion picture experts of the Bureau of Mines and of Manufactures, as the cost of the films to be shown must be borne by the company whose product is pictured.

"In the opinion of the Department of Commerce," said an executive, "representative industrial films will provide a very effective method in promoting export trade. They should prove exceedingly helpful in convincing the people of other countries regarding the industrial ability and the extraordinary facilities of the United States."

### L. E. GILBERT AGAIN WITH MICKEL

Old-time Victor Man Joins Traveling Forces of Mickel Bros. Co. in Des Moines

DES MOINES, IOWA, February 6.—Lee E. Gilbert, one of the old-time Victor men of Iowa, who joined the forces of Mickel Bros. Co. on January 1, has a host of friends throughout the Middle Western territory, having originally blazed



L. E. Gilbert

the Victor trail through this section when the line was in its infancy. His early associations were with the Victor Co. during 1905, later joining the forces of Chase & West, of Des Moines, who were at that time wholesalers for the Victor Co. When the Des Moines office of Mickel Bros. was opened, Mr. Gilbert and Geo. Beaver, the manager, established practically all of the larger dealers who are active to-day. In 1915 he left the talking machine field for other endeavors, and it was only recently that Mickel Bros. were able to again secure his valuable services. Mr. Gilbert will supplement the work of the other four travelers, with headquarters in Des Moines.

### THE GROWTH OF DIE-CASTING

Discussing the history of die-casting, now so general in the talking machine trade, C. T. Roder, in the Iron Age of recent date, points out that die-casting is produced by forcing liquid metal into dies under pneumatic pressure. Until 1914 only metals fusing below 1,300° F. were successfully die-cast, chiefly zinc alloys. Advantages of die-casting are the small amount of machining necessary, reduction of assembly, the small cost, great accuracy, good appearance, etc. The pneumatic pressure assures uniformity. Aluminum die-castings are a recent development. Design of die is the most important feature of the work.

## ARE YOU PREPARED?

Patented  
1914

Patented  
1914



Keen competition is the keynote of business for 1922. Goods of quality will rule the day. If you handle goods of high quality—Particularly Boston Albums—you need have no fear of the future. Your business is assured. Boston Albums are made right—To satisfy your most exacting customers.

**BOSTON BOOK COMPANY**  
501-509 Plymouth Court  
CHICAGO, ILL.



# The Kind of Advertising That Attracts and Makes the Greatest Impression on Women

Talking machine merchants who have given particular study to newspaper advertising are keenly interested in the type of advertisement which makes the greatest impression upon women. The value of the exhaustive study of retail advertising just concluded by C. J. Suedhoff, of the Suedhoff-Ross Advertising Agency, of Ft. Wayne, Ind., is timely in this connection.

In order to get the necessary information Mr. Suedhoff asked a hundred average shoppers a number of questions relative to the effect that store advertising had upon them. From these answers the following was compiled:

Number who had not read any of the store's advertising for two days, one.

Number who came with the specific intention of inspecting some of the offerings listed in the store's advertising during the last two days, eighty-three.

Number who came for the purpose of inspecting some of the offerings listed in store's advertising previous to the last two days, three.

Number just "shopping" without being specifically interested in any of the advertised offerings, fourteen.

Number visiting the store who were interested in bargain offerings advertised in the morning newspaper, twenty-seven.

Number visiting the store who were interested in goods advertised in the previous afternoon's paper, fifty-six.

Number who carried clippings of advertisements for reference, one.

Number who had made engagements to meet friends at the store, eleven.

Absolutely new customers among 100 shoppers, one.

Number who had some sort of comment to make regarding the store's advertisements, fifty-one.

Number who in answer to question stated that they read store's advertisements every day, seventy-nine.

Number who stated they read ads very frequently, eleven.

Number who read advertisements infrequently, ten.

Mr. Suedhoff believes that the figures secured

### Out of 100 Shoppers—

- 83 came in in response to the previous two days' advertising;
- 14 were "just shopping" without having advertised values in mind;
- 27 came in because of the copy in the morning paper;
- 56 were attracted by the advertisements of the previous afternoon;
- 37 were accompanied by feminine friends;
- 11 made engagements to meet friends at the store;
- 79 said they read the store's advertisements every day;
- 11 read the announcements "very frequently";
- 10 read them "only now and then."

in this survey are typical of those that would be secured from a similar investigation in stores in other cities about the size of Fort Wayne.

"This phase of the survey showing how little attention is paid by customers to advertisements which are more than two days old should be of especial interest to all retail advertising men," declared the advertising man. "It is evident from these figures that women, as a whole, follow a store's advertising very carefully, and that they realize that business conditions change from day to day, just as the news of the world

changes, and that the goods which were offered in advertisements last week may not be sold at the same prices to-day or may not even be on hand in the store.

"It is an encouraging thing to the man who prepares retail copy to know that his ads play such a large part in the lives of the women of his city. Perhaps the average retail advertising man is not fully aware of just how important his advertisements are to the women, and these figures may prove rather astonishing to him. He may have realized, of course, that the women are attracted to his store by the ads, but he may not have realized that the vast percentage of all the women in the city read his ads regularly, no matter whether they come to his store every day or not."

### GROUP INSURANCE FOR EMPLOYEES

Watkins Bros., Inc., Hartford, Conn., Victrola and piano dealers, who also operate stores in South Manchester and Bristol, Conn., have taken on group life insurance for all their employees. Fifty-two were eligible, seven being entitled to the maximum of \$2,000 protection, having been with the company for fifteen years.

### JEDLICKA BROS. BUY SECOND STORE

SOUTHAMPTON, N. Y., February 3.—The Victor business of Benjamin Rosen was recently purchased by Jedlicka Bros., proprietors of a similar establishment at Bay Shore, N. Y. The new branch is one of the finest on Long Island and the purchasers have the advantage of an established clientele.

## WIDE-AWAKE DEALERS

are increasing their profits through the sale of De Luxe Needles

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

# DE LUXE NEEDLES

## DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles  
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)



**NOTED ARTISTS VISIT EDGAR SHOPPE**

Eight Famous Victor Artists on Visit to Tulsa, Okla., Are Photographed at Attractively Arranged Victor Store in That City

TULSA, OKLA., February 1.—When the Eight Famous Victor Artists visited this city early last month and played to a packed house, they made their headquarters at the Edgar Shoppe, a new Victor store, which has the distinction of being the only all-Victor store in Oklahoma. There are lots of stores in Oklahoma carrying the Victor line exclusively as a talking machine, but most of them are general music stores. The Edgar Shoppe is, perhaps, the most complete Victor store in the Southwest, and the equipment and furnishings, which include Unico booths and counters, cost upward of \$20,000, exclusive of merchandise.

The group photograph shows, from left to right: Morton Engle, manager of the repair department, the Edgar Shoppe; John Meyer, Frank Croxton, Thos. J. Edgar, president and general manager of the Edgar Shoppe; Billy Murray,



The Eight Famous Victor Artists in the Edgar Shoppe

Lester Burchfield, wholesale manager Sanger Bros.' Victrola department; A. T. Bown, sales department, the Edgar Shoppe; Otto Kluber, tour manager for the Famous Eight in the Southwest; A. H. Renner, assistant manager, the Edgar Shoppe; William Junkins, representative, the Schmelzer Co., Kansas City. Seated: Al Campbell, Miss Elizabeth Day, manager record department, the Edgar Shoppe; Monroe Silver and Frank Banta.

## ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS

**SMITHOLA**  
MADE BY  
**JOHN SMITH & CO.**  
NEW YORK, U.S.A.  
MODEL \_\_\_\_\_ SERIAL NO. \_\_\_\_\_

*Write for prices  
stating quantity  
desired*

SOLD BY  
**HENRY JONES & CO.**  
81 UNION ST.  
ALLEGHENY, PA.

EVERLASTING

**ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.**

NEAT IN APPEARANCE

**ASTORIA MAHOGANY CO. REORGANIZE**

Friendly Receivership Proceedings Brought—Arrangements Made to Carry on the Business

Negotiations have been going on for some time looking toward a reorganization of the Astoria Mahogany Co., Inc., a New York corporation, having its executive offices and manufacturing plant in Astoria, L. I., under a plan of reorganization which will place the company on a sound financial basis and provide new working capital.

In order to enable a continuance of the company's operations and also to conserve the assets of the company pending such reorganization, friendly receivership proceedings have been brought in equity. Douglas H. Allen, who has been appointed, with Edward W. McMahon, a member of the law firm of Graham, McMahon, Buell & Knox, with offices at Manhattan, as one of the receivers by Judge Garvin of the United States District Court for the Eastern District of New York, is familiar with the operations of the company, having acted for the past six months as representative of the principal creditors in connection with the company's affairs.

The receivers have been authorized by the Court to carry on the business as heretofore, and

arrangements have already been made with the principal creditors for financing the raw material requirements of the company during the term of the receivership. As a going concern the assets of the company, having a book value of approximately four and a half million dollars, exceed its liabilities by a substantial amount, and the proposed plan of reorganization contemplates payment of all trade creditors in full upon discharge of the company from receivership.

The appointment of receivers for the Astoria Mahogany Co. will not affect the company's tropical subsidiaries, the Nicaragua Mahogany Co. and the Compania Mexicana de Caoba y Godro.

**Phonographic Epigrammatics**

By

HAYWARD CLEVELAND

Do not condemn rival goods. 'Twere better to admit their worthiness and say, "——'s machines (or records) are good but ours are better." Then prove it!

"Music hath charms to soothe the savage breast." By that token, then, we are all savages, and it logically follows that the talking machine, the universal music purveyor, is the greatest of savage tamers!

It is the privilege of most men to have some choice of occupation. Choose that, therefore, that drags no man down, but uplifts. Of such is the talking machine trade!

"Eternal vigilance is the price of liberty." This might be commercially adapted to read, "Eternal vigilance is the price of success."

Once a prospect always a prospect, until dead or departure for parts unknown!

Regard your buyers as juries. Emulate Lincoln. Admit the merit in the opposition's arguments and cap with better.

Take a shot at the moon! You may hit it! Take a try at a remote prospect! You may land it!

No one human invention has contributed more toward the "Gaiety of Nations" than the talking machine.

No one product of man's ingenuity has gone further toward "Making all the world akin" than the talking machine.

Let not the day go by in which you do not, to some extent, progress a worthy cause.

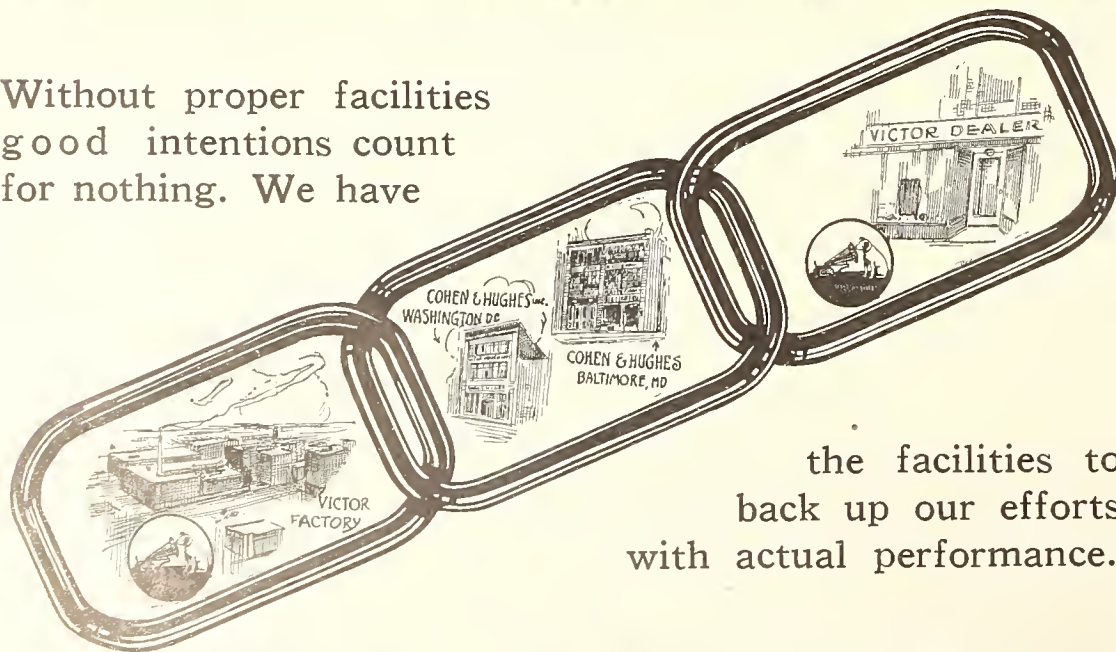
Music is the rhythmic expression of that which is noblest and best in the human.

Optimism costs no more than pessimism and brings better results.

**"FACILITIES"**

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

Without proper facilities good intentions count for nothing. We have



the facilities to back up our efforts with actual performance.

**COHEN & HUGHES**

Wholesale Exclusively

BALTIMORE

WASHINGTON



# The NEW Scotford Tonearm and Superior Reproducer



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



The OLD



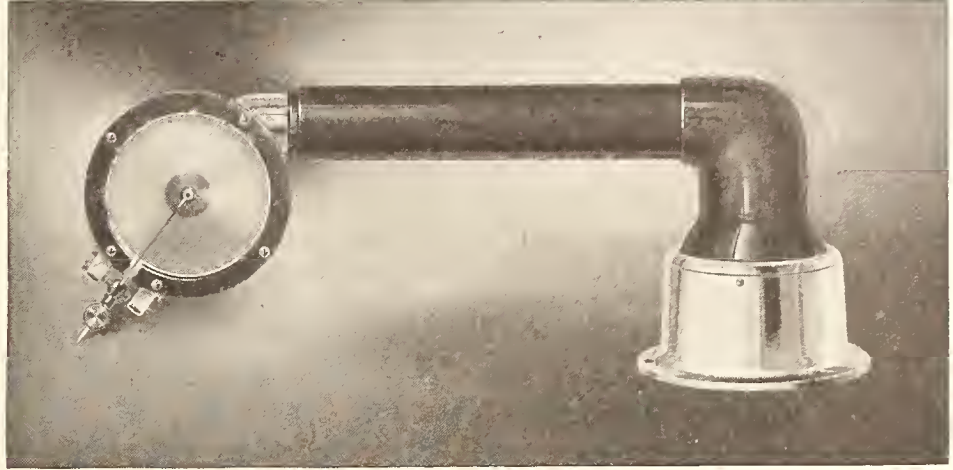
The NEW

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

## NEW CONSTRUCTION

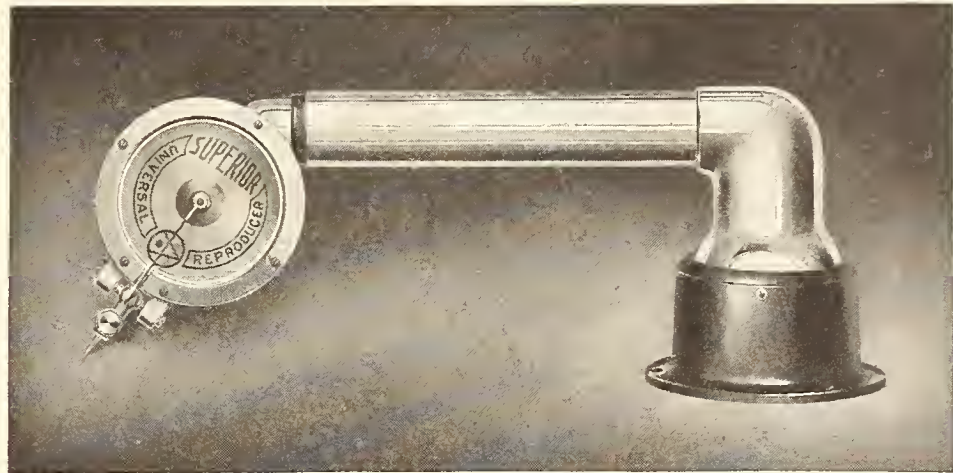


The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white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



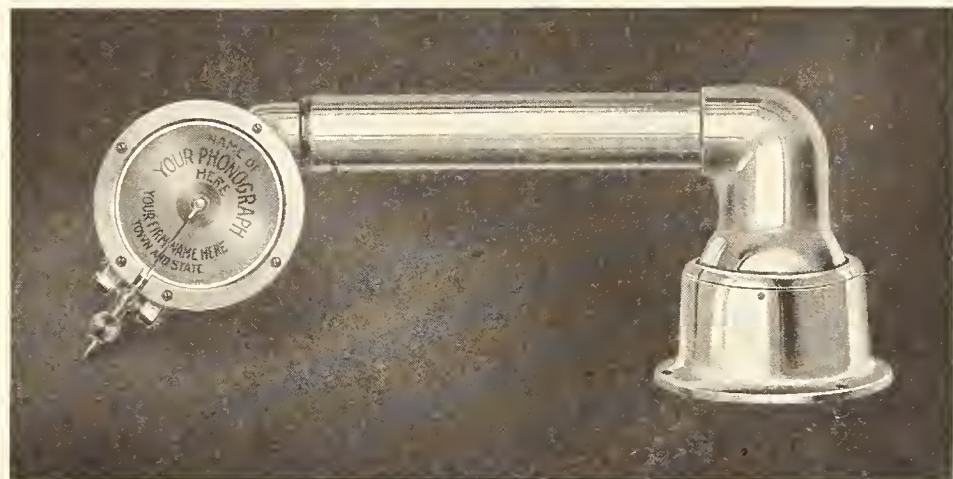
STYLE No. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 2 FINISH

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



STYLE No. 3 FINISH

All parts Plated in Nickel or Gold

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

### Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.  
Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.  
Style 3 All parts of Tonearm and Reproducer are Plated.

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

*Samples Prepaid at the Above Prices*

*Write for Our Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS





Here's one that will sell like hot cakes! Al Jolson sings "Give Me My Mammy," from Bombo. On the other side Hart & Shaw, two new Columbia artists, sing a tender lullaby "My Mammy Knows." Order it. A-3540.

Columbia Graphophone Co. NEW YORK

PROGRAM OF GENERAL EDUCATION

Outlined by Leading Makers of Talking Machines and Records—Has Bearing on Value of Music for the Young People

Writing to the Toronto Globe, a correspondent pleads for better music for the young folks and pays homage to the talking machine as a medium which will educate them to a higher appreciation of music. The letter runs:

"The talking machine is rapidly coming into a place as an instrument of instruction and interpretation of better music for the young. And the writer wishes here to suggest to parents the valuable service to which this instrument can be put in any ordinary household.

"Fortunately, the makers of the talking machine seem to be agreed on a program of general education toward a higher class of music for the school and the children in general. For example, they are now making many records intended to teach or bring back into favor the quiet, the natural calmness and the refined over-soul of refined types of voice and instrumentation.

"The songs and instrumental selections, which have stood the test of time and which are now, and long have been, an expression of the sentiment and the sympathy of the great and good heart of common humanity—these types are being featured by the makers of talking machines and are coming rapidly into favor

Any musical selection really worth your time and money will still be alive next week, next year and probably next generation.

"Moreover, there is a strange matter here which the parent is prone to overlook, namely, that the ragtime music thrills quickly, racks and fatigues the nerves and soon becomes a sort of nausea. Conversely, they must understand that the better music for children—the real music—grows sweeter and dearer through repetition and slowly finds a delightful abiding place in the soul of the habitual listener.

"Do not be impatient with your child regarding the matter. If his nerves are all unstrung from the continuous clank and rattle of the loud and noisy selections the higher class of music will probably not be especially pleasing to him. However, if you will but continue to present to his ears the harmony of the sweeter strains at length he will be led to discover the soul of the musical art."

TO MAKE BRANCH PERMANENT

CANTON, O., February 4.—The store of the Wur-litzer Co., opened a month ago in the New Northern Hotel Building, will be permanent, M. M. Potee, manager, announced this week. It was not determined when the branch was opened if the Canton store would be continued, but it is now stated that the company, as soon as a new location is leased, will add talking machines and small goods.

WORKING FOR CARUSO MEMORIAL

Project for Caruso Anniversary Week Late This Month Meeting With Much Success—Music Industry Promises Support to the Plan

It is announced by the Caruso Memorial Foundation that the plans for Caruso Anniversary Week, starting February 27, the forty-ninth anniversary of Caruso's birth, are progressing most satisfactorily. The Music Industries Chamber of Commerce at a meeting of the Board of Directors last month endorsed the project and promised the support of the industry, and the Governors of several States, including Massachusetts, Kansas, Colorado and Nevada, have agreed to serve as honorary chairmen of the committees being formed in their respective States.

It was stated at the headquarters of the Foundation in the Woolworth Building, New York, that the response from artists and musical organizations who have promised their co-operation for Anniversary Week has been especially gratifying. Among the artists who say they will appear in benefit concerts for the fund are Emilio de Gogorza, Elena Gerhardt, Reinald Werrenrath, Arturo Bonucci, Cantor Josef Rosenblatt, Mary Mellish, Julia Claussen, Ernest Hutcheson, Max Gegna, Edward Lankow, Ellen Beach Yaw, Nelson Illingworth, Olive Nevin, Daisy Jean, Harriet Scholder, Sara Sokolsky-Freid and Harold Bauer.

A national committee of artists is now being formed to co-operate with the executive committee of the foundation.

STRONG DEMAND FOR COVERS

A. Bruns & Son Report That Many Talking Machine Owners Are Now Buying Covers to Protect Instruments in the Home

A. Bruns & Son, manufacturers of talking machine delivery covers, Brooklyn, N. Y., report that the demand for their several covers has been very gratifying during the past few months. Especially is this true in the Bruns "made-right" fleece-lined rubberized dust cover which they recently introduced to the trade. They state that talking machine jobbers and dealers are very enthusiastic about this new cover and that dealers especially have been able to sell one with most every talking machine purchased. Heretofore the sales of covers designed for the safe delivery of talking machines have been limited to dealers and jobbers, but this new fleece-lined dust cover has been found adaptable for talking machine owners as well as dealers, and in consequence has opened up a new and broad field for the covers.

Recently this company prepared a very attractive circular which went to dealers of talking machines all through the country. This, accompanied by a strong sales letter, was productive of real results, and officials of the company are confident that 1922 will prove a most prosperous year for them.



EIGHT FAMOUS VICTOR ARTISTS
In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers
Bookings now for season 1921-1922
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City



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





(NO. II)

Dear Bill:

I was mighty glad to receive the copy of the local paper containing your advertisement and I believe I know the reason for the poor returns from your ads. Your copy reads like a catalog price list and from that I gather that you are gradually adopting the extremely dangerous practice of running your business on a price basis alone. Take my advice, Bill, and get away from that practice or you will soon find yourself on the rocks. The average person is naturally suspicious of the house and the line carried where price slashing is made the feature of the enterprise.

In your newspaper copy you have got to produce something that will not only attract the attention of the reader, but the ad must also arouse a desire for ownership of the particular machines mentioned. Your advertisement must carry a distinct appeal to the people whom you are trying to reach, and since a large majority of the people in your community are middle-class, decently educated, intelligent people, these are the ones for which your message should be designed.

An analysis of this class of people will convince you that price is not of absolutely first importance, especially when the purchase of a talking machine is under consideration. Fair value for money spent, playing quality and adaptability of the machine as an article of furniture are perhaps the three primary considerations. As a rule, these people possess imaginations and, therefore, your advertisements, to be effective, must play upon this human quality. Feature the talking machine, not as a cheap proposition, but as a valuable aid to home enjoyment and comfort and bring out strongly, but without exaggeration, the mechanical qualities and beautiful finish which will make it a valuable addition to home adornment.

Another factor which is detrimental to success in advertising carried on by inexperienced advertising men like yourself, if you will pardon me for saying so, is the lack of continuity in copy. It is just as important for the talking machine dealer to map out a campaign as it is for the manufacturer to do so. However, dealers do not seem to realize this and they continue to spend perfectly good money in advertising which brings in only half the profit which would accrue if a good, strong campaign were planned. This does not necessarily mean that large space must be taken to get the message across. On the contrary, the dealer who uses small space can get big returns if his copy appeals to the people whom he desires for customers, and a large business can be built up in this manner.

The newspaper campaign can be made even more effective by tying up the window displays with each particular ad. If the advertisement is read by a prospective customer and creates a favorable impression a state of mind has been reached which is easily swayed toward the purchase of a machine. In a small community like yours a prospective customer who has read the advertisement will, no doubt, have occasion to pass your store, and if the window display is forcible enough to remind the prospect of the ad additional interest will have been aroused which might stimulate the prospect sufficiently to enter the establishment. The rest is up to the salesman.

Yours for better business,

Jim.

## SENDS MESSAGE ON RECORDS

Head of International Corporation Has 1922 Message Recorded and Sent to 20,000 Representatives Throughout the Country

A novel and successful use of talking machine records in connection with an insurance publicity campaign has been effected by Cecil F. Shallcross, United States manager of the North British & Mercantile and president of the American companies affiliated in the group. Mr. Shallcross has sent a personal message for 1922 to each of the 20,000 agents of the companies. Mr. Shallcross brought the idea into being and Chauncey S. S. Miller, advertising and publicity manager for the companies, made the idea a reality and worked out the details of the plan.

Mr. Shallcross, in a conversation with Mr. Miller, spoke of the manner in which he had been impressed by the sound amplifiers on the Madison Square Garden and other places which brought President Harding's address at the burial of America's unknown hero to the ears of thousands. Mr. Shallcross said that he wished

he could place a sound amplifier in the office of every agent of his companies so that he could speak to all the agents. Mr. Miller suggested that Mr. Shallcross make a talking machine record of the message and send a disc to each agent. A contract was entered into with a manufacturer of records and the record was made. One side contains a brilliant military march by a band and the other Mr. Shallcross' message. The discs are being sent to the agents as fast as they are received from the factory.

From expressions already heard the agents are "tickled to death" over the innovation, and many of them have sent in complimentary lines in token of their appreciation. Some of the agents have loaned the record to their friends, who have played it over and over again. Other agents hearing the record have wanted to know what it all was about, and consequently were hearers of Mr. Shallcross' message.

Have you noticed that the man who has been "through the mill" invariably knows all he tells, but never tells all he knows?

## Build up a real Phonograph Business for *YOURSELF*

The only way you can get one of the standard "old line" talking machines is *in common* with scores of other jobbers and dealers in your territory. You must share the business developed in your territory with all the rest. Will *your net* share be worth while?

You can get a talking machine, like HARPONOLA, and build a real business around it *for yourself*. You control the territory. You map out your own policies. And you get the rewards of your own efforts.

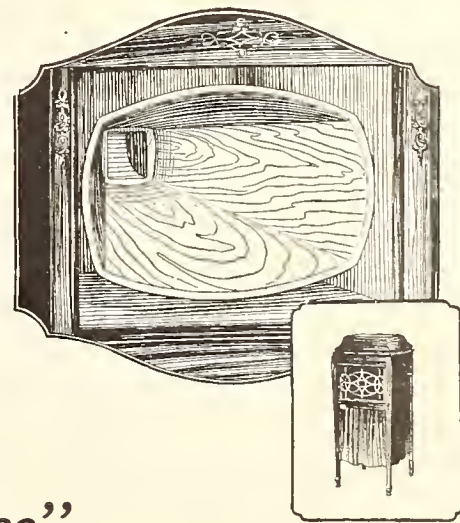
It is up to you to choose between the two opportunities—and both have their merits. Do you want our proposition for purposes of comparison?

**THE HARPONOLA COMPANY**  
101 MERCELINA PARK  
CELINA, OHIO

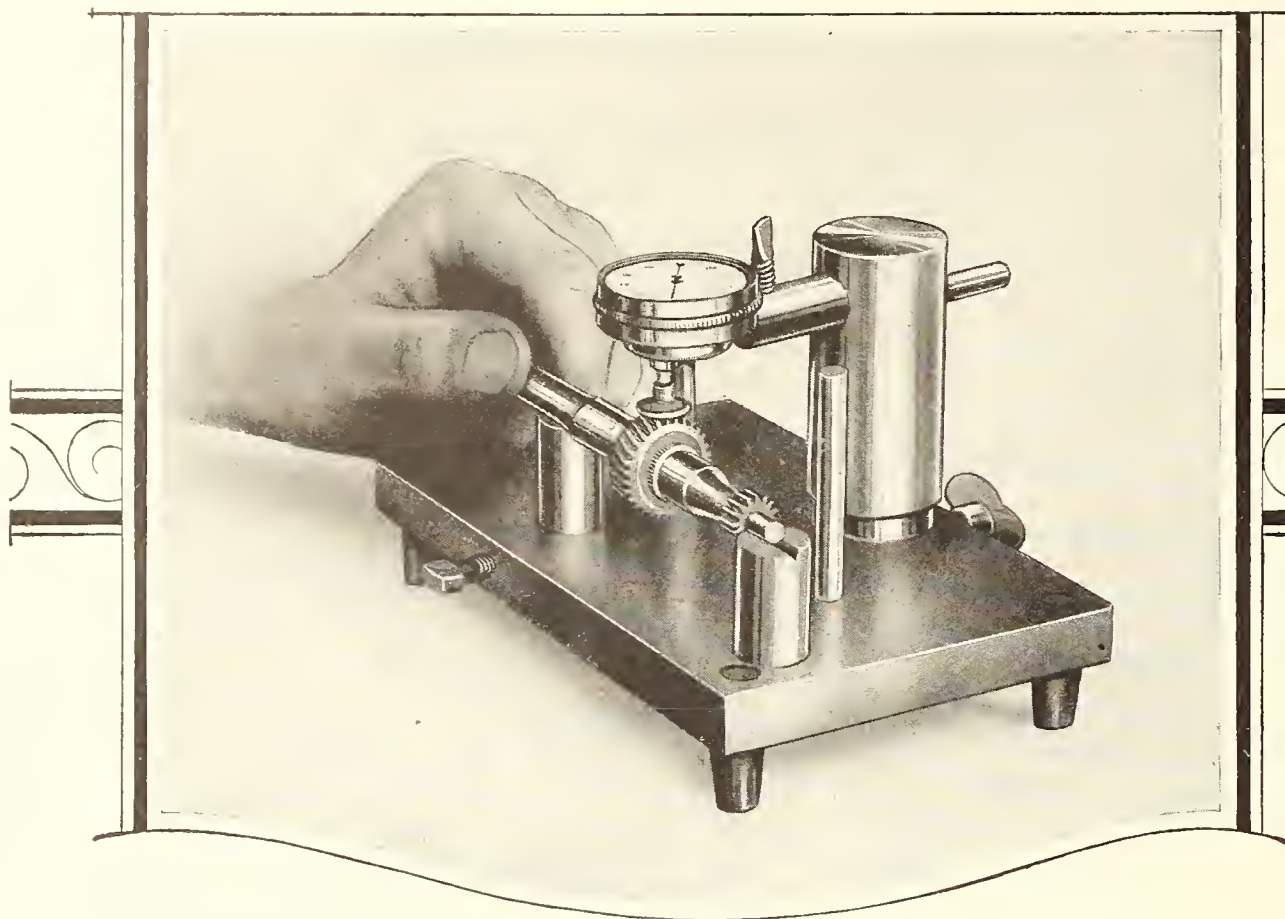
Edmund Brandts, President

*The Phonograph  
with the "Golden Voice"*

# HARPONOLA







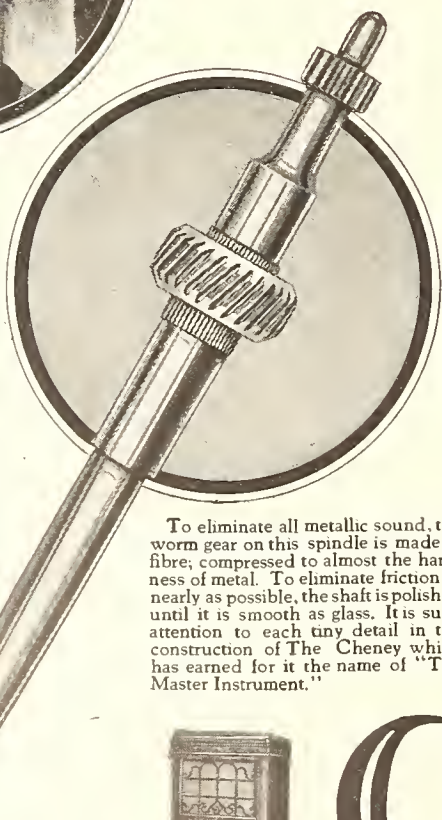
*"Genius is but the  
infinite capacity  
for taking pains"*

## Where There is Only 2-1000ths of an Inch Between Perfection and the Scrap Pile



Although the spindles for the Cheney motors are manufactured with exceptional care, each one must be subjected to the exacting test illustrated at the top of this page.

Resting on its bearing points, the spindle is tested under conditions of actual use in the motor. A registering shoe is placed on the fibre worm gear and then the spindle is revolved. If the dial records an eccentricity of more than .002 of an inch, the spindle is rejected.



To eliminate all metallic sound, the worm gear on this spindle is made of fibre, compressed to almost the hardness of metal. To eliminate friction as nearly as possible, the shaft is polished until it is smooth as glass. It is such attention to each tiny detail in the construction of The Cheney which has earned for it the name of "The Master Instrument."

There can be no "ifs" and "ands" in the Cheney Factories. We demand perfection as nearly as it is humanly possible. We make our motor parts exact to the thousandth part of an inch.

Take the case of the spindle in our motor, for example. It is the heart of the motor—and unless it is made *just so*, the motor will be noisy and throb when it runs. No Cheney motor may do that, and pass inspection.

As a result, we set a limit of 2/1000ths of an inch upon its eccentricity. Every spindle is tested, and unless it meets the test, it is thrown out.

Such manufacturing standards are unusual. They account for the supreme quality embodied in The Cheney. It is remarkable that such quality is combined in The Cheney with prices notably low.

The Cheney Talking Machine Company • Chicago



# The CHENEY

THE MASTER INSTRUMENT

*"The Longer You Play It, the Sweeter It Grows"*



# Recognizing the Psychological Moment for Ending the Argument and Closing the Sale

Those who have made extended and intensive studies of selling tactics agree that almost as many sales are lost through too much talk on the part of the salesman as are lost for other reasons. The ability of the salesman to gauge the effect of his talk and recognize the psychological moment for ending his arguments and closing the deal is the trait that gets the results. This question is summed up very neatly in an article which appeared in *The Voice of the Victor* lately under the caption "It's Time to Stop When You've Said Enough," and which read:

There are two things in the conversational selling of goods, Victrolas and Victor records among them, which every salesman ought to know. Some of them do know by experience, others have to learn. The trouble is that while they are learning their employers, as a rule, are paying them full salary and commission.

These things are so important, and so definite in their effect, that each ought to be supplied with a maxim. The first thing is to know how to begin a sale, and the second is to know how to stop. Any locomotive engineer will tell you that a good brake is as important a part of his train equipment as the engine itself.

Many a salesman has sold a customer into a purchase, and then, by talking too long, talked him out of it. There is a classical story in the East of a real estate salesman who, young, managed to find a buyer for a beautiful big country estate that was going to rack and ruin for the want of a good householder. He sold the house on quality. Dissatisfied, conscientious, he began to go into details—after his customer was sold. The details were good, they were important—but the young man talked too long. He lost sight of the fact that half the customer's pleasure in buying was to be able to go over the place and find out for himself. He was psychologically sold; his mind wanted to follow detail for itself; to receive it from another mind tired him. He decided to "think over it." He never came back.

Now that man, we repeat, was fully sold when he came into the real estate agent's office. He came in in obedience to his own demand for something — not in obedience to a call from someone else, for something he was only halfway interested in. He wanted a house, the salesman had exactly what he wanted—but by injudicious and too-prolonged talking he worked a fourfold injury. He hurt the customer's mind, he lost his own commission, he served his employer badly, and he lost money for his employer's client, the seller of the house, by turning it back on the market and letting depreciation and

taxes run on. And to this day he doesn't know how near he was to making one of the biggest sales of his time, nor why he didn't make it. There's the tragedy of the thing.

There is another classical story in the East, of a lawyer who defended, in a certain Federal court, three men who had been arrested upon a serious Government charge. The evidence against them was not strong; even the District Attorney admitted it, and conducted the case in an absolutely impersonal style. The evidence was largely circumstantial, the witnesses for the prosecution were none too sure. When the attorney for the accused men arose he could have won the case for his clients in five minutes. Instead, he talked for three solid

*Two Leading Salesmanship Points Are: To Know When to Begin a Sale and to Know Exactly When to Stop*

hours—that being the time granted by the court for his argument. He actually put into the heads of the jury a multitude of considerations that had not been there in the beginning. The patience of the jurors was worn down by three hours' continuous repetition and re-repetition of things which only muddled their minds and they eventually brought in a verdict of "guilty." He didn't talk his clients into jail, for the judge in the case was ancient and wise, and the men were dismissed with the lightest possible fine.

It is quite true the men did not suffer; but suppose the lawyer had been selling them something!

There are few men who have been in business any length of time who have failed to see similar instances. An excess of zeal in such matters is nearly as bad as indifference. If a sale is lost by indifference, or if it is lost by overtalking, the cause of the loss doesn't matter—good money is gone and good business impaired.

Now for the question of maxims. "How," you ask, "shall I approach a new customer?" Well, that is largely a matter for yourself.

You have been trained, or you have learned of your own experience, that the secret of selling music is to learn the tastes of your customer. These cannot always be told by his appearance, or by his first words. Has it never occurred to you that it might be a good thing to ask him?

There is nothing easier than to say to the frequently embarrassed citizen who comes into your place: "Is there anything in particular you would like to hear?"

We know, in suggesting this, that we may be treading upon some sore spot—that not every stock is so inclusive that it will give the customer the chance to hear his particular favorite out of the thousands of tunes that have been given civilization—but it will at least give you what explorers, detectives, writers and sales experts alike call a "lead."

From this your path is easy—or should be easy.

But when to quit? That is another question. It will call for skill, or for instinct. And instinct will manifest itself in as many ways as there are human souls.

It is well to be enthusiastic — enthusiasm catches. But it doesn't consist in loud talk, in stamping feet and pump-handling elbows. It doesn't consist in "gassing" a customer with a "line of talk"; that may be left to the side-show men. Tell what you know and then—subside.

## ENJOYS VACATION IN FLORIDA

Fred H. Ponty, Well-known Talking Machine Dealer of New York and Connecticut, Dodging Cold Weather in the Southland

Fred H. Ponty, proprietor of Ponty's Victrola Store, Port Chester, N. Y., and of South Norwalk, Conn., and who is also interested in Ponty's Gift and Art Shop, Greenwich, Conn., which also maintains a Victor department, is at present taking a much-needed vacation in Florida, visiting Palm Beach, Miami and other Winter resorts in that State. He is accompanied by his sister, Miss Sophie Ponty.

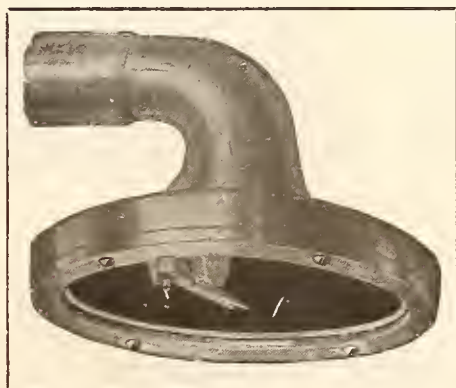
## SONORA SHOP IN LARGER QUARTERS

LANSING, MICH., February 6.—The Sonora Shop, of this city, is now located in its new and enlarged quarters at 111 East Allegan street. W. W. Cummings, proprietor of the establishment, states that steadily increasing business has made the move necessary. In addition to a complete line of phonographs and records, pianos and player-pianos are handled.

Quality

## The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

**Meet the demand—Serve your customers**

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

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

**VICSONIA MFG. CO., Inc.**

313 E. 134th STREET

NEW YORK, N. Y.





Two lively fox-trot piano duets by Banta and Hess. The kind of a dance record that always sells big. "Remember the Rose" and "Roll on, Silvery Moon," are the two selections. A-3535.

Columbia Graphophone Co.  
NEW YORK

## LARGEST SIGN IN THE WORLD ERECTED BY SONORA CO.

Mammoth Billboard Advertisement of the Sonora Phonograph, Eight Hundred Feet in Length, Can Be Seen About an Hour's Ride Out of New York City on the N. Y. Central R. R.

That the Sonora Phonograph Co., 279 Broadway, New York, is a believer in advertising on a large scale so that its publicity will be noticeable to a marked degree is no more forcefully

less than an hour from the city, where the tracks leave the river for a short distance and there is nothing to be seen but embankments on either side of the train. As the latter rounds the curve

world. It is eight hundred feet in length, forty-three feet high, comprising an area of nearly 33,000 square feet. It required the work of forty men and five weeks to erect it. The entire woods covering two acres was removed in order to put the sign in its proper position. Five hundred post holes were dug and 42,000 board feet of lumber were used, as the sign was constructed to withstand a wind pressure of ninety



Gigantic Signboard Featuring the Sonora Phonograph Erected on Main Line of New York Central

manifested than in a sign which it has had erected on the main line of the New York Central between Albany and the Grand Central Depot in New York, a reproduction of which appears herewith. This sign is located a little

where the engineer is compelled to slow down the passengers are confronted with a vast snow-clad range of mountains in the center of which is the word Sonora in stupendous letters.

This is considered the largest sign in the

miles per hour. It took thirty kegs of nails to hold the boards on the frame and 450 gallons of paint were used by six painters, who required three weeks to paint the picture. Every six months the entire sign is repainted.

## IMPORTANCE OF COLORS IN BOOTHS

Varied Color Schemes in Demonstration Booths Are Being Found Effective in Stimulating Sales of Records, Etc.—Please Aesthetic Taste

Several modern talking machine dealers, realizing the influence which various colors exert on certain people, have decorated their record demonstration booths in various hues and the results have been apparent in increased sales and

more pleased customers. Prospective purchasers, when entering the establishment, invariably chose the booth where the color scheme was most pleasing to their eyes.

It is becoming more and more recognized by students of the psychology of color that certain colors exert a strong influence toward good-nature or the reverse on different people. For example: Certain people are attracted by a soft gray. It is restful to their eyes and fits well with their quiet, conservative natures. On the

other hand, there are others who are so filled with life and "pep" that a modest color such as gray tends to make them less happy and induces a state of mind which is detrimental to the success of the salesman in his efforts to dispose of a record or a machine. A harder and more forceful color, such as a deep green or red, will fit much better with a person of this character than the soft gray. They are then in surroundings which are sympathetic to their natures and the salesman's job is much simplified.

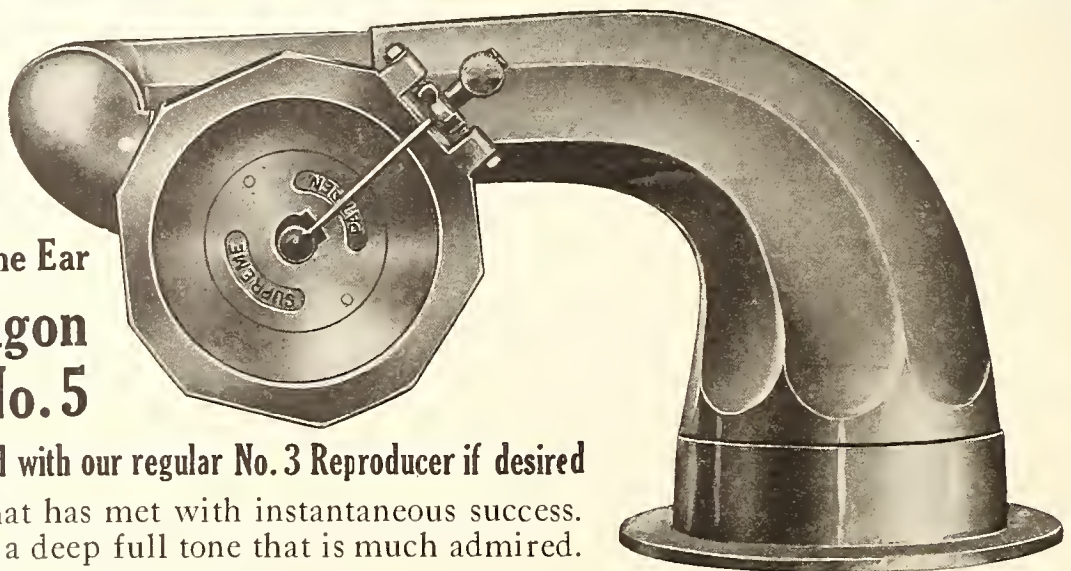
## NEW WITH THE NEW YEAR

Pleasing to the Eye and Pleasing to the Ear  
The New Phillips Octagon  
Throw Back Tone Arm No. 5

With Octagon Reproducer No. 5; also equipped with our regular No. 3 Reproducer if desired

A decidedly attractive combination that has met with instantaneous success. Besides its attractive appearance it has a deep full tone that is much admired.

Quantity Prices on Request



## The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City





**IROQUOIS SALES CORPORATION**  
BUFFALO, N. Y.

Wholesale Distributors



**Okéh Records**

FEATURES "HUMORESQUE" RECORDS

Columbia Dealer Links Up Showing of Motion Picture With Columbia Records

CASTLETON, N. D., February 1.—C. M. Lindsey, live Columbia dealer of this city, took advantage of the appearance in a local theatre of the well-known moving picture "Humoresque" to



Attractive "Humoresque" Window

stage a very attractive window display featuring Dvorak's violin selection played by well-known Columbia artists. The window featured one of the scenes from the picture and a large Grafonola model with a list of "Humoresque" records in the Columbia catalog. The result of this timely tie-up was an increase in the sale of these records and necessarily greatly increased interest in the establishment.

**RECORD PLAYED AT BURIAL SERVICE**

Track Layer in Alaska Requested That Record of W. J. Bryan's "Prince of Peace" Be Played at His Funeral Service

A burial service with the music and sermon on a talking machine was conducted recently at a railroad camp 386 miles inland from Anchorage, Alaska.

Ellis Donley, a popular track layer, fatally injured, left a dying request that he be buried in the grade of the new Alaska Railroad, and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunkhouse be used.

The man's desire was complied with by his friends. The services were uplifting and largely attended. The company's foreman took charge of the funeral and read some Scripture, followed by sacred music by several of the world's greatest artists on the talking machine, then part of the famous lecture.

**OFFERS PROGRAMS FOR THE SCHOOLS**

Princess Watahwaso Appears Before Group of Principals and Teachers at Wurlitzer Auditorium to Demonstrate Character of Work

The first of a series of concert programs featuring the Victrola and Victor records and designed to be given in the public schools of New York under the direction of Miss Lenna Rudy, educational director of the Wurlitzer Co. Victrola department, was presented at the Wurlitzer Auditorium on Saturday morning, January 21, for the benefit of more than seventy-five public school principals and teachers who attended.

The concert featured Princess Watahwaso, whose Victor records are already quite familiar in the schools and who in the course of a program recited a number of Indian legends and sang the songs of various Indian tribes, preceding each number with a detailed explanation as to its meaning.

The Princess is quite well known to many New York public school teachers and it is expected

that under the direction of Miss Rudy she will visit practically all the public schools of New York in a systematic manner, varying her program so that the pupils and teachers during the season will have heard the legends and songs of all the better-known Indian tribes.

**OPENS TICONDEROGA STORE**

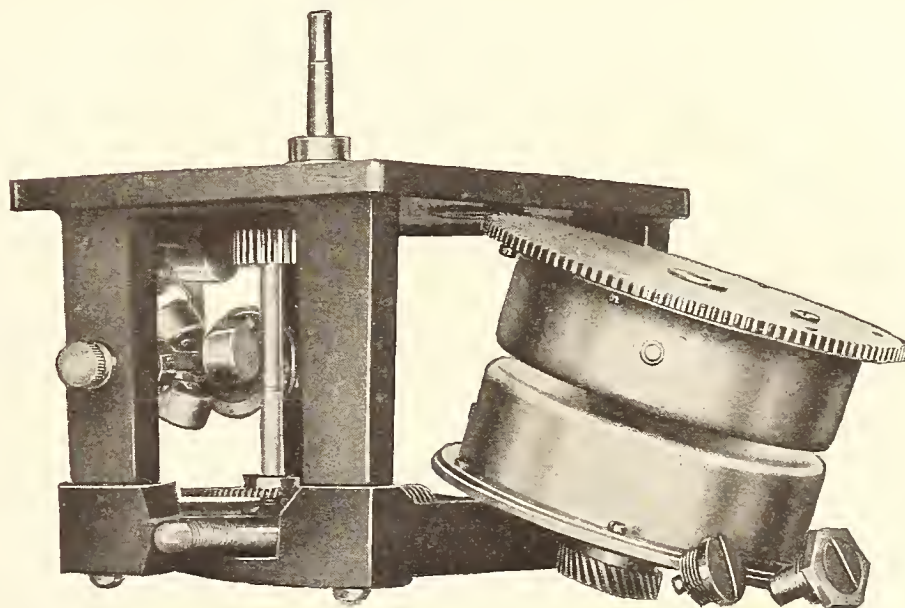
TICONDEROGA, N. Y., February 4.—For the first time in twenty-three years a new music store has been established here. Guy W. Woodward, proprietor of the new establishment, is handling the Dalion line of phonographs and the Olympic records. In addition the complete line of Jacob Bros. pianos is handled. The establishment is completely equipped with modern improvements and comforts for the benefit of customers.

**DELAWARE INCORPORATION**

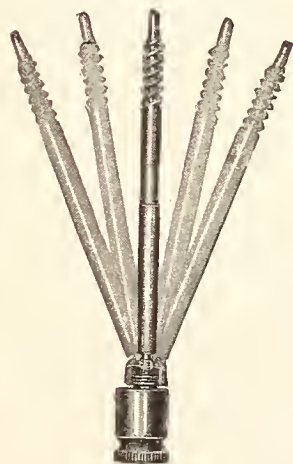
The Presanplay Phonograph Co., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000.

**Study the SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.





*Widdicomb console  
Early American Art  
model, with divided  
top, partitions for  
albums, automatic  
stop and patented  
tone control. The  
Widdicomb plays all  
records. Prices range  
from \$90.00 to \$260.*

# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

## A fitting companion to the most beautiful furniture in period design

The first thing that impresses you when you see a Widdicomb phonograph in any home is that it really "belongs"—that it is a harmonious part of the appointments of the most luxuriously and tastefully furnished room.

Built in period designs after the best work of Chippendale, Sheraton, the Adam Brothers and other master craftsmen of all times in the art of furniture building, the Widdicomb phonograph is produced in a variety of styles and finishes to suit any decorative plan or any suite of good furniture. It adds taste and beauty to any home.

### *A Masterpiece of the Cabinet Maker's Art*

The Widdicomb Furniture Company were the first manufacturers to visualize the growing wish in the minds of the phonograph-buying public for a phonograph which would combine perfection as a musical instrument with beauty and artistic design as an article of furniture.

For 56 years recognized leaders as builders of furniture in period design, the Widdicomb Furniture Company gave to the production of phonographs the same painstaking preparation and artistic skill that have always marked their furniture creations.

An initial survey of the phonograph market proved the real possibilities for such a phonograph. Music lovers and persons of refined tastes generally received the idea with open arms. Leading phonograph merchants gave it their unqualified endorsement.

### *Unsurpassed as a Musical Instrument*

Phonograph experts were then called together—men who had spent a lifetime in the practical side of phonograph manufacture. For two years these experts worked quietly to produce a musical instrument in keeping with Widdicomb ideals. At the end of this time they perfected the Widdicomb Amplifying Tone

Chamber. This is an exclusive feature which gives a supremacy of tone to be found on no other phonograph. It imparts the full tonal value—no more nor less—to every note of the chromatic scale from the clear, high notes of the upper register to the rich, deep tones at the other extreme.

Today the Widdicomb phonograph holds a unique position in the trade and among music lovers. Leading merchants have found that it gives them an enviable prestige among the best class of buyers.

The Widdicomb franchise is being offered to a limited number of dealers who pride themselves on the quality of their clientele. Its distribution affords an opportunity for constantly increasing business. Complete details and catalog will be furnished upon application.

**The Widdicomb Furniture Company**  
Grand Rapids, Michigan

*Fine furniture designers since 1865*

**All Widdicomb Models Are Now Selling at Pre-War Prices**



## WANT IMPORTED MASTER RECORDS TO BE FREE OF DUTY

Consideration of That Matter Asked by Senator McLean, of Connecticut, in Special Brief Filed With the Senate Finance Committee—Some Interesting Arguments Presented

(Special Correspondence to The World)

WASHINGTON, D. C., February 6.—The entry into the United States free of duty of foreign-made master records and matrices made therefrom, in the interest of our export trade, was advocated in a brief filed with the Senate Finance Committee by Senator McLean, of Connecticut, on behalf of the Columbia Graphophone Mfg. Co., of Bridgeport, Conn.

The Treasury Department has ruled that these articles have been manufactured in a foreign country and in appraising the value for duty purposes considered every element of expense entering into their procurements, including cost of wax blank, in the United States, expense of transporting the blank both ways, salaries and expenses of recording experts, cost of recording rooms, fees to artists, bands or orchestras, and every other ascertainable element of cost, assessing the duty on the aggregate at 25 per cent ad valorem.

"This attitude of the Treasury Department, while possibly warranted under the existing law, should be remedied by the inclusion of these articles under the free list," this company contends. "Otherwise the markets in South and Central America will be closed to the American manufacturer of sound records and handed over to the foreign manufacturer who has no such handicaps to hamper him.

"Germany was our keenest competitor prior to the war in these countries and in this industry. With her lower production costs and her subsidies we cannot hope to survive in that market if this relief is not granted.

"Unless relieved from the burden imposed under the Treasury ruling American manufacturers will be faced with one of two alternatives—

"1. Be forced to abandon those export markets to European competitors entirely, or

"2. Establish plants in one or more foreign countries where no such handicaps or burdens are imposed and manufacture there the records for export.

"Whichever of these alternatives is adopted American labor will be the loser, because in the manufacture of this export product large numbers of American workmen are employed and this employment would be definitely and permanently terminated. It is a fact that thousands of American workmen would be adversely affected by the happening of either of these contingencies."

The Columbia Graphophone Mfg. Co. asks for the inclusion under the free list of the forthcoming new tariff law, as now provided in the Fordney Tariff bill as No. 1677, "Discs of soft wax, commonly known as master records, or metal matrices obtained therefrom, to be used in the manufacture of sound records for export purposes."

"The inclusion of these articles in the free list will enable American manufacturers to successfully compete for valuable export markets which are especially attractive in this and other respects to the United States, namely, South and Central America. Development of these countries by the export of sound records will aid greatly in the creation of markets for other lines of American manufacture," the company tells the Finance Committee.

The company explains that in the development of substantial trade relations in graphophones and graphophone records with a foreign country employing a language other than English it is vitally necessary that the sound records be in the language of the country to be developed; a sound record in English would command no sale at all in a Spanish-speaking country. In the case of musical selections or compositions the music recorded must be of the native character, type or class. If instrumental it must be recorded by individual performers or organizations of native repute or renown. If vocal in character it must be sung by native vocal-

ists or artists of native reputation and popularity.

"A native air of Brazil, for example, sung by an American even of the highest artistic caliber would have no sale at all in Brazil," it is added. "An Argentine native dance played by an American band or orchestra of the highest musical attainments would find no market whatever in Argentina. For these reasons it is necessary to send recording expeditions to the foreign countries to secure local artists, bands, orchestras and instrumentalists on the native heath and to make the recordings then and there.

"The recording expeditions are sent from the United States and usually include at least two high-salaried expert record makers. In addition to their salaries they must be furnished funds for traveling and living expenses and for the rental of suitable laboratories or recording rooms for the transportation and handling of recording machinery and paraphernalia and for the fees of bands and artists which they employ in the making of the records. When it is considered that an expedition must remain in one country until it has accumulated a fairly representative repertoire of the music of that country, and that this may mean a stay of months with heavy daily expense, it will be apparent that the procurement of the wax masters and metal matrices is attended with much difficulty and enormous expense.

"A highly important part of the paraphernalia carried on these expeditions is a large supply of wax blanks on which the wax master is recorded. The blank with the wax master recorded on its surface is returned to the United States as soon as a quantity sufficient to make up a shipment has accumulated, there to be put through the electroplating process. If facilities can be found in the foreign country the electroplating is done there, so as to minimize the

danger of loss or damage to the wax master in transit. In such cases it is the metal matrix which is returned."

The company further explains that neither of these articles can be used in a commercial way or to produce sound records in commercial quantities—they are merely preliminary steps. They are procured for the prime object of developing export business and, while it is true some are utilized for domestic purposes, the number is very small, and if domestic needs alone were considered they would not be made at all.

The continued free importation of copal gum and shellac, two highly essential ingredients in the manufacture of records, for which there is absolutely no substitute, was also requested.

## PIANO FIRM ADDS BRUNSWICK LINE

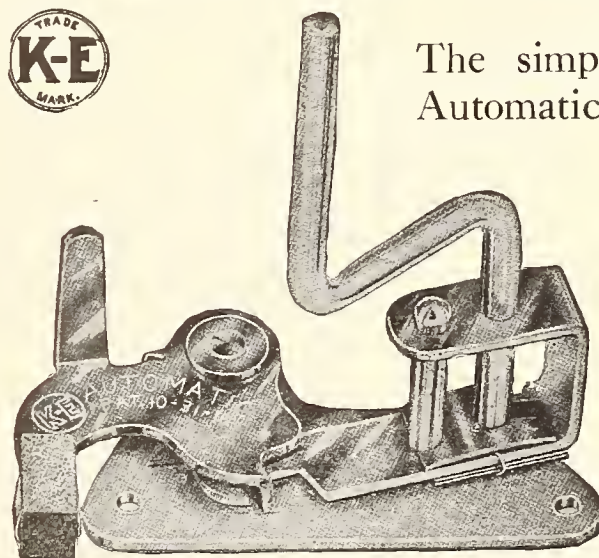
CORTLANDT, N. Y., February 1.—The Hyde & Taylor Piano Co., one of the most progressive music concerns in this section of the State, has secured the local agency for the Brunswick line of phonographs, according to a recent announcement. A complete stock of these instruments, as well as Pathé phonographs, is now handled. A large record library gives patrons a wide selection.

## MOTHER LOVE AS AN AID TO SALES

The mother's love for her children is one of the strongest human forces and the talking machine merchant who takes this into consideration in his advertising is increasing his chances of success. Convince a mother that a talking machine is necessary for the musical education of her children and point out the happiness and power for good contained in the instrument and a big stride toward increased sales will have been made.

A new exclusively Victrola shop has been opened on Main street, Winamac, Ind.

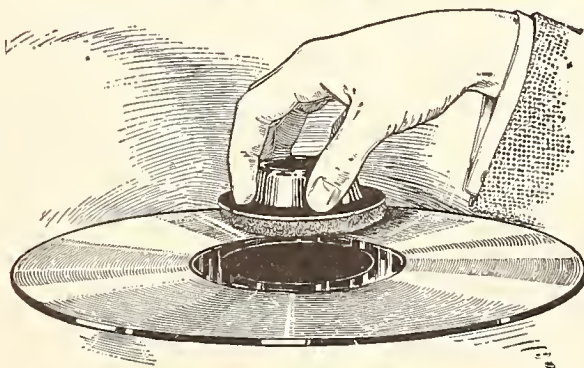
## AUTOMATIC STOPS



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

Send 50c. for Sample Stop

## SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners

Reduced Prices Big Profits Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION

484-90 Broome Street

New York



*The most significant recent innovation in the phonograph record industry is the introduction of the nationally popular*

# REGAL RECORDS

(List Price 50c)

The country's most progressive department stores have popularized them until their sales turnover stands today at a figure never before equaled in the trade.

Their phenomenally increasing sales are daily adding to the conviction that they are records of sensational quality.

With all trade pioneering difficulties overcome by a most auspicious introduction Regal Records are finally to be offered for dealer merchandising, and the opportunity for supplying communities not yet fully covered will be afforded a limited number of dealers in excellent standing.

If you are interested, we urge that you write *immediately*.

**REGAL RECORD COMPANY**  
206 FIFTH AVENUE  
NEW YORK CITY





**ANECDOTES TO HELP RECORD SALES**

**Manner in Which Little Stories Regarding Noted Composers and Artists May Be Used to Stimulate Interest of Customers**

There are many suggestions offered from time to time as to ways and means for arousing and maintaining the interest of record customers, and particularly for turning their desires toward the better class of records. It is generally admitted, however, that one of the best ways for arousing the customer's interest is for the salesman to be able to offer some really worth-while information regarding the record itself, the recording artist or the composer of the music thereon. In this connection "The Voice of the Victor" last month had the following to say on this subject which is of such great importance and value to those members of the industry who desire to be equipped as real salesmen:

"Yes, Beethoven was deaf when he wrote that!"

"My!" said the customer. "D'you mean he never heard it played?"

"No," answered the salesman. "That is, not properly. He'd been going deaf for some time, but not till he wrote the Fifth Symphony did he realize it to the full. He put everything he felt into that music. Listen to the opening. He called it 'Fate knocking at the door.'" And the salesman played just the opening of Victor record No. 18124.

"My!" said the lady again, stunned as many another has been by the appalling force and simplicity of that tremendous theme.

"All through the record you'll hear that bit of tune. Not always the same notes, of course, nor always loud. Sometimes it crops up in the bass just a little—hardly noticeable unless you are listening for it; but it's there all the same."

"That surely is interesting," said the lady. "I'll take that record. What others have you got by Beethoven? I wish I knew as much about music as you do."

The salesman bowed and blushed. He would

have liked to tell her that he knew nothing of music—didn't know B flat from A sharp. As a good salesman, however, he kept silent and failed to explain that you don't have to know anything about music in order to acquire a little knowledge about the men who make it.

This salesman was not a highbrow, but he had contracted the habit of reading magazines and newspapers on the train and in hotels while on the road. Having settled down to an inside job in a Victor department it occurred to him he might just as well read a few stories and biographies about musicians. It was a bit hard to begin; but having begun it was hard to quit. Alice M. Diehl's "Life of Beethoven," for instance, proved to be quite as interesting as any newspaper account of the life of Jack Dempsey. The facts about Mozart proved far more fascinating than the fiction in "Snappy Scraps." He was surprised to find on reading Streatfield's "Handel" that Handel was no dry-as-dust musician, but a real live business man, who went bankrupt half a dozen times, paid his debts and began again as an opera impresario. He picked up Crowest's "Anecdotes of Musicians" and discovered that Rossini was as full of quips as he was of melodies. He enjoyed Wagner's fight for his ideals; Schubert's unconquerable simplicity; Chopin's delicate frailties; Liszt's romances and Mendelssohn's cheery optimism. He found that understanding the men enabled him to understand their music.

Perhaps fifteen or twenty books were enough to give him the material that set him up for life as an expert record salesman. Customers came to him because he gave them a new slant on the better kinds of music. He had a background for his sales talk.

He supplemented his book reading by studying the current musical magazines so as to keep track of the Victor artists. He watched with interest their new ventures from opera to concert platform, or vice versa. He watched them grow in favor; saw how each new development of their art was reflected in their records.

Did it pay? You know it did!

**"BLACK DIAMOND" GRAPHITE Spring Lubricant**

*The Lubricant Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by

**HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

**LOUIS A. SCHWARZ, INC.**

1265 Broadway, New York City

**S. F. LARRIMORE**

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

**TO SEE NEEDS AND CREATE NEEDS**

The foundation of all business is to see needs and to create needs. The man who wants to become rich must not believe that it is sufficient to open one more shop of a certain kind in a city where there are already a thousand of such shops. If he cannot offer an improvement, a novelty, a stimulant to the public, he will fail. Those who complain about ruinous competition complain in reality about the lack of ideas. Moreover, a business man ought to realize that his appeal must be either very intense or very general if he wants to be a success. If I want to sell for a million dollars I must either induce a thousand people to buy for a thousand dollars each or I must find one hundred thousand people who will bring me ten dollars each for my goods. To succeed with my new needs I have to figure with the old needs of customers.



Showing Reproducer of Jewel needle equipment turned up to change needle. Also position when not in use.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY needle equipment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.



Showing Jewel needle equipment in position for playing vertical cut records.

**THE IMPROVED Jewel ATTACHMENT FOR EDISON**

**NOT Just Another Attachment BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.

Made in Canada by W. H. Banfield & Sons, Ltd., Toronto.



Showing face view of Jewel needle equipment in position for playing lateral cut records.

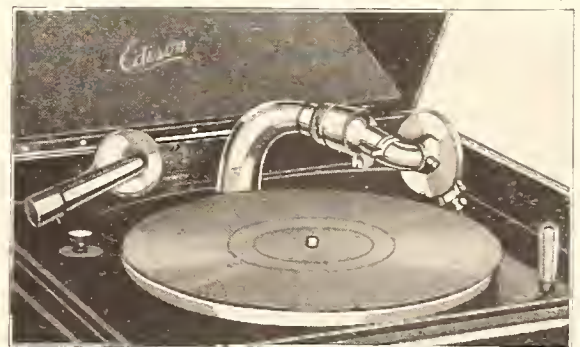
Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.



Showing back view of needle equipment in position for playing lateral cut records.

**JEWEL PHONOPARTS COMPANY**

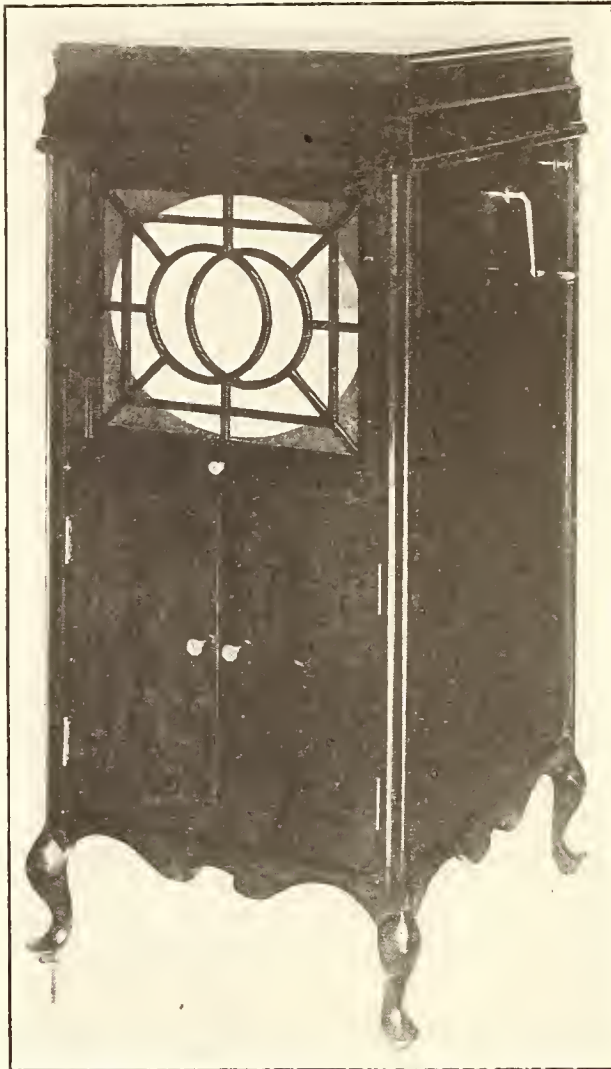
**154 W. Whiting St., Chicago**



# CARDINAL Phonographs

*Unmatched Beauty*

*Models in  
Mahogany and Oak*



# CARDINAL Records

*Unexcelled Sweetness*

*New Record Issues  
Every Month*

Model No. 40—Mahogany, walnut. Height, 49 inches. Width, 21 3/4 inches. Depth, 23 3/4 inches. Cardinal Tone Chamber, Tone Modifier, Automatic Stop, Cardinal Filing System. Automatic Top Support.  
Price ..... \$175.00

## WRITE FOR AGENCY TERMS

You are primarily interested in two things: Selling a Phonograph of Quality and selling that Phonograph at a worth-while profit.

Because the first will assure you satisfied patronage and the second financial gain.

The New Cardinal Phonographs and Cardinal Records make possible the exact fulfillment of the two things aforementioned.

A booklet, The Cardinal Proposition, and another, The Cardinal Phonograph, tell in a clear, understandable way why the progressive dealer should fully inform himself regarding the opportunities in Cardinal Products. Write to the address nearest you for full information. No obligation, of course.

Factory: ZANESVILLE, OHIO.

NEW YORK  
106 East 19th Street

CINCINNATI  
137 West Fourth Street

### Distributors

*The North Western Phonograph Supply Co.  
203 Ryan Bldg., St. Paul, Minn.*

*The Tiffany Phonograph Sales Co.  
1404 East 19th St., Cleveland*

*The Smith Woodward Piano Co.  
1017 Capitol Ave., Houston, Tex.*

# CARDINAL

E S T A B L I S H E D 1 9 1 4

# PHONOGRAPHS and RECORDS



## INTERESTING DATA ON HANDLING OF TALKING MACHINES

Report Compiled by National Retail Dry Goods Association After Countrywide Survey of Talking Machine Trade and Its Possibilities Offers Many Facts for Consideration

A most interesting survey of the talking machine trade as now constituted and of the sales possibilities of talking machines and records from the viewpoint of the general drygoods or department store has been prepared by the National Retail Dry Goods' Association through its Bureau of Research and Information. The survey is most exhaustive and goes into great detail regarding the comparative sales values of various makes and styles of machines and records based upon actual reports gathered from various sections of the country. The survey has to do particularly with the handling of talking machines in one of the departments of a department store, rather than buying or selling them as distinctive products.

Early in the report it is stated that the appearance and quality of a phonograph or a record cannot be regarded as a prime sales factor if the machine is not widely known. Although there are more than 150 phonograph manufacturers who have been producing machines for the past four years, less than a dozen are known to the layman, it is pointed out, and, of this number, only a few machines have obtained prominence. The answer to the question asked the stores as to the advisability of carrying less well-known brands was invariably that the standard makes are by far the best profit-making propositions. A table is furnished in the report giving a list of well-known machines and the number of stores handling each.

### Some Interesting Figures

On the basis of the sales for 1919, as determined by the census, and the rapidly increasing

interest in phonograph music from the social and educational standpoint, one authority has estimated that the next twelve months will develop sales aggregating 1,500,000 machines and 100,000,000 records. According to the best available information, 6,000,000 phonographs have already been sold in the United States, the 1919 census disclosing that 2,226,000 talking machines were produced in that year. If the estimate of a million and a half machines this year is verified one new machine would be provided for every seventy-two inhabitants.

A few of the technical details with respect to phonographs are given in the report, so that the merchant may familiarize himself with the different makes.

### Where Department Should Be Located

Passing on to a consideration of where the talking machine department should be located, the report states the thirty-four stores questioned indicated a wide range in selection. Ten stores located the department on the fourth floor, while nine located it on the third floor. Only five of the thirty-four stores advised locating the department on the main floor. There was, moreover, a unanimous sentiment expressed that a talking machine department could be successful without a musical or a furniture department in the same store.

Where the sale of records has been tested out for desirable location some interesting results have been obtained. A large department store in the East recently put on a sale of dance records. They used a small four-foot table on the ground floor, and, without demonstration, sold twelve times as many records as were sold in the regular talking machine department, located on the sixth floor, where all the facilities for demonstrating the records were available. It is explained in the report that this should be conclusive evidence that records of this type are impulse goods and are bought by customers hurrying through the store who never think of going all the way to the upper floors to buy them. A small booth located on the main floor with a sample machine and new releases of dance and song music should, therefore, add a new stimulus to the talking machine department.

"The employment and training of sales persons for a talking machine department," says the report, "is an important feature. They should have an appreciation of music and be able to talk music and to bring out the fine points of the machine and cabinet as an adorning adjunct to the living-room furniture. The value of a salesperson knowing some of the technical details of the machine is obvious. Customers often want technical explanations, and the sale may depend upon the ability of the salesperson to prove the technical superiority of one machine over another."

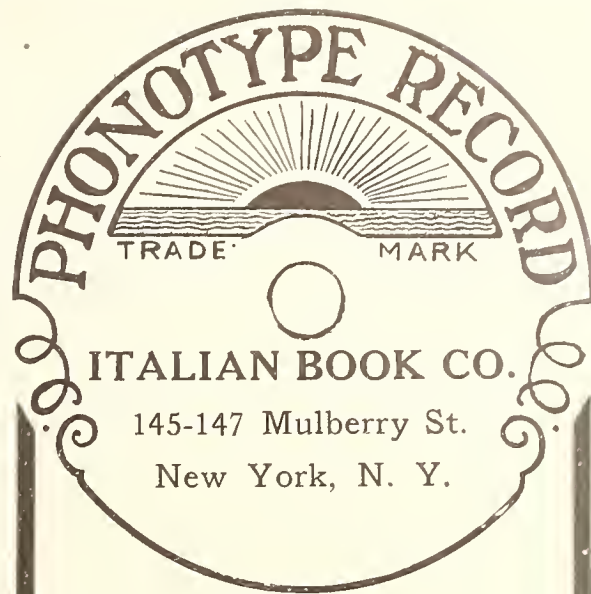
### Questionnaire for Salesmen

A list of questions which their salespersons must answer has been prepared by a Brooklyn concern. There are fifty-nine questions on the list, and they cover a wide range of desired information, covering wood finishes, motor types, reproducers, record types, needles, etc. These questions, which are given in full in the report, are drawn up by the training department in cooperation with the department buyers. They are given to the salesperson at the beginning of the training course, and she is supposed to find out the answers for herself from all available sources in the store within a limited time.

All of the stores reporting to the Association in the inquiry on talking machine departments make use of time payments and this is said to be the case with practically every large store. The percentage of phonographs sold on the instalment basis in twenty-seven stores reporting ranged from 10 to 100 per cent. The average was 67.2 per cent.

"Of all the people who purchase talking ma-

(Continued on page 34)



### THE ONLY IMPORTED PHONOGRAPH DISC SELECTIONS RECORDED IN ITALY

and sung by the best and most popular artists of that celebrated land of sweet and enchanting music.

### NEW SELECTIONS SONGS — DANCES COMICAL DIALOGUES

#### 10-inch Disc—Double Face—75c

- 00927 Santa Lucia Luntana. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Donna. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00929 Core Signore. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Pusilleco Dorme. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00931 Filava Filava. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Napule. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00945 Reginella. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Serenata a Pusilleco. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00947 Le Rose Rosse. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Giovinezza di Bacl. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00949 'A Canzone e Pusilleco. Orch. Acc., Cav. Uff. G. Godono, Tenor  
A Luna e Napule. Orch. Acc., Cav. Uff. G. Godono, Tenor
- 00953 L'Inglese a Napoli. Orch. Acc., R. Ciaramella  
Non te Voglio Cuncette. Orch. Acc., R. Ciaramella
- 00955 Tie Tie-Tie Ta. Orch. Acc., R. Ciaramella  
Piererotta. Orch. Acc., R. Ciaramella

#### 12-inch Disc—Double Face—\$1.25

- 1000i Santa Lucia Luntana, 3 parts. Orch. Acc., Cav. Uff. G. Godono, Tenor  
Carmen Zita. Waltz. Cav. Uff. G. Godono, Tenor
- 10003 Muglierema Luntana, 3 parts. Orch. Acc., Cav. Diego Giannini  
I Soldatini di Piombo. March. Military Band

NOTE—With every Song Record we give the words Free.

### We are also manufacturers and distributors of SPECIAL MUSIC ROLLS

#### ITALIAN AND NEAPOLITAN SONGS WITH WORDS

- x153a—A Luna e Napule. Spagnuolo.....\$1.25
- x111a—'A Tazza e Caffè. Fassone..... 1.25
- x165a—Core Signore. Valente..... 1.25
- x152a—Filava Filava. Bixio..... 1.25
- x149a—'O Mare Canta. Lama..... 1.25
- x163a—Rimpianto (Buona Notte Signora). Camerlingo. 1.25
- x135a—Santa Lucia Luntana. Mario..... 1.25
- x167a—Tie-Tie-Tac. Lama..... 1.25

#### DANCES

- Valtzer
- x39a—Fortuna. Camerlingo.....\$0.85
- x49a—Lotta d'Amore. Della Rosa..... 0.90
- Polke
- x146a—La Bella Bruna. Ghilardenghi..... 1.00
- Mazurke
- x128a—Fioritura di Rose. Camerlingo..... 1.00

Write for catalogue and discount to trade

## THIS is the MISSING LINK in a Fibre Needle Sharpener

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times

CONVENIENT



MECHANICALLY RIGHT

Very Simple

## LIDSEEN FIBRE NEEDLE CUTTER

Let us send you a sample and further details

LIDSEEN PRODUCTS  
832-840 So. Central Ave. CHICAGO

FAST SELLER

GOOD PROFITS





**Rosa Ponselle! That's enough to sell any record to music lovers. "Scenes That Are Brightest," from Wallace's opera *Maritana*, is the title of this wonderful March record. 49982.**

**Columbia Graphophone Co.  
NEW YORK**

### DATA ON HANDLING OF "TALKERS"

(Continued from page 33)

clines on the deferred payment plan," the report explains, "approximately 90 per cent of them pay out the full amount. Of these about 30 per cent take the full time to make their payments. About 10 per cent pay up the full amount in four months, and approximately 20 per cent complete the payment in one-half the time allowed them. Retailers have to take back only 10 per cent of the machines they sell on the instalment plan. One of the principal manufacturers has lost only five machines in three years from people moving and taking the machines with them.

"It is pointed out that the great stumbling-block which department stores encounter in handling talking machine sales is that they make their terms of contract too liberal. This, it is claimed, should not be done. The consensus of opinion seems to be that the term of contract should not run longer than a year and each payment should be as large as possible. 'You will find,' one successful manager says, 'if you ask higher monthly payments than the average, and show to the people that the service you give is worth that extra charge, you will be able to get the larger payment without any trouble.'

#### The Problem of Collections

"Following up delinquents on instalment payments, according to a buyer for a large Western house, has developed into one of the most valuable adjuncts to his sales promotion work. Real-

izing that customers resent the call of the most diplomatic collectors, yet, being confronted with the necessity of securing the money, this buyer tried to 'sugar coat' the pill. He 'fired' two intelligent women whom he employed as collectors and hired them over again as a service corps. When he sent them out to see delinquents he furnished them with grips containing the latest and best records, with instructions to use them to test the customer's machine.

"Ostensibly these women were to see that the machines they had sold were in good condition and were giving satisfactory service. On such a mission they received the most courteous treatment. The plan soon developed into the women being so pleased with the visit of the store repre-

sentative and the opportunity to hear new records that orders were taken in nearly every home. It rested with the service corps whether they sought to collect on the overdue instalments in case no records were bought. If records were bought, attention was called on the bill to the overdue account. In a surprisingly large number of cases the customer is so pleased with the personal service that little difficulty is experienced in keeping the collections up to date."

The total expense reported by the stores in operating their phonograph departments averages 30.63 per cent, with 46.9 per cent for the highest and 19.1 per cent for the lowest. The average mark-up is 40 per cent. Full figures on these items and others are given in the report.

### JORDAN JOINS WURLITZER FORCE

**Brooklyn Man Appointed Assistant to Manager Brennan—Growth in Business of Victrola Department Expected During the Year**

The Victrola department of Wurlitzer's, New York, has just closed a most successful year and, according to Herbert Brennan, manager of this department, all indications point to a larger and better business during 1922.

J. M. Jordan, formerly manager of the Arthora Shop, Victor dealer in Brooklyn, N. Y., has been appointed assistant to Mr. Brennan, to take the place of T. F. Moran, who has resigned from the company. Mr. Jordan is a man of ten years' experience in the talking machine business, all

of which has been devoted to the merchandising of Victor products, and comes to the Wurlitzer Co. with a fine reputation. Mr. Moran is to be connected with an export and import concern, of which he is a member, and carries with him the best wishes of the New York talking machine trade for his success in this new venture.

### CARUSO RECORD INCOME \$250,000

**New Jersey Court Appoints Late Tenor's Widow Administratrix of New Jersey Estate**

TRENTON, N. J., February 1.—The appointment of Mrs. Dorothy Park Benjamin Caruso as ancillary administratrix of the estate of Enrico Caruso, late Victor artist and world-famous tenor, in New Jersey brought out the fact that the property left by Caruso includes a contract with the Victor Talking Machine Co. under which the deceased tenor or his personal representative is to receive in perpetuity royalties amounting to 10 per cent of the catalog price of all his records sold by the company. The amount of these royalties is estimated at not less than \$250,000 per annum.

### CLOSING OUT PIANO LINES

CUYAHOGA FALLS, O., February 4.—Business the first two weeks of the new year was not over-active with the retail music dealers of Cuyahoga Falls, according to W. M. Hale, local Victor representative, and whose store is the largest handling musical instruments in this city. Mr. Hale will close out his piano stock and will handle talking machines exclusively hereafter, he announces.

### GRIGGS PIANO CO. BUYS BRANCH

MUSCATINE, IOWA, February 2.—The entire stock of the D. A. Fesler Co., a prominent music house here, has been purchased by the Griggs Piano Co., of Davenport, Iowa. The latter firm will close out the Fesler stock and replace it with its own lines, including the Steinway and other well-known pianos. E. P. Wickersham will manage the local branch.

When a manufacturer, distributor or dealer is "tight" he is likely to get "pinched."

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845





Presenting  
**Ferdinand Himmelreich**

on  
**Okeh Records**

*The Record of Quality*

**F**ERDINAND HIMMELREICH is undoubtedly one of the most gifted pianists of the day. These two records are wonderful examples of his genius as a transcriptive pianist. His technique is remarkable and the recording unusually clear. Okeh dealers are urged to stock these records, for they will be sought by the public.

- |                       |   |  |
|-----------------------|---|--|
| 4506<br>10 in.<br>75c | } | LUCIA DI LAMMERMOOR—Sextette—Piano Solo (Transcription by Ferdinand Himmelreich) (Donizetti) . . . . . Ferdinand Himmelreich |
|                       |   | SILVER THREADS AMONG THE GOLD—Piano Solo (Transcription by Ferdinand Himmelreich) . . . . . Ferdinand Himmelreich            |
| 4491<br>10 in.<br>75c | } | TRANSCRIPTION OF SWANEE RIVER (Forster-Himmelreich)—Piano Solo,<br>Ferdinand Himmelreich                                     |
|                       |   | THE LURE OF SPRING (Ferdinand Himmelreich)—Piano Solo . . . . . Ferdinand Himmelreich  |
- (MEHLIN PIANO USED)

## To Okeh Dealers!

**Y**OU possess a tremendous asset in the fact that the Okeh catalog includes a large number of the best standard records. There is always a steady, dependable demand for these records. They have no limited season, no over-night sales fluctuation, nor are their sales dependent upon fickle fancy. Standard selections are always in demand!

**C**ELEBRITY records of artists, whose names have made musical history, are essential to any modern record stock. Their sales value, like that of standard records, is steady and dependable.

**R**OUND out your stocks now with Okeh standard and celebrity records. They mean sure sales for you.

# Okeh Records

*The Record of Quality*

**General Phonograph Corporation**

OTTO HEINEMAN, President

25 West 45th Street, New York City









# BRUNSWICK PHONOGRAPHS AND RECORDS



## Krueger's Orchestra at Delmonico's Now Exclusively Brunswick

Bennie Krueger's Orchestra, at present playing in the famous Club Durant, at Delmonico's, New York, is another of the well-known and popular organizations to become an exclusive Brunswick orchestra.

The name "Bennie Krueger" on a Brunswick Dance Record has always had a strong sales value. Wide awake dealers will capitalize and cash in on the fact that in the future Bennie Krueger will record *only* for Brunswick.

Brunswick has created a New Standard in Records.

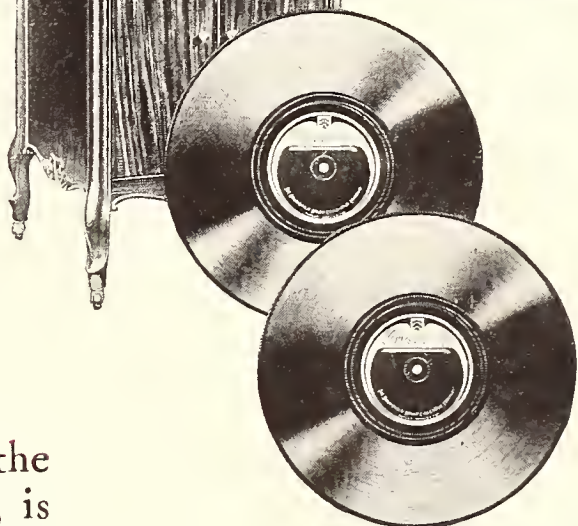
16 selections by Krueger's Orchestra are now in the Brunswick catalogue.

Others are soon to be released.

THE BRUNSWICK-BALKE-COLLENDER CO.

*Manufacturers—Established 1845*

CHICAGO NEW YORK CINCINNATI



© B. B. C. Co., 1922

### Other famous artists and organizations now exclusively Brunswick

Leopold Godowsky  
Bronislaw Huberman  
Elly Ney  
Richard Strauss  
Max Rosen  
Elias Breeskin  
Willem Willeke

Mario Chamlee	Theo. Karle
Giuseppe Danise	Irene Pavloska
Florence Easton	Richard Bonelli
Claire Dux	Virginia Rea
Tino Pattiera	Dorothy Jardon
Marie Tiffany	Irene Williams

Isham Jones' Orchestra  
Bennie Krueger's Orchestra  
Carl Fenton's Orchestra  
Gene Rodemich's Orchestra  
Vessella's Italian Band







## ANNUAL CONVENTION OF CENTRAL OHIO VICTOR DEALERS

Will Be Held at Hotel Chittenden, Columbus, February 14—More Than 150 Dealers Expected to Attend—Caruso Records in Demand—Many Whitsit Co. Visitors—Notable Artists Heard

COLUMBUS, OHIO, February 5.—Word just comes from Leslie I. King, president of the Central Ohio Victor Talking Machine Retail Dealers' Association, that the first annual convention of this Association will be held at the Hotel Chittenden on Tuesday, February 14. More than 150 retail dealers are expected to attend this meeting. Frank Sell, of the firm of Sell Bros., of Delaware, O., is the secretary and is in charge of the program. According to Mr. Sell, men of national prominence are being secured to address the delegates attending this convention.

In commenting on this coming convention, Mr. King stated that its purpose will be educational. "It is the hope of the officers and executive committee of this organization that each delegate will go away from this meeting better equipped with knowledge for carrying on a more successful business than ever before." Columbus will be represented at this convention by seven delegates.

Columbus was particularly favored recently in having Victor Herbert, the famous conductor, composer and, last, but not least, gifted 'cellist, for the period of one week. Mr. Herbert conducted an orchestra at the James Theatre, one of the leading theatres in this city. No sooner did Victor Herbert complete his Columbus engagement at the James than large quantities of records of his well-known song, "Kiss Me Again," were sold to his many admirers.

Not a single day goes by without our selling a number of Caruso records. This is the statement invariably made by Victor dealers when interviewed on the general sale of records. "Some folks seem to be afraid that Caruso's records will advance in price, which, at the present time, does not seem likely, however, and therefore are purchasing this artist's records in considerable numbers," said one of the Victor dealers. During the past month the public here

has shown a strong leaning toward Alma Gluck's records.

With the coming of Kreisler to this city heavy sales of his records are anticipated.

The record "Ka-Lu-A"—"Blue Danube Blues," which is Hawaiian in style, is not only having a wide sale itself, but it is creating a demand for some of the older Hawaiian records.

All of a sudden, and without being able to account for it, Heaton's Music Store, 168 North High street, completely sold out a large number of Evan Williams' "Open the Gates of the Temple," by Mrs. Joseph Knapp. There has been an unusual demand, too, for the Mad Scene from "Lucia," sung by Galli-Curci, according to reports made by the Morehouse-Martens Co., South High street.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., left recently for a trip to the East. Among the cities she will visit are New York, Philadelphia and Camden, N. J. While in the last-named city Mrs. Beaver will visit the Victor Talking Machine Co.'s offices.

Reports coming from Ashland, Ky., make particular mention of the window decorations of W. S. Carter's store. An old Kentucky cabin, with the proper interior decorations and appropriate furniture arranged in an attractive manner, advertises the record "Tuck Me to Sleep." This window display attracted wide attention, not only from the residents of Ashland and other Kentucky cities, but critics from the metropolitan cities made very favorable comments.

Among the concerts which were given successfully during the past month are the Zimbalist-Werrenrath concert, which took place in Portsmouth, O., and the Lambert Murphy concert in Marion, O. The seat sale for the former concert was held at the Kay-Graham Co., Victor dealer. Henry Ackerman & Co. and the

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

C. G. Wiant Co., of Marion, co-operated in making Murphy's concert a success. Olive Kline, another Victor artist, will appear in concert in Marion on March 30.

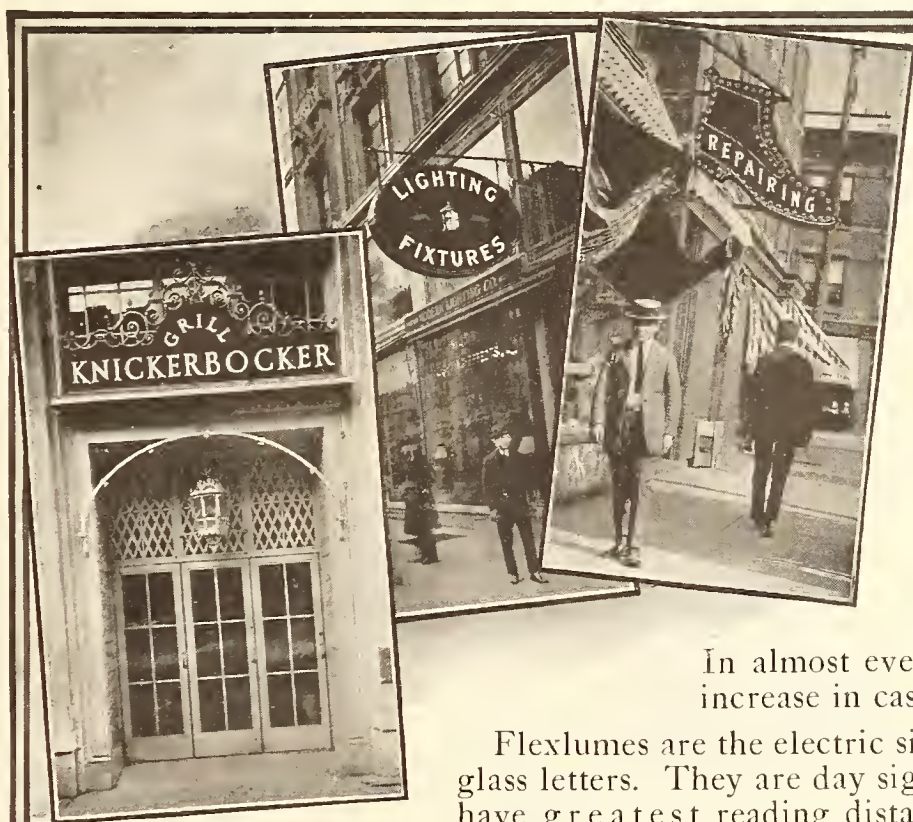
The business of the Morehouse-Martens Co., Victor dealer, has increased to the extent that it warranted the addition of three new people to its sales force, they being E. R. Todd, who formerly was connected with the Goldsmith Music Store (now going out of business); Fred Baer and Miss Hazel Underwood.

Retail dealers who visited the Perry B. Whitsit Co., wholesale Victrola jobber, 211 North Fifth street, include John Saum, of the Rike-Kumler Co., Dayton, O.; Don D. John, John's Music Co., Lima, O.; E. O. Callander, Spence Music Co., Zanesville, O.; Chas. A. Lowman, Troy Music Co., Troy, O.; Frank J. Pierson, Springfield, O., and C. R. Kerr, Sistersville, W. Va.

### PRODUCTION STEADILY EXPANDING

The new year opened well with the Mutual Phono Parts Corp., New York City. A. Frangipane, who is in charge of the production of this company, reports that they have found business very good thus far and that production at the present time is bigger than ever before. The quality of the merchandise has been improved and the plant has been enlarged, thereby increasing working facilities.

Did you ever notice that the fellow who growls a lot is usually dogmatic?



## A FLEXLUME SIGN—

You Can See Its Work in the Cash Register

A FLEXLUME Electric Sign does not stop with giving your storefront an atmosphere of quality, progress—it will bring you actual traceable sales.

This has been the experience of other retailers who have installed Flexlumes.

In almost every case they find an immediate increase in cash sales.

Flexlumes are the electric signs with the raised, snow-white glass letters. They are day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet your needs

**FLEXLUME SIGN COMPANY 36 Kail St., Buffalo, N. Y.**

Flexlume Electric Signs Made Only by The Flexlume Sign Company





# STEGER

*the finest reproducing  
Phonograph in the World*

THE full measure of success in retailing phonographs is enjoyed by the dealer who emphasizes the happiness and pleasure which good music brings to the home. To the merchant who gains customers in this way, the artistic Steger is an invaluable selling asset.

The Steger is famed for the sparkling vivacity and lifelike fidelity with which it reproduces the music of voice or instrument. Without any troublesome parts to change, the Steger plays all makes of disc records *correctly*.

The illusion of reality is at its best when music is reproduced by the Steger Phonograph. The wonderful Steger tone-chamber of even-grained spruce and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

### INSURE YOUR SUCCESS!

The strong advertising and sales co-operation plan back of the Steger makes Steger representation valuable to the aggressive dealer. Write today for details of the Steger proposition and a copy of our latest style brochure.

*Phonograph Division*

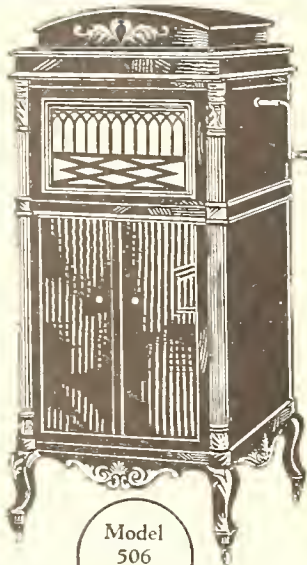
## STEGER & SONS

*Piano Manufacturing Company*

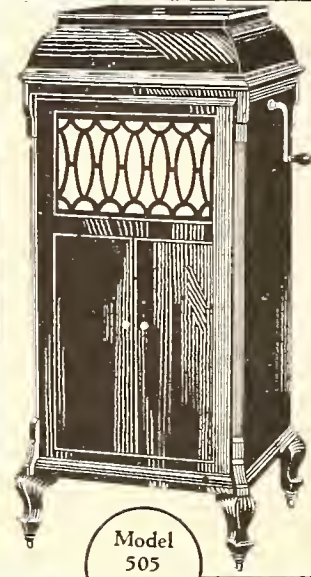
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

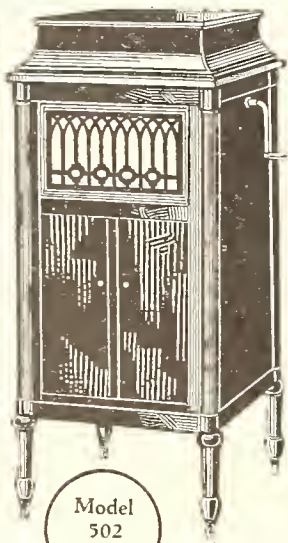
*"If it's a Steger—it's the most valuable Piano in the world."*



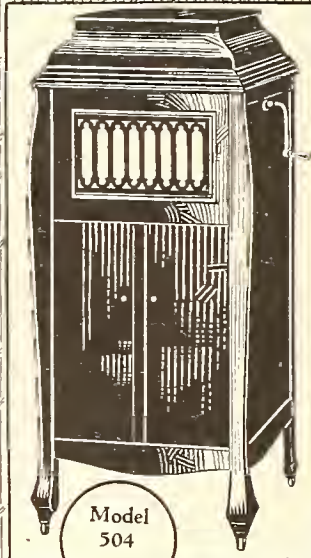
Model 506



Model 505



Model 502



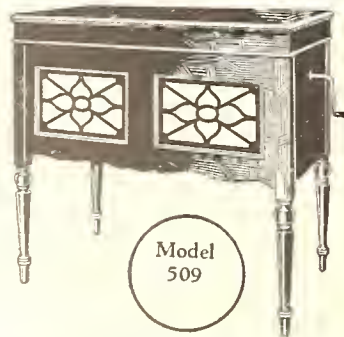
Model 504



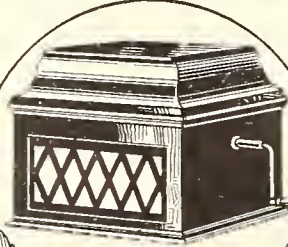
Model 503



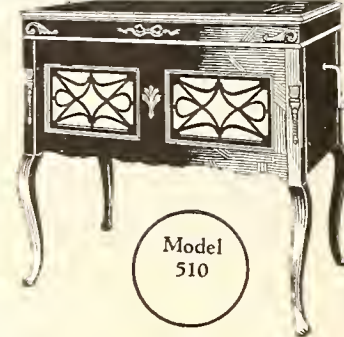
Model 501



Model 509



Model 500



Model 510



## NEED FOR ENACTMENT OF THE STEPHENS-KELLY BILL

Hon. Joseph E. Davies, Former Chairman of Federal Trade Commission, Sees Danger in Beech-Nut Decision—Public Should Be Protected Against Deception—An Illuminating Analysis

WASHINGTON, D. C., February 8.—Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, has given out a statement by Hon. Joseph E. Davies, former Commissioner of Corporations, and for several years chairman of the Federal Trade Commission, on the scope of the recent decision of the United States Supreme Court in the Beech-Nut case, referred to in *The Talking Machine World* last month, and concerning which there has arisen much controversy. Since his retirement from public office Mr. Davies has been the general counsel of the American Fair Trade League. The statement, which was prepared for the information of members of the organization, is undoubtedly of interest to readers of *The World* and reads, in full, as follows:

"This decision holds that a *system* of resale price maintenance, involving the *co-operation* of dealers or others which has the effect of restricting the competition of dealers in the sale of the product of the manufacturer employing such a system, is an unfair method of competition in violation of the Federal Trade Commission Act, even though no agreement, either express or implied, between the manufacturer and his distributors is proved. Such a restriction of dealer competition is held contrary to the declaration of public policy embodied in the present Anti-Trust Acts.

"But, on the other hand, the decision reaffirms the right of a manufacturer to refuse to sell to others who will not sell his goods at the prices he fixes for their resale if without any purpose to acquire a monopoly. While the individual right to refuse to sell is recognized by the court, its condemnation of any *co-operative* means of accomplishing the maintenance of resale prices makes necessary the use of the utmost caution in following such a policy.

"The order as amended by the court enjoins the company from carrying into effect the Beech-Nut policy by *co-operative* methods in which the respondent and its distributors, customers and agents undertake to prevent others from securing the company's products at less than the price designated by it. It thus requires the company to refrain from any co-operation with distributors, customers or even its own agents designed to prevent other distributors or the ultimate consumer from securing the company's products from any source or at whatever price they may be able to secure them. Such co-operative methods accomplished by the following means are condemned:

"1. The practice of reporting the names of dealers not observing the resale prices.

"2. The listing of dealers as undesirable customers not to be supplied until they give satisfactory assurance of their purpose to maintain the designated prices in the future.

"3. The employment of salesmen or agents to report dealers not observing resale prices and the diversion of orders of purchase secured by specialty salesmen from wholesalers and jobbers who fail to observe resale prices to those who do observe them.

"4. The use of numbers and symbols on cases for the purpose of ascertaining the names of dealers who sell at less than the suggested price or who sell to others who sell at less than the suggested price in order to prevent such dealers from obtaining the products of the company, or

"5. Any other equivalent *co-operative* method.

"While this decision again recognizes the individual right of refusal to sell in the absence of a monopolistic intent or effect, there has been injected into the situation a new factor so far as the exercise of a resale price policy is concerned, to wit: that even co-operative methods employed between manufacturers and dealers without any agreement may result in a violation of the law. To effectively conduct a resale price selling policy free from any element of co-operation with dealers, in the practical conduct of the

business, would require the highest order of legal knowledge and discernment and constant legal supervision over the sales department. Otherwise, even though projected with the best of intentions, there would be grave danger of unconsciously coming within the inhibitions of the law.

"This decision confirms not only my own opinion frequently expressed but the good judgment of the directors of the American Fair Trade League who have based their policy upon the theory that what is required to protect this

### GENNETT ARTIST IN VAUDEVILLE

Flo Bert's Singing With One of Her Own Gennett Records on a Starr Phonograph Proved a Big Feature of Popular Act

One of the features of big-time vaudeville at the present time is Flo Bert, well-known vaudeville star and Gennett record artist, who, as a member of the new vaudeville act of Brendel and Bert, wins great applause by singing with one of her own Gennett records played on the Starr phonograph.

In order to be sure of having a Starr phonograph on the stage in every city where she appeared, so that she might use it in her act, Miss Bert purchased a Style X phonograph through the Starr Piano Co. branch in Pittsburgh, Pa., and in writing to the district manager, H. C. Niles, regarding the purchase she said:

"In giving you my order for a Style X Starr phonograph for use in my present vaudeville act, may I at the same time express to you my appreciation of the truly wonderful tone quality this phonograph gives forth? That I believe this tone quality is necessary for the exact requirements of my use is well shown by the fact that I have gone to the expense of purchasing

legitimate right of manufacturers is modernized legislation—a position which is supported by the commendation not only of the leading economists, publicists and statesmen of the United States, but recommended as well by the Federal Trade Commission.

"The constructive solution of this vexatious situation, so far as manufacturers are concerned, lies in the enactment of the *Stephens-Kelly Bill* protecting the manufacturer in the good will established for his trade-marked articles and protecting the public against deception and depreciation of the high quality of trade-marked merchandise. The law must be made responsive to modern business facts and the most progressive thought of the country." The talking machine trade will agree with these sentiments.

this machine and will be compelled to ship this rather than run the risk of not finding a Starr available in every city where we will appear. 'Harmonizing' with myself is quite easy when I have my Gennett record and the Starr phonograph to play it."

### SALES POINTER WORTH KNOWING

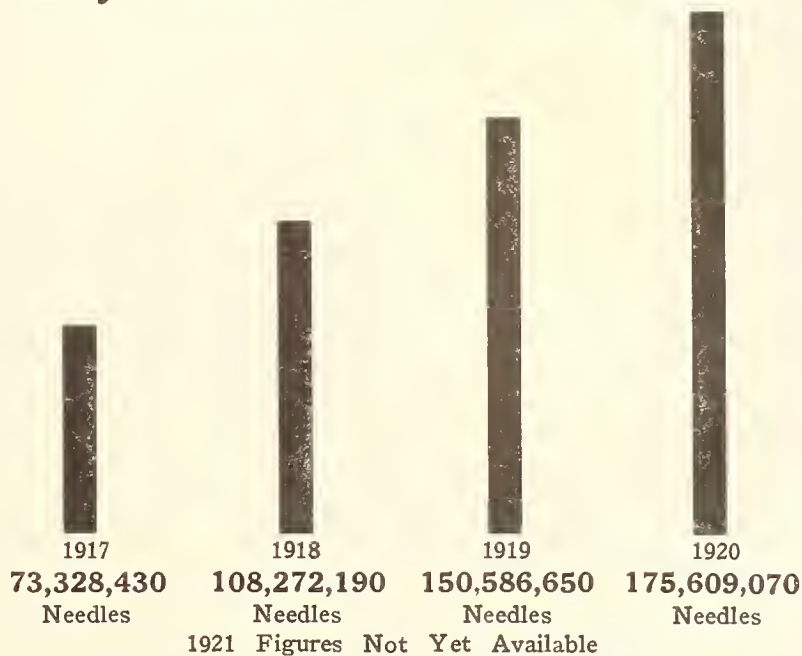
Publicity Either in Advertising or Catalog Form Must Be Tied Up With Sales Force

Speaking of the catalog and its importance when rightly conceived, J. F. Cameron recently pointed out in *Printers' Ink Monthly* that the catalog should not act as a substitute, but rather as a supplement of the sales force. This is a subject frequently overlooked by manufacturers, and the same really applies to trade paper advertising. The catalog or the advertising in the trade papers will not alone bring business to the manufacturer, they must be supplemented by personal calls of the sales force. In this way the manufacturer reaps the harvest from the seed of information laid by the catalog or the advertisement. It is the combination of publicity with personal solicitation and intercourse that counts.

## WALL-KANE NEEDLES

### Continuous Growth

Figures Talk Louder Than Words and as Clearly as the Sound of Wall-Kane Needles



*This Proves Success, and the Demand Is Still Growing*

**GREATER NEW YORK NOVELTY CO.**

**3922 14th Avenue - - - Brooklyn, N. Y.**

**Manufacturers of the Wall-Kane Needles**

*Some Jobbing Territories Still Open*



## Why You Should Sell Sonora Phonographs

### Reason Two—New Models



*Canterbury*



*Lafayette*

**S**ONORA never sleeps—never rests on its laurels. Instead, Sonora craftsmen and designers are constantly adding new triumphs to old. This unceasing progress means keeping alive and alert the public interest in Sonora, galvanizing the buying impulse, bringing ever new relays of customers to Sonora Dealers.

#### *The Canterbury*

For example, the Canterbury, a striking development in Period Models, has met with a popularity even its makers could not have predicted. Beautifully designed and finished along the celebrated Hepplewhite lines, it has created a demand far greater than the possibility of supply. In construction, tone quality and number of special features, the Canterbury has no match among Period Phonographs other than the Sonora.


#### *The Lafayette*

The Lafayette is still another step forward in Period Phonograph evolution. In its elegance there is that simplicity of line that bespeaks the utmost of aristocratic taste. There will be an unprecedented rush for this latest Sonora Period, which embodies all the quality that has made Sonora that ever-profitable line for dealers to feature.

Whatever phonographs you carry at the present time, it will pay you to add the famous Sonora, which brings prestige and increases profits.

**“The Highest Class Talking Machine in the World”**

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL



SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, Pres.

NEW YORK : 279 BROADWAY

Canadian Distributors, I. Montagnes & Co., Toronto





### List of Distributors

**Gibson-Snow Co.,**  
Syracuse, N. Y.  
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

**Griffith Piano Co.,**  
605 Broad St., Newark, N. J.  
State of New Jersey.

**Hessig-Ellis Drug Co.,**  
Memphis, Tenn.  
Arkansas, Louisiana, Tennessee, Mississippi.

**Kiefer-Stewart Co.,**  
Indianapolis, Ind.  
Entire State of Indiana.

**Lee-Coit-Andresen Hardware Co.,**  
Omaha, Nebr.  
State of Nebraska.

**M S & E,**  
221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island and Massachusetts.

**C. L. Marshall Co., Inc.,**  
514 Griswold St., Detroit, Mich.  
Michigan and Ohio.

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

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**Southern Drug Company,**  
Houston, Texas.  
Southeastern part of Texas.

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

**Southwestern Drug Co.,**  
Wichita, Kans.  
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas to handle.

**Doerr-Andrews-Doerr**  
Minneapolis, Minn.  
States of Montana, North Dakota, South Dakota, Minnesota.

**C. D. Smith Drug Co.,**  
613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

**Moore-Bird & Co.,**  
1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**Strevell-Paterson Hardware Co.,**  
Salt Lake City, Utah  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**  
Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

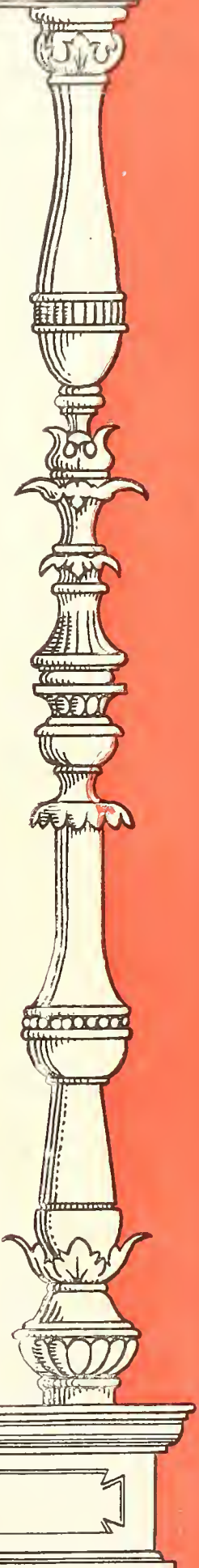
**Yahr & Lange Drug Co.,**  
Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**  
1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

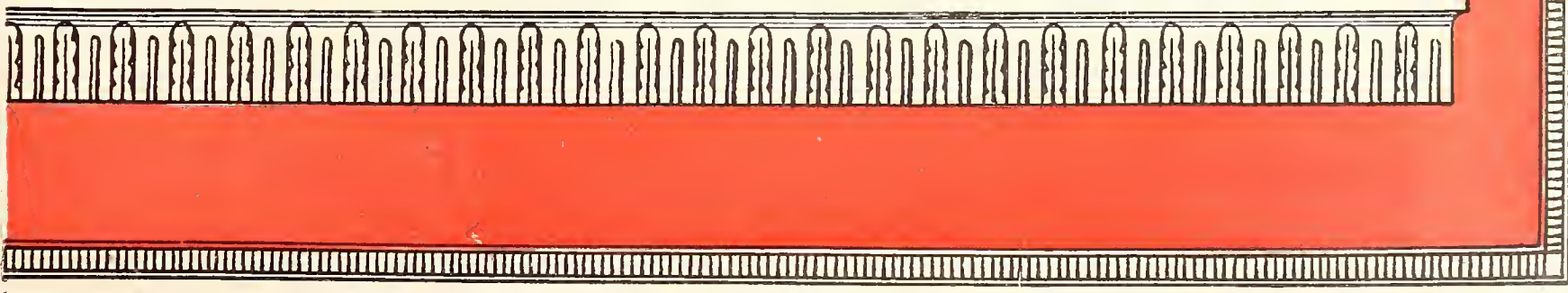
**Sonora Dist. Co. of Pittsburgh,**  
4130 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.**  
150 Montague St., Brooklyn, N. Y.  
All of Long Island and Brooklyn.

**Greater City Phonograph Co., Inc.**  
311 Sixth Avenue, New York  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL





## COLUMBIA DEALERS ELECT OFFICERS

Grafonola Dealers' Association of Philadelphia Holds Enthusiastic Meeting and Chooses Officers and Directors for Ensuing Year

PHILADELPHIA, PA., February 2.—The Columbia Grafonola Dealers' Association of Philadelphia met on Tuesday of last week in the Model Shop of the local branch. The most important business before the house was the election of officers, which resulted as follows: President, G. J. Oldewurtle; vice-president, Thomas Kenny; treasurer, J. E. Williams; secretary, E. J. Foley, Jr. The directors are as follows: Miss Eastburn, B. Futernik, R. Borrelli, H. Sommers and Mr. Kelleher.

The dealers unanimously elected the management of the local branch, namely: P. C. Cummin and E. A. Manning as honorary members of the association. While about fifty of the dealers of Philadelphia and vicinity were represented at the meeting, the plans at present are to include eventually all of the dealers that come under the territory of the Philadelphia branch.

The dealers displayed much enthusiasm over their organization, and in this connection President Oldewurtle said: "The officers are going to make the meeting so interesting that the members will 'miss a meal to attend'." Messrs. Cummin and Manning assured the organization of their co-operation and the heartiest support of the company.

## CHANGES IN STEWART ORGANIZATION.

W. R. Finigan, Manager of Talking Machine Department, Is Made Merchandising Manager—George Thixton Added to Staff

LOUISVILLE, KY., February 3.—A number of changes have been made recently in the management of the various departments of the Stewart Dry Goods Co., Victor dealer, of this city. W. R. Finigan, who has been in charge of the company's large talking machine division for the past few years, has been made assistant merchandising manager. His former position is being filled by W. G. Frederick, manager of the piano department. Robert John has been promoted to the detail manager's position of the talking machine department, and George Thixton has rejoined the company after an absence of several years.

Miss Mildred Gilligan has joined the sales staff of the H. C. Prange Co., Sheboygan, Wis. The talking machine department of this establishment was recently enlarged to handle an increasing business.

## BETTER BUSINESS BUREAU REPORT

Number of Matters Relating to Misleading Advertising, "Gyp" Dealing, Fake Publishers, Etc., Handled During Month of December.

The Better Business Bureau of the Music Industries Chamber of Commerce has issued a report covering the activities of the Bureau during the month of December. This is the first monthly report issued in some time and indicates that the Bureau is still functioning actively. When the Bureau was under the direct auspices of the National Association of Music Merchants the director, C. L. Dennis, issued a complete monthly report which in itself proved a deterrent to many who might otherwise have taken a chance in the matter of fake advertising or unscrupulous sales methods. It is interesting, therefore, to see the report again resumed.

The December record of the Bureau is as follows:

Under the Bureau instructions to a clipping service to furnish questionable music trade advertisements from all parts of the country, a total of 669 clippings were submitted to and examined by the Bureau during December. This examination removed 198 of the advertisements from the doubtful class, while 138 represented various dealers' versions of an aggressive campaign on one line of phonographs, and the remaining 333 were subject to suspicion or condemnation as regards "bait" features which the Bureau is seeking to modify or eliminate.

Only 24 matters affecting the music trade during the month were taken up by the Bureau in the usual direct way, and only five of these were new complaints. Six cases arising through the activity of other agencies, like the local Bureaus of the Associated Advertising Clubs, came to the attention of the Bureau indirectly.

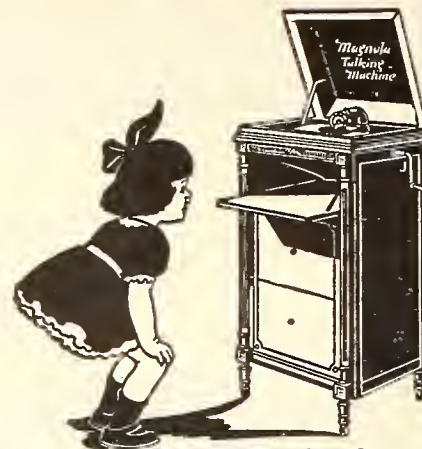
The complaint in Docket No. 541 of the Federal Trade Commission was dismissed by that body on December 13. This is the last of five cases initiated by the Better Business Bureau in its general contention against over-pricing as a basis for false reductions, as outlined in No. 5 of our "Standards of Practice," which "condemns advertising or offering of instruments at prices higher than the standard market value as represented by prices fixed in a majority of sales actually made." In three of the cases, the Commission issued orders for the defendants to "cease and desist," while the last two cases to be disposed of were dismissed "without prejudice" in no way affecting the Commission's attitude of disapproval of the practices complained.

The continuation of "gyp" dealing, particularly in the phonograph field, constitutes a menace which weakens established methods of distribu-

## "Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

## MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

tion. Every individual member of the music trade owes it to his business to expose the vicious methods of the "gyp" and his sources of supply.

A request from the Dallas Music Industries Association for comment on price cutting was answered by the Bureau.

A flare-back from a Bureau case in the Southwest, in the form of an appeal against a Bureau criticism, was discouraged by the manufacturers to whom it was addressed, upon an explanation of the facts.

The danger of a destructive controversy in the reproducing piano field was averted by the prompt and creditable action of one of the interested principals advising his representative against further advertising like that which was complained of.

Further agitation against fake music publishers has resulted in plans for a definite campaign against their activity.

Starr phonographs and Gennett records are being featured by Wise, Smith & Co., one of the largest department stores in Hartford, Conn.



Queen Anne Period Model

Here It Is—

## A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

Attention, Mr. Victor and Columbia Dealer.

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

### THE CELINA SPECIALTY CO.

at CELINA, OHIO

"Where Better Furniture Is Built."





HERE IT IS!

The  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

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

SAMPLES \$8.00

Specify 8½" or 9½" arm

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**

Plays all Records

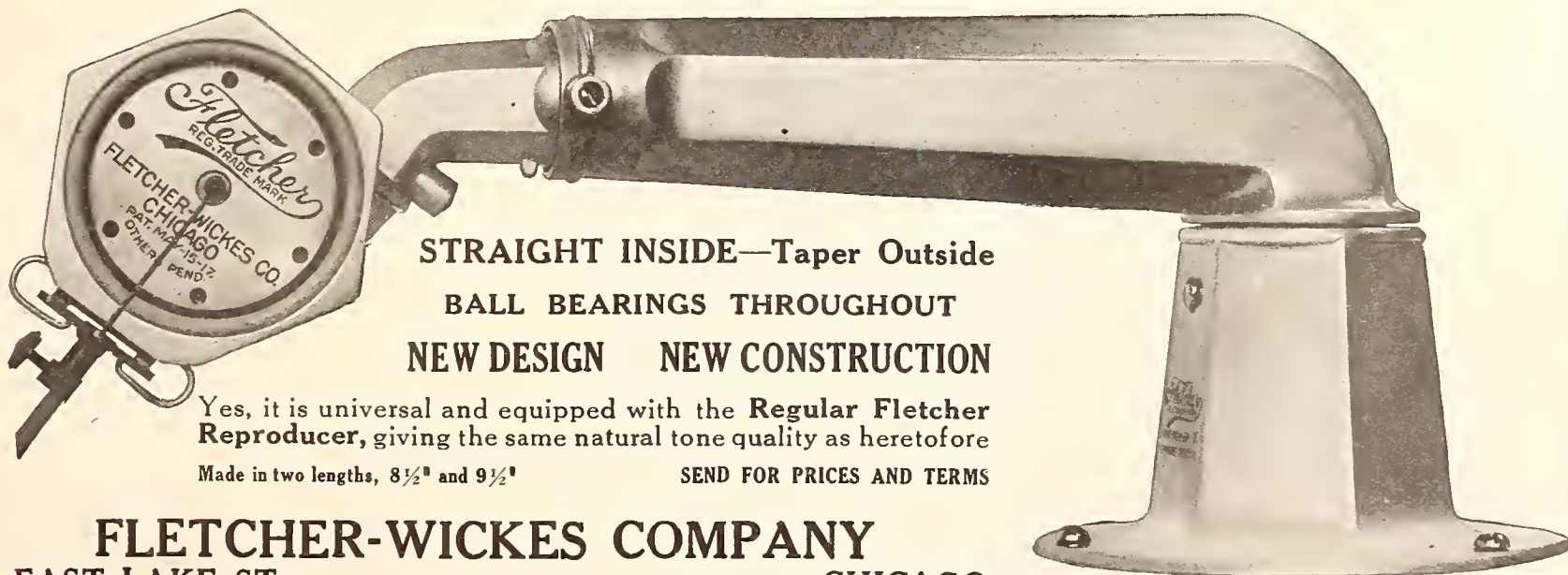
Dealers, Send for  
Prices and Terms

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the **Regular Fletcher Reproducer**, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**

**6 EAST LAKE ST.**

**CHICAGO**

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



## TWO NEW REGAL STORES

Noble Sissle and Bronx Record Shop Open New Stores—Are Handling Regal Records Exclusively and Doing a Large Business

Noble Sissle, star of "Shuffle Along," which has had a long run, has recently opened a talking machine shop at Thirty-eighth street and Seventh avenue, New York. He is featuring Regal records exclusively, making a particular feature of his own records which he has made for this company. Mr. Sissle is an exclusive Regal artist.

Another new concern recently formed in New York is the Bronx Record Shop at 149th street and Courtlandt avenue. J. A. Greenwald is the proprietor and Regal records are handled exclusively. For the period of five weeks since the opening of the store, Regal record sales were far beyond expectations. Actual figures show that in this time the average output of Regal records from the store was something over 2,500 per day, which affords ample evidence that the demand for this popular-priced record is large.

## ORCHESTRA DEVELOPS RECORD SALES

Phillips & Crew Piano Co. Forms Orchestra and Augments Machine and Record Sales

SAVANNAH, GA., February 3.—A number of sales of Victor records and talking machines have resulted from a clever plan recently inaugurated by the Phillips & Crew Piano Co., Victor dealers, of this city. Through the efforts of Manager Bickman a dance orchestra, known locally as the Dixie Serenaders, has been formed. This organization has become extremely popular at dances and entertainments. At every performance a Victrola is used, which is placed well in the foreground, and as each selection is played the record number is announced on a neatly printed card.

## THE TIRED BUSINESS MAN

When Mr. Jones exchanged a week of being tired at the office for one of being tired on the golf links, says Forbes Magazine, his office boy, George, was left in charge, with orders to report daily by letter. His first effort read:

"Dear Mr. Jones: Everything going fine at the office. No telephone calls, no buyers, and no orders. Faithfully yours, George."

"Business, to my mind, is the means to exchange knowledge, labor and skill for a living."



## Mr. Talking Machine and Phonograph Dealer

It is the most successful dealer who canvasses his trade, and demonstrates one of his best machines.

Many a sale of a high-priced machine has been lost by showing the cheaper machine, because it is more easily handled.

With the Lea Talking Machine Truck, ONE MAN can make many demonstrations a day, and do it with SAFETY.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

**Self Lifting Piano Truck Co.**  
FINDLAY, OHIO

## GENNETT RECORDS LIKED ON COAST

Starr Piano Co. Opens New Agencies in California—Price Reduction Received with Favor by Many Dealers in That Section

SAN FRANCISCO, CAL., February 3.—The popularity of the Gennett records manufactured by the Starr Piano Co. is enjoying a steady increase in this territory, according to Manager Steinkamp, of the local headquarters. The company has opened several new accounts in San Francisco, Oakland and Berkeley. A recent Berkeley addition is the firm of Tupper & Reed, who find the Gennett line a very valuable addition to their stock. Letters have been received from various dealers congratulating the Starr people on their price reduction in phonographs and records. The addition of five new accounts in San Francisco alone was due in part to the reduction being made before the holidays.

## PULLING TEETH TO MUSIC

Pulling teeth to the melody of a talking machine is the latest innovation put into effect by a London, Eng., dentist. The music is not credited with making the operation of extracting a big molar from the jaw of a patient any less painful, but it is said to be exceedingly effective in diverting the mind of the patient from the operation.

If the dealer is informed he can inform his customer, but it's up to you to inform the dealer.

## NEW PEERLESS SHOW CARD

Handsomely Lithographed Display Card, Featuring Peerless Albums, Now Being Distributed in the Trade—A Sales Help for the Dealer

The Peerless Album Co., New York City, is now sending to the trade a new show card, lithographed in several colors and equipped with easel support, for display in the window, on the counter or in any other conspicuous position.

Phil Ravis, president of the Peerless Album



Peerless Album Co.'s New Show Card

Co., in speaking of the purposes of this new sign, said: "It is not designed so much as an advertisement, but as a means of educating the public to the permanent use of record albums.

"It is the duty of every manufacturer in these times to devote a considerable part of his advertising appropriation to dealers' sales helps. We are giving these expensive signs to any talking machine dealer who will display them, irrespective as to whether the dealer stocks Peerless albums or not. The fact is that this sort of material sells goods at the point of purchase, an important thought right now, and we realize that a larger distribution of albums of any description will mean greater record sales opportunities for the dealer because the empty album in the home is a constant invitation to the consumer to buy more records.

"It has been the policy of the Peerless Co. for the past two years, to suggest ways and means by which dealers could increase their record sales, and we believe this new sign, for both window and counter, is a forward step.

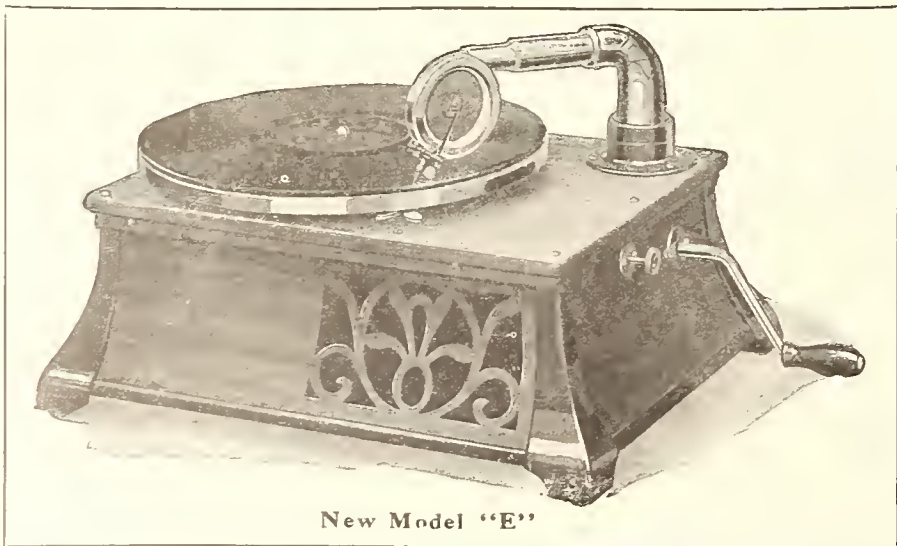
"Besides, there is a positive value at this season of the year in dealer window displays which carry the thought of record collections and classification. So many recipients of records of large and small assortments during the past two months are more than willing to be shown how to preserve and index their records properly. We believe that our new show card, which is most attractive, if exhibited in a dealer's windows along with albums, will go a great way toward making the 'record library' a universal custom among talking machine owners."

The General Phonograph Mfg. Co.

## Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio



Here's a big money's worth of "Fiddle" solos by Don Richardson. "Limber Up Reel," "Oaken Bucket," "Speed the Plough," "Hull's Victory," "Quiltin' Party," "College Hornpipe"—all on one record. A-3527.

Columbia Graphophone Co.  
New York



## The Well-Managed Credit Department Can Sell Goods

By J. H. TREGOE, Secretary-Treasurer, National Association of Credit Men

A business enterprise of any proportions without a well-managed credit department is like a ship without a rudder. As another illustration, we would wonder if a splendidly built and equipped vessel were permitted to sail with an untrained officer in command.

It is high time we were waking up to the real position of the credit department in a success-



J. H. Tregoe

ful business enterprise. Some people do not rank it as a productive department. They consider it merely an expense. Such people lack vision and have not carefully analyzed the component parts of a successful business enterprise. A well-managed credit department can sell goods just as profitably and successfully as a well-trained salesman. The commodities may be purchased right and sold right, but profits do not accrue until the commodities sold are converted into money. This conversion is the chief responsibility of the credit department, and to charge in the face of this potent fact the credit department with being nonproductive is perfectly foolish and is one of the reasons, perhaps, why some enterprises have not been more thrifty and progressive.

Co-equal in position, powers and results with the purchasing department and the sales department, the place of credits in a business enterprise can, if properly understood and generously treated, prove its worth and illustrate its productive powers. Getting cheap men, withholding proper facilities for the credit department, is just as unwise and expensive as to buy the services of untrained and unqualified men for the purchasing and sales departments. The manager of a credit department should be allowed to feel the seriousness of his position, the obligations resting upon him and allowed every facility he needs for conducting the department in an efficient and productive manner. It is too great a custom with us to refuse the credit department what would be gladly given other departments of the enterprise, merely because it is

looked upon as an expense and a nonproducer. Having the credit manager mingle with other managers, bringing them to the surface, making them realize the importance of their position and its place in the productive capacity of the enterprise would be felt in added income and a far safer situation in credit granting than we have ever enjoyed. This is not talking shop, it is talking common sense. It is a defense of something which has been badly neglected and not until the neglect is realized and everywhere credit departments are placed under skillful management and conceded to be one of the most important and productive, shall we get things right and decrease the merchandising inefficiency so prevalent in the land.

## CONCERTS DEVELOP BUSINESS

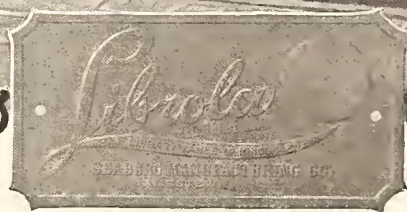
Introduction of New Records Each Month Increases New York Victor Dealer's Business Until He Is Compelled to Enlarge Store

Paul Helfer, Victor dealer at 1539-41 Third avenue, New York, has made it a practice to introduce new records to his customers at the beginning of each month by a Victor concert held in a large recital hall which is an important adjunct of the establishment. As a direct result of these concerts the business of the concern has increased to such proportions that a number of additional record demonstration booths had to be constructed. There are now twenty of these booths and the concerts are proving a greater attraction each month.

The talking machine department of the Cline-Vick Drug Co., Victor dealer, of Marion, Ill., was recently enlarged and remodeled.



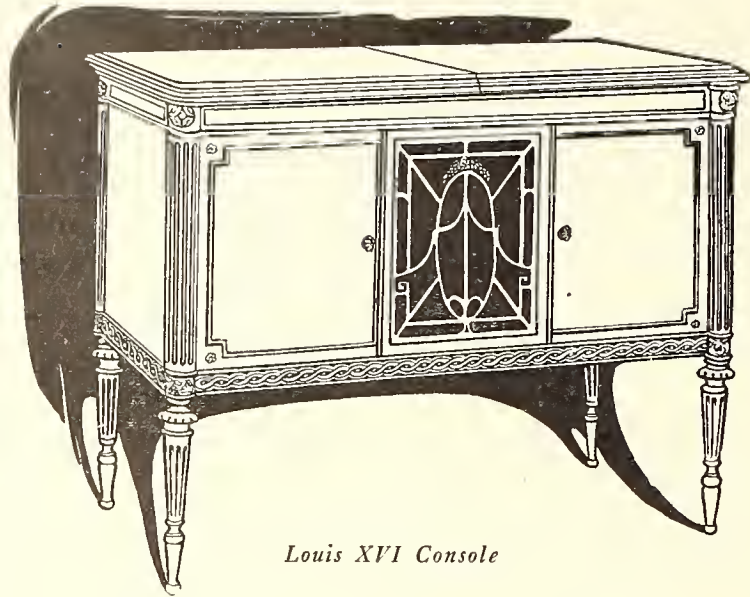
Seaburg Mfg. Co.  
Jamestown, N. Y.



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

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





*Louis XVI Console*

## Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

## Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

# GRANBY PHONOGRAPH CORPORATION

21 West Street

BOSTON, MASS.



Here's Dolly Kay back again with two new "blues." "Got to Have My Daddy Blues" and "Wabash Blues" both on one record. An irresistible, sure-fire seller. You'll want it. A-3534.

Columbia Graphophone Co.  
NEW YORK



### INAUGURATES INTENSIVE CAMPAIGN

Emerson Phonograph Co.'s Foreign Record Department Secures Many New Artists and Increases Its Executive and Selling Force

The foreign record department of the Emerson Phonograph Co. has inaugurated an intensive campaign to promote the sale of Italian and Jewish records to the trade. L. D. Rosenfield, director of this department, states that new releases of records in Italian and Hebrew-Jewish are being issued each month and special literature featuring these records is being sent out to the trade. Paolo Bolognese, well known in the foreign record field, and a musician and conductor of some note, has been placed in charge, under Mr. Rosenfield's direction, of the Italian foreign record catalog. He has been calling on dealers in New York City and has been instrumental in the acquiring of several new artists to make Italian records.

Louis Gilrod has been taken on in a similar capacity, and will devote his time exclusively to the promotion of the Hebrew-Jewish records, of which the company is issuing new numbers each month. An artist of some note in Hebrew and Jewish circles recently acquired to make records for the Emerson Co. is Aaron Libedeff, comedian, who is to make recordings of several Jewish comic songs. Another artist to make Jewish records is Joseph Feltman, a one-time partner of Billy Williams, famous English comedian, whose records, it is expected, will make a decided hit with the trade.

Mr. Rosenfield is very enthusiastic about a new record of Russian and Jewish folk melodies, to be issued soon by the Emerson Co., of a piano duet, double-faced, played by two brothers, J. and J. Kammer, which is to be featured extensively with special advertising, and, it is expected, will be one of the most popular yet recorded by these artists.

### NEW YEAR OPENS AUSPICIOUSLY

Max Willinger, President of New York Album & Card Co., Tells of Progress

Max Willinger, president of the New York Album & Card Co., New York City and Chicago, manufacturers of Nyacco albums, reports that the first month of the new year opened in a far more auspicious manner than the same month of 1921. The buying is reported not only more active but Mr. Willinger reports that there seems to be far more confidence manifested in future conditions. Mr. Willinger is optimistic over the balance of the year and predicts good normal business. The New York Album & Card Co. is now producing the shelves of the album set for the Victrola 80 in wood instead of cardboard. These sets have proved popular from the time they were first produced and it is expected with the wooden construction providing greater durability their popularity will be further increased.

The Presanplay Phonograph Co. has been incorporated at Wilmington, Del. Capital, \$50,000.

### JOSEPH BAREUTHER GETS NEW POST

Former Manager of Landay Branch Is Made Secretary of Broadway Music Shoppe

YONKERS, N. Y., February 8.—Joseph Bareuther, for many years prominently connected with the piano and talking machine business and formerly associated with the Sonnenberg Music Co. and the Landay Bros. branch in this city, is now associated with the Broadway Music Shoppe, at 17 Main street, as secretary of the company. Mr. Bareuther has a large following among the best people in this section, and the appointment to his new post has been welcomed.

The Broadway Music Shoppe is one of the most progressive music houses in this city and carries complete lines of Sonora, Brunswick, Victor, Aeolian-Vocalion and Columbia machines.

### TALKING MACHINES REAPPRAISED

Model C Stewart phonographs, imported from W. H. Banfield & Sons, Ltd., of Toronto, Canada, and entered at Chicago, were the subject of a reappraisal ruling handed down recently by Judge Sullivan, of the Board of United States General Appraisers. They were invoiced and entered at Canadian dollars, \$5 each, less 2 per cent, plus 1 per cent excise tax, packing included. They were appraised and are now reappraised at \$8.50 net, excise tax included.

### COLUMBIA MANAGERIAL CHANGES

New Managers Appointed for St. Louis, New Orleans and Omaha—Important Centers

General Sales Manager Geo. W. Hopkins, of the Columbia Graphophone Co., announced this week important changes in the management of Columbia branches in St. Louis, New Orleans and Omaha. E. M. Morgan, who was manager of the St. Louis branch, has resigned this position and is to be connected with a manufacturer well known in the Middle West specializing in the production of horse-drawn vehicles. Mr. Morgan leaves this position with the best wishes of the Columbia Co. for his success in this new venture. A. B. Creel, formerly of the New Orleans branch, has been appointed to the position left vacant by the resignation of Mr. Morgan.

R. R. Sparrow, formerly assistant manager of the Atlanta, Ga., branch, has been appointed manager of the New Orleans branch, effective January 1. F. L. Scott, formerly a special representative of the Columbia Co., has been appointed manager of the Omaha, Neb., branch, taking the place of R. L. Wilder, who formerly held this position.

The Fox Co., Victor dealer, of San Antonio, Tex., has moved into larger quarters adjoining its former location. A new Victor department has been installed with modern equipment throughout.



**BRUNS MADERITE**

One Man Delivery Cover



A. BRUNS & SONS  
50 RALPH AVE.  
BROOKLYN  
N. Y.

**"BRUNS MADERITE"**

**Rubberized Phonograph  
Dust Covers**

Dealers have found it advantageous to advocate the sale of BRUNS Rubberized Fleece-lined Phonograph Dust Covers to their customers.

BRUNS MADERITE Dust Covers offer a means of protecting phonographs from dust, finger-marks, bruises incident to house-cleaning and other unforeseen accidents to the highly polished surface of the talking machine cabinet.

Send to us for complete details regarding BRUNS MADERITE Phonograph Moving Covers and Rubberized Fleece-lined Dust Covers or consult your jobbers.

It will pay you to investigate.

*If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.*

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas



# BAGSHAW

First in Use—First in Sales—First in Satisfaction

# NEEDLES

**T**HE W. H. BAGSHAW Company are the Oldest and Largest Manufacturers of Talking Machine Needles in the World. Of course, they make the needles that stand first in the esteem of the public, the dealer and the jobber: Brilliantone and Petmecky Steel Phonograph Needles.

## W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

**BRILLIANTONE STEEL NEEDLE CO.** OF AMERICA  
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610



# FROM SOUP TO NUTS!

**I**N order to supply the demands of your customers your stock of phonograph needles must be complete:—from Light Tone to Dance Tone. You can fill your needs very quickly and satisfactorily from the Brilliantone line which includes Extra Loud Tone, Opera Tone, Full Tone, Half Tone, Light Tone and Dance Tone Steel Phonograph Needles. Also put up in convenient combination packages.

Brilliantone needles are guaranteed to possess Uniform Hardness, Uniform Points and Uniform Length.

*Made in America by Americans*

*Every Package of Genuine Brilliantone Phonograph Needles Bears This Trade Mark*



*(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)*

# BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

*Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.*

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

*Pacific Coast Distributor:*  
Walter S. Gray Co.,  
942 Market St.,  
San Francisco, Cal.

*Western Distributor:*  
The Cole & Dumas Music Co.,  
50-56 West Lake St.,  
Chicago

*Canadian Distributors:*  
The Musical Mdse. Sales Co.,  
79 Wellington St., W.,  
Toronto

*Foreign Export:*  
Chipman Ltd.,  
8-10 Bridge St.,  
New York City



## WORKING ON MANUFACTURES CENSUS

Census Bureau Now Compiling Facts and Figures Regarding Sixty-five Leading Industries, Including Musical Instrument Trade

WASHINGTON, D. C., February 3.—Work on the 1921 census of manufactures is now well under way in the Census Bureau, and E. F. Hartley, chief statistician, under whose direction the census is to be taken, has a number of agents already in the field.

Schedules for the various industries regarding which special information is desired are now being sent out, among them being questionnaires covering phonographs, graphophones and talking machines (including records, parts and accessories), pianos and musical instruments generally. Only about 65 industries are considered sufficiently important to warrant the use of special schedules, all other industries making returns on the general schedule.

All schedules have been materially revised since the taking of the 1919 census, the law under which the 1921 census is taken not requiring as much detailed information. In all cases, in preparing the questionnaires, the suggestions of the industry affected were sought, and the schedules now being sent to the music trade have been fully approved by the national association and by leading members of the industry.

Efforts will be made to conclude the field work within as short a time as possible, in order to minimize the delay which must elapse before production figures for 1921 can be issued. In the 1919 census approximately fifteen months elapsed before the first reports were issued, but it is hoped that at least three months will be cut from this time, and that the reports may begin to come out by January, 1923.

## PLAN SAMPLE FAIR IN NEW YORK

Musical Instruments to Play Important Part in First International Sample Fair to Be Held in New York City—Something Entirely New

The First International Sample Fair will be held in the Seventy-first Regiment Armory, Thirty-fourth street and Park avenue, New York City, April 3 to 6, inclusive. Musical instruments will play an important part in the Fair, which is the first international event of its kind held here. Merchandise from agents, manufacturers, importers and exporters will be exhibited and only members of the wholesale trade, buyers, local and out-of-town merchants will be permitted to view the displays.

The Fair Committee consists of W. L. Rehm, L. S. Gans, Scott Donohue, J. P. Davies, D. McCullough, W. J. Armstrong, M. F. Cooch and Walter Hempel. Headquarters have been opened at Room 905, 280 Madison avenue, New York.

How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success!

## DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

# D. R. DOCTOROW

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800

## ORGANIZES A STRONG SALES FORCE

Regal Record Co. Appoints Salesmen to Cover Leading States—Business Output Reported Unusually Large—Clever Portfolio Prepared

The Regal Record Co., New York City, reports that business for the past two months has been exceptionally large in total sales. Dealers everywhere are cashing in on this popular price record, it reports, and the result is that the Regal plant is being pushed to its utmost limit to produce records enough to meet the demand.

New salesmen are being allotted territory all through the country. The latest additions to this list are: S. Grant, who is to cover New England; A. Friedman in Indiana; S. A. Price in Michigan; A. S. Dillon, Ohio; R. G. Ross, Pennsylvania; W. F. Sullivan, New York, and R. H. Nolan, New York, all of whom were sent out from Regal headquarters the first of the year.

E. H. Davis, advertising manager, has prepared a very attractive portfolio for the use of Regal salesmen on the road. It contains samples of Regal advertising issued by the company, and many letters of commendation from dealers who have made a success in marketing the Regal record. Statistics and figures showing a large turnover of these records are included, all of which is designed to help the salesman in closing new accounts for Regal records.

## VALUE OF PERSONAL CONTACT

For difficult matters a decision can rarely be reached by letter. The written word makes for suspicion. The man who is writing feels that he is binding himself by his words; the man who receives the letter tries to read between the lines. The problem of letter writing is to force the reader to read the letter in the spirit of the writer, and this problem cannot be solved. When you meet your correspondent personally for the first time both parties will say: "Well, I thought he was worse!" If they do not feel that way the meeting is useless.

The Kipp Phonograph Co., of Indianapolis, Ind., has been chartered in that State, with a capital of \$150,000. Directors of the new concern are: W. E. Kipp, H. G. Anderson and Jewell Cartmell.

## W. J. BEARD ENTERTAINS EMPLOYEES

Host to Members of His Staff at Turkey Dinner Given at His Home in Paragould, Ark., Recently—Sixteen Years of Business Success

PARAGOULD, ARK., February 3.—In appreciation of the good work done by the members of the staff during the past year, and particularly during the holiday season, W. J. Beard, head of Beard's Temple of Music, this city, entertained all his employes at a turkey dinner at his resi-



Staff of Beard's Temple of Music

dence, the dinner being prepared and served by Mrs. Beard with the assistance of some of the wives of the employes.

Following the dinner the evening was spent in the enjoyment of a fine musical program, in story telling and in games, and the guests enjoyed themselves greatly.

Mr. Beard established his store here in 1904 and has met with most substantial success. He handles the Chickering, Starr, Schulz, Foster & Co., Marshall & Wendell, Haines Bros., Cable-Nelson and Brambach pianos and players, Seeburg electric pianos and the Edison, Victor and Columbia lines of talking machines. Mrs. Beard assists her husband in the conduct of the business, and their son Jay also helps out after school hours. Three traveling salesmen work the territory for business, with close to a dozen employes in the store proper.

Mr. Beard reports that business in his territory has kept up in good shape considering conditions generally, and that the outlook for the current year is very encouraging.

Success after all is nothing but doing your full duty to the very best of your ability. Whatever rewards come are only trimmings. This is how Forbes Magazine puts it.

# NATIONAL METALS DEPOSITING CORPORATION

FACTORY  
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE  
MOUNT VERNON, N. Y.

LABORATORY  
415 Fourth Ave., New York, N. Y.  
Tel. Madison Square 6635

MANUFACTURERS OF

## MASTERS

## MOTHERS

## STAMPERS

FOR PHONOGRAPH RECORDS

A Perfect  
Negative  
From  
The Wax

For Your Convenience  
Deliver Recorded Wax  
To Our Laboratory

A Perfect  
Positive  
Of The  
Wax

We Deposit the Finest  
Copper in the World  
Try Us

Quality  
Durability  
Perfect  
Workman-  
ship



**Just a State of Mind**

*If you think you are beaten, you are;  
If you think you dare not, you don't,  
If you like to win, and don't think you can,  
It's almost a cinch you won't.*

*If you think you'll lose, you're lost,  
For out in the world we find  
Success begins with a fellow's will;  
It's all in the state of mind.*

*Full many a race is lost  
Ere even a step is run,  
And many a coward fails  
Ere even his work is begun.*

*Think big and your deeds will grow,  
Think small and you'll fall behind;  
Think that you can and you will—  
It's all in the state of mind.*

*If you think you're outclassed, you are;  
You've got to think high to rise.  
You've got to be sure of yourself before  
You ever can win a prize.*

*Life's battles don't always go  
To the stronger or faster man;  
But, sooner or later, the man who wins  
Is the man who THINKS he CAN.*

—Dr. Croft.

**WINNING OUT IN RETAIL FIELD**

Some Outstanding Principles Which Should Be Observed by Dealers Who Desire to Win

There is room for growth in every business, but no enterprise can possibly expand or become successful unless:

Consistent and result-getting advertising is used in the local papers, circulars, letters, etc.

Systematic methods of obtaining free publicity are employed. These consist of sales stunts, unique window displays, concerts, contests, etc.

The staff consists of expert salesmen and canvassers.

Territory is covered thoroughly and constantly enlarged and no prospects are overlooked.

Courtesy and service is made the motto of the business.

The window displays are planned to attract customers.

The store is kept neat and clean; the stock is attractively arranged and provision is made for the comfort of patrons.

The atmosphere of the establishment is one of cheer.

A business will grow in a measure equal to the effectiveness with which the above are carried out.

**ADVERTISING COPY THAT APPEALS**

The average merchant, in many instances, has become so imbued with business that when he prepares his advertisements he often does it in such an uninteresting manner that the newspaper reader passes over them. He fails to make a study of the kind of copy which would appeal to the people whom he is trying to reach and, consequently, a large percentage of the money spent on advertising is absolutely wasted.

**COLUMBIA RECORD EXCHANGE COMING**

In connection with the announcement last week of the reduction in the list price of Columbia double-disc records from 85 cents to 75 cents, George W. Hopkins, general sales manager, stated that a record cut-out exchange would be announced by the company at once. The record price reduction also carries with it a special rebate proposition for the benefit of the dealer.

**GOLDSMITH MUSIC CO. CHARTERED**

The Goldsmith Music Co., of Columbus O., was recently incorporated in that State, with a capital of \$3,000. Incorporators are W. W. Goldsmith, A. M. Taylor, E. Bragunier, Carl Tresemer and P. Cozad.

**TAKES OVER VICTROLA STORE**

ALLIANCE, O., January 16.—Announcement is made by the Vernon Piano Co., this city, of the purchase of the Victrola store located on Fifteenth street, Sebring, O. It will be possible now to obtain the latest Victor records without leaving Sebring. All models of the Victrola will be exhibited in the new store.

**DELAWARE CONCERN INCORPORATES**

A charter of incorporation was recently granted to the Qualitiphone Sales Corp., under the laws of the State of Delaware, with a capital of \$50,000. Incorporators of the new concern, which will deal in talking machines, are Louis B. Bernei, H. F. Bauman and Seymour O'Brien.

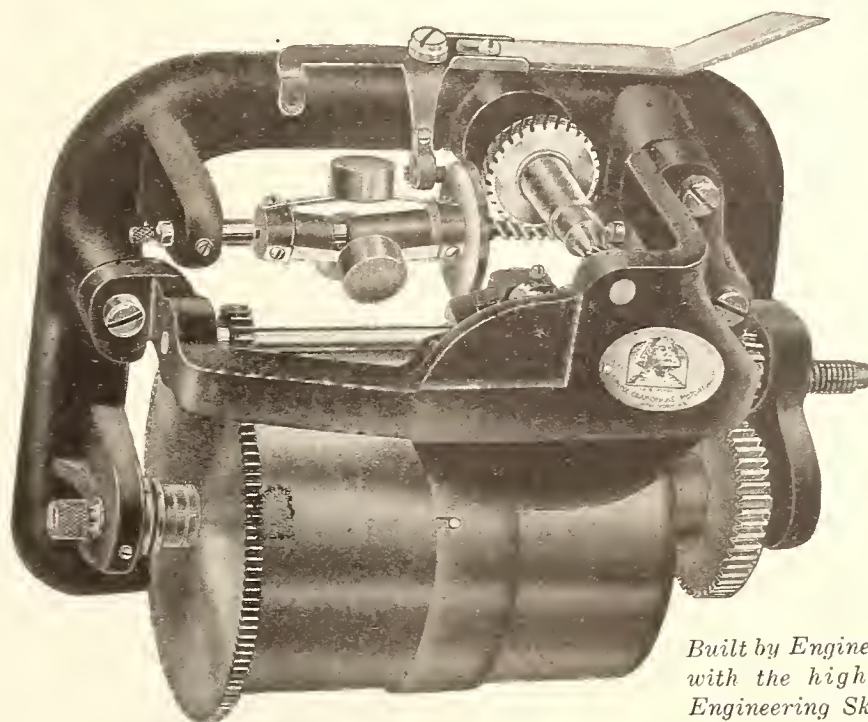
J. Wilbur Speiker and C. A. Brittsen, of Van Wert, O., have purchased an interest in the Brunswick shop of Charles F. Eversole, Middleport, O. The business will be continued under the name of the Van Wert Furniture Co.

**R. L. FRENCH IN IMPORTANT POST**

Heads Traffic Committee of Manufacturers' Association of Connecticut—Adopt Resolution of Protest Against High Freight Rates

BRIDGEPORT, CONN., February 9.—Raymond L. French, traffic superintendent of the Columbia Graphophone Co., member of the Manufacturers' Association here, became chairman of the traffic committee of the Manufacturers' Association of Connecticut at Hartford at a meeting held in this city last week.

The Association went on record as favoring a horizontal reduction in freight rates applied to all classes alike. The preamble of the resolution says that the present high rate of freight rates materially restricts the prosperity "of our industries and is an impediment to the commerce of New England with other parts of our country." And further that it is the general opinion among our manufacturers that a reduction in transportation costs at this time would materially aid in restoring business.



*Built by Engineers with the highest Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



**Sphinx Gramophone Motors Inc.**

21 East 40th St.  
NEW YORK CITY





Playing position

# THE Kent Special

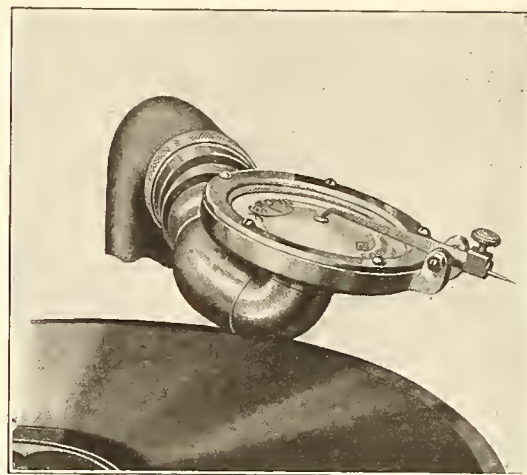
Plays all lateral records  
AT THEIR BEST  
on the  
EDISON DISC PHONOGRAPH



Reg. U. S. Pat. Off.

Write for catalog of complete line  
**F. C. KENT COMPANY**  
IRVINGTON, N. J., U. S. A.

KENT PRODUCTS "Win their way by their play"



Insertion of needle position

## COMBINE MOVIE AND "TALKER"

New Moving Picture and Talking Machine Promises to Amuse Movie and Music Fans

A combination moving picture machine and talking machine, invented by a Californian, is the latest development which promises to furnish amusement both to lovers of music and movie fans. The talking machine is similar in appearance to any ordinary machine, with the exception that it contains a moving picture projector. The picture is thrown from the cabinet to a tiny screen in front and appropriate records may be played as the pictures are shown. The first instrument has been purchased by Jackie Coogan, the famous child moving-picture comedian.

## RELIGIOUS RECORDS FOR CHILDREN

A committee representing twelve religious denominations is negotiating with record manufacturers for the production of discs that will provide proper musical instruction for children in primary grades of Sunday schools. Prayer songs and nature songs which refer to God as the Creator will be selected for the first records, according to Miss Brockway, director of children's work for the American Baptist Publication Society, who is a member of the committee.

The manner of speaking is as important as the matter to be discussed. Remember that when you are greeting a new customer or an old one, and especially when talking over the telephone.

## Princess Watahwaso

Appearing in Costume Presenting



## Indian Songs - Dances - Legends

A LIVE VICTOR ENTERTAINER  
FOR VICTOR DEALERS AND JOBBERS

Recitals given in warerooms,  
schools and recital halls

Booking Now for Season of 1922

Watahwaso Studio

111 W. 68th St.

New York

## SAUL BIRNS TENDERS ELABORATE BANQUET TO EMPLOYEES

Well-known New York Dealer Entertains Over 100 Members of His Staff, Together With Families and Friends, at Entertainment, Dinner and Dance at Hotel Commodore

Saul Birns, well-known talking machine dealer of New York, who recently opened the fifth of a chain of stores in this city, has made it a practice for several years past of giving his employes a dinner early in the year as a mark of his appreciation of their efforts. This year was no exception, beyond that Mr. Birns outdid all former efforts and provided his employes and

store, with a capital of less than \$300, and the success of the venture is indicated by the fact that the five stores operated at present do a business estimated at three-quarters of a million dollars annually. During the course of the evening Mr. Birns was presented with three handsome sterling silver loving cups, one from all the members of the organization and the



Dinner Given by Saul Birns to Employees at Hotel Commodore

associates with a most elaborate banquet at the Hotel Commodore on Sunday evening, January 15, followed by a dance to the accompaniment of music by Paul Whiteman's Pavilion Royale Orchestra and the Happy Six.

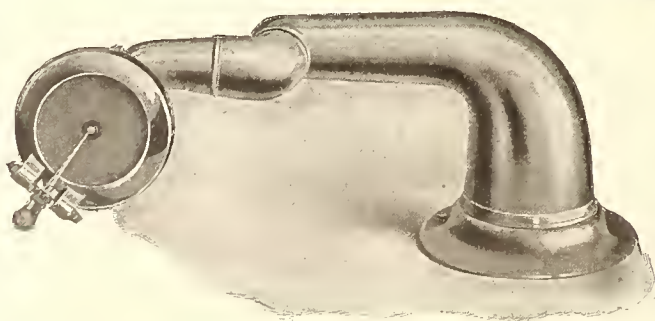
During the course of the evening several well-known and capable artists entertained guests to the number of one hundred or more. Among the artists were Lucy Tonge, a prominent contralto; Princess Watahwaso, well-known interpreter of Indian legends and music, who has made a number of very successful Victor records; Morton Downey, tenor, and Miss Esther Furshtenberg, daughter of one of the managers of Mr. Birns' Capitol store, and a violinist of ability.

The occasion marked the fifteenth anniversary of the establishment of Mr. Birns' first

other two from different groups of his managers and partners.

The entire staffs of the five stores owned and controlled by Mr. Birns were present, accompanied by William Hains, manager of the Second avenue store; Hyman Gordon, manager of the Strand; Abraham I. Wolf and Harry H. Levy, of the recently opened Fifth avenue store; Hyman and Joseph Furshtenberg, of the Capitol store, and David Siebner, of the 181st street store. H. C. Ernst, of Paul Whiteman, Inc., acted as master of ceremonies in introducing the artists and in presenting the several cups to Mr. Birns. The other guests included A. D. Geissler, Mr. and Mrs. Thos. F. Green, Mr. and Mrs. Maurice Landay, Lloyd Spencer, Paul Whiteman and other prominent members of the trade.

## TONE ARMS and REPRODUCERS



Various Styles and Designs to  
Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.  
Telephone Sterling 1120







*The* WORLD'S BEST  
PHONOGRAPH NEEDLES

**Shuretone**  
TRADE MARK

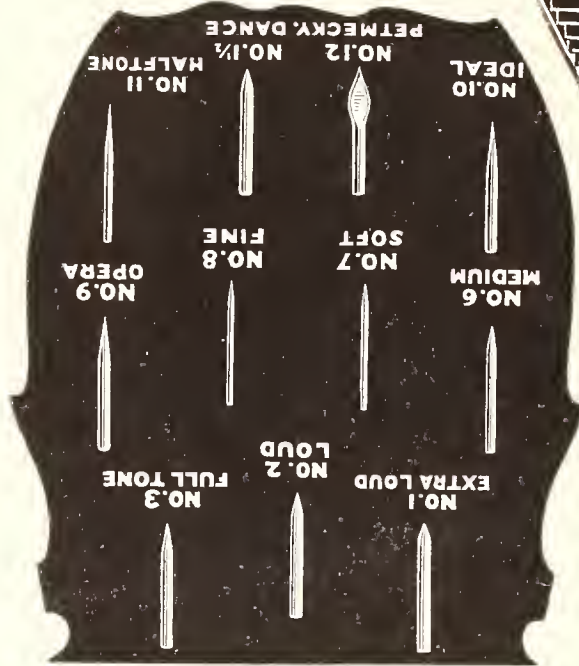
**NONE  
BETTER  
MADE**

**DEAN**

**UNIFORM  
POINTS**

**UNIFORM  
LENGTHS**

**PERFECT  
REPRODUCTION**



**Open for  
Territory  
Live Distributors**

**Write for  
Our 1922  
Prices**

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**  
OTTO HEINEMAN, President  
25 West 45th Street, New York



## DIGGING OUT BURIED TREASURES FOR THE MUSIC LOVER

The Exploration of the Record Catalog Will Be Found a Profitable Move on the Part of the Salesman as Well as the Purchaser of Records—Many Hidden Musical Gems to Be Found

The proper exploration of the record catalog formed the subject of some very pertinent and timely comments in a recent "record page" of the New York American. Although written ostensibly for public consumption, it may be remarked, en passant, that a great many salesmen would do well to give the catalog their closer consideration, in this way enabling them to bring to the attention of the buying public hundreds of splendid records—real musical gems—which are little known to the rank and file of buyers. Indeed, it would pay a great many salesmen to study not only the catalog, but at their leisure moments to try over the innumerable records which ordinarily make little appeal to the public, but which are of real musical merit. This acquaintance would enable them to be better equipped in the matter of introducing them to the public. Furthermore, they would be still better fortified were they to read up the literature or history of the opera or the composer of these numbers. This knowledge is invaluable as a means of interesting the buyer—in fact, it is an essential.

The article which follows was obviously written for the general public, but the viewpoint in connection with "adventuring into a record catalog" is so important that dealers could utilize the same general material in reaching the public either by circular or by means of a little talk when giving invitation concerts. The article reads:

"We have heard, all of us, of Captain Kidd's treasure. That bold and notorious buccaneer, who plundered ships on the high seas, left many folks wondering and speculating as to just where his fabulous loot was cached.

"Many and afar have been the vain quests in search of treasure, whether it was that of the pirate Morgan or Kidd, or the fabled pot of gold buried at the end of a rainbow.

"It is but natural psychology that we should

always think of 'treasure' as something beyond our reach, inaccessible—and yet there are literal treasures and pots of gold always within our easy grasp could we but see them. The greatest treasure of all lies within ourselves; the ability to see and appreciate the beauty of nature and the wonder of human existence in its varied and modern form.

"To-day we enjoy innumerable pleasures and conveniences that a king's ransom could not have bought but a century past. Whether we turn to the right or to the left, we see all about us the miracles and the monsters of modern inventive skill and yet we rarely give them a passing thought; so rapid is our progress that what is new to-day is to-morrow but a commonplace.

"'Buried treasure' and 'commonplace'—words to think about. How inviting the first, how shabby the latter! The buried treasures of what is past—reminiscence; the buried treasures of what is to come, as yet unearthed—expectation. Treasures in retrospect, stirred by the magic of a familiar old melody that hearkens back to the days of happiness and youth. Music, the key that unlocks the gateway to yesterdays.

"Many are the hidden gems to gladden the heart of a music lover, forgotten or overlooked by the great majority because they are not of popular moment or popularly commonplace. Many are the records and rolls that have been pressed and cut only to go down into the oblivion of obscurity, undiscovered gems of beauty. Every month adds to their number, and still we overlook them because of a human weakness to follow the crowd.

"Out of the thousands of records and rolls now available there are less than a few hundred that are constantly in big demand, and yet there are numberless others that are deserving of recognition because of their charm and grace or their inherent beauty of composition. There are songs and symphonies of every description and to suit every possible taste.

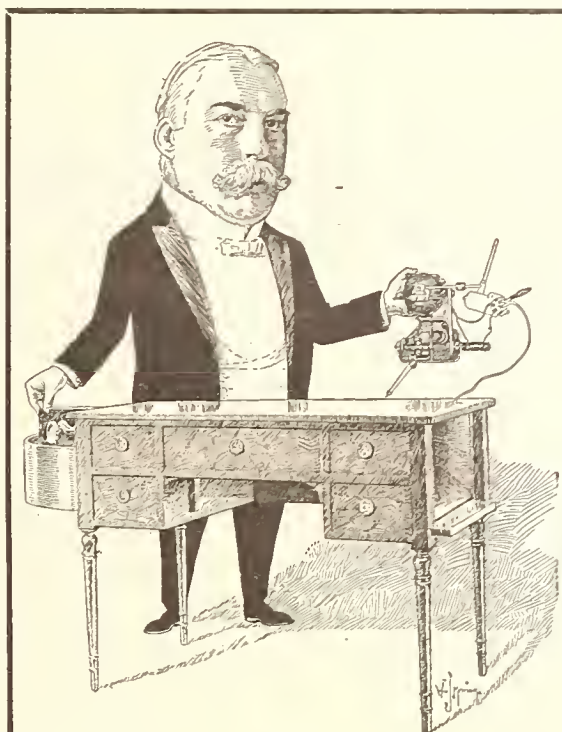
"If your record or roll collection is beginning to pall on you it is, in all probability, because you have grown tired of the sameness of your collection. You may have all the popular, operatic and concert selections that your friend has and still feel but a lukewarm pride in their possession. If you will seek for something different—some of those undiscovered gems—and thereby cultivate and develop your individuality, you will be surprised how rapidly your interest will revive.

"There is a tangible pleasure in adventuring into a catalog that compensates us for our trouble, and each new discovery means a new acquisition that perhaps the other fellow has overlooked. Why not break away from the commonplace and build up a collection that is different—a collection that will reflect your individuality? That would be a pleasure indeed."

### PLAN FOR SCHOOL CAMPAIGN

An important visitor to Columbia headquarters last month was Calvin Anderson, the well-known dealer at Wilmington, Del. Mr. Anderson is one of the oldest Columbia dealers, having been associated with the merchandising of this product for many years, and has been connected with several of the educational movements which the Columbia Co. has inaugurated from time to time. The purpose of this visit was for the discussion of plans for an educational campaign among the schools in Wilmington and vicinity, which is to be launched shortly and is to be carried on in co-operation with Columbia headquarters.

Buffon said that genius was only "an endless patience." (Darwin.) Nietzsche said that genius was "intensity of consciousness." (Napoleon.) Genius in business might be defined as the gift of simplification.



## I Challenge Comparison

**THE PHONOMOTOR, standard electric phonograph motor for seven years.**

Universal motor, A.C., or D. C. 110 volts with the current consumption less than a twenty watt lamp. Automatic stop. ALWAYS TRUE TO PITCH, SILENT, DURABLE, and DEPENDABLE.

THE OLDEST AND MOST RELIABLE MOTOR IN THE WORLD TODAY.

The following statement is taken from The Talking Machine World:

BIG FIELD FOR ELECTRIC PHONOGRAPH MOTORS

Seven Million Homes Equipped With Electricity Available for Talking Machines to Be Electrically Controlled—Opportunity for Use of Motor.

That a vast undeveloped field for the sale of electric talking machines exists in this country is made evident by figures recently made public by the National Electric Light Association. The Association states there are approximately 7,000,000 homes equipped with electricity in the United States. It is estimated that there are in the neighborhood of 4,000,000 talking machines in the homes of the land. Of this number many are in the homes un-wired for electricity, and of the machines owned by people having electricity in the home, only a small percentage are operated by electric current.

ELECTRICIANS AND REPAIRMEN are writing for exclusive territory for THE PHONOMOTOR. Take advantage of this opportunity and send in your application at once.

I can furnish Library Table Machines in period designs equipped with THE PHONOMOTOR, electric motor. I attract your attention to the exclusive patented features of this new model. Write for prices.

## GEO. CLAY COX

Manufacturer

Offices: 73 State St.  
ROCHESTER, N. Y.

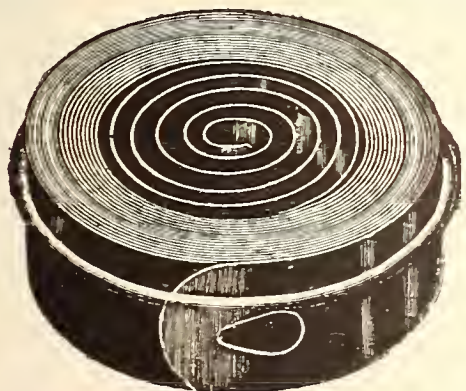
### OUTLOOK IMPROVES IN MEMPHIS

Ellis-Jones Drug Co. Tells of Increasing Demand for Starr Phonographs and Records

MEMPHIS, TENN., February 7.—Discussing business conditions in this section of the country, P. C. Scholz, sales manager of the Ellis-Jones Drug Co., Starr distributor, said: "They show an inclination to improve and the sale of Starr phonographs and Gennett records is larger than it has been for some time. The Gennett records are gaining headway in this section because of the popular music which is now recorded on them and the trade which has been handling records of other makes is constantly complimenting us on the improvement which has been made in the Gennett record."

A slovenly dress betokens a careless mind. And a careless mind is sure to be the father of loose business methods. Every man's personal grooming is the display window in which he exhibits himself.

## Main-Springs



**For any Phonograph Motor  
Best Tempered Steel**

	Each
3/4 inch x 10 feet for all small motors.....	\$ .35
1/8 " x 10 " " Pathe, Columbia, Heineman.....	.40
1 " " x 10 " " Columbia.....	.45
1 " " x 11 " " Columbia with books.....	.55
1 " " x 13 " " Victor, old style.....	.50
1 " " x 15 " " Victor, new style.....	.55
1 1/4 " " x 18 " " Victor, new or old style.....	.75
1 " " x 12 " " Heineman and Pathe.....	.50
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.50
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.60
1 " " x 16 " " Sonora, Brunswick, Saal.....	.70
1 3/16 " " x 18 " " Heineman and Pathe.....	.80
1 1/2 " " x 25 " " Edison Disc.....	1.80

#### SAPPHIRES—GENUINE

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

#### PHONE-ARMS

The very best, loud and clear, throw-back.....\$5.00  
With large reproducer, very loud, Universal..... 4.50  
With smaller reproducer, but loud and clear..... 3.00

#### PHONOGRAPH NEEDLES

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

#### ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.

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

**The Val's Accessory House**

1000-1002 Pine St. St. Louis, Mo.





# LEADERSHIP

In a recent letter from the Victor Co. the opening paragraph reads :

*"That leadership in an industry, as in any other field of activity, carries with it responsibilities that must be promptly met and converted into opportunities for further development has always been a fundamental of our policy. No more striking example of the application of this principle could be had than the announcement following."*

The announcement is the one in which the Victor Co. reduced the list price of its 10 and 12-inch Black Label Double Face Victor Records 10 cents each. This action on the part of the Victor Co. fully demonstrates its willingness to accept the responsibilities of leadership and emphasizes Victor Supremacy.

When a company, under no obligation to do so, rebates its wholesalers the difference in cost between old and new prices (on a basis averaging the equivalent of stock on hand) it justifies something beyond mere appreciation. We, therefore, were glad to place our dealers in a position to benefit on the same basis of rebate. Our announcement that we would rebate our Victor Dealers 6 cents each on one-quarter of their entire purchases of this class of records affected by the price reduction, purchased during 1921, accomplishes the same result.

We are confident that when better talking machines and records can be made, they will bear the famous Victor Trade Mark—that when costs of manufacture or conditions make possible or advisable a reduction in prices, the Victor Co. will lead. Any dealer who overlooks the fact that the Victor Co. will maintain Victor Supremacy, regardless of cost, during the year 1922 may make some serious errors.

Our Victor Dealers will find us willing and able to assume our responsibilities as a leading Victor distributor.

The Victor Co. has achieved leadership among manufacturers. Blackman Dealers will tell you how well prepared we are to reflect that leadership and share it with our dealers.

*Write or see us if you are not a Blackman Dealer  
for we are now able to consider additional accounts.*

**Blackman**  
TALKING MACHINE Co.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS



# SAN FRANCISCO

*Brisk January Business, With Records in Demand—The Need of Real Salesmanship—Period Styles Are Popular—Trade News and Changes*

SAN FRANCISCO, CAL., January 28.—Post-holiday business in San Francisco is fairly brisk and the leading talking machine dealers of the city say the omens portend a prosperous year. The January record demand was heavy. There is usually a very lively record demand after the holidays from the new owners of machines bought as Christmas gifts. In records, dance selections head the list, but there is a drawing away from jazz stuff and a tendency toward more melody in the dance pieces. The waltz shows signs of becoming one of the most popular dances again. Period styles, console table types, and art models continue to appeal to the best class of trade, but the demand for the cheaper machines has increased also.

In spite of the many efforts to promote efficiency in salesmanship it is still pitiful to watch the average retail clerk kill a sale. The widespread interest in psycho-analysis does not appear to have had any noticeable effect on the methods of the majority of salesmen. The principal fault of these salesmen is too quick work. It is the testimony of the most successful salesmen that jazzy methods do not appeal to the talking machine prospect. The average person who contemplates purchasing a talking machine regards it as a matter of considerable importance and does not wish to be rushed. A salesman who knocks the other fellow's line is, of course, a detriment to the general welfare of the trade, but still there is no lack of knockers.

#### Executives on Visits to Branches

J. J. Black, of the Wiley B. Allen Co., has just returned from a business trip to Portland in company with the general manager, Frank Anrys. The company is short on Brunswick machines. The holiday business in the various stores of the company on the Coast is reported encouraging. January business was better than the same month a year ago.

Morley Somers, manager of the Sonora Phonograph Shop, of this city, sees a bright prospect of continued increasing business this year. He is selling more high-priced merchandise than ever before and the record business is brisk. Mr. Somers has just gone on a business trip to the principal cities of Oregon and Washington in the interests of the Sonora line.

F. B. Travers, manager of the Sonora and Magnavox companies, is in southern California on a business trip this week. He says there is a big demand for wireless apparatus for amateurs who have the fad of listening to the wireless concerts now in vogue.

#### Records Used for Radio Concerts

The Newberry Electric Co., of San Francisco, Sonora agents, give radio concerts on the roof of the Fairmount Hotel from four to five every afternoon. Victor and Vocalion records supply the concert numbers and the music has been picked up as far away as Honolulu.

#### J. L. Gibbins Resigns

J. L. Gibbins, manager of the Emporium Victor department, San Francisco, has resigned his position after a stay of but two months. His place is being temporarily filled by Mr. Bosworth, of the Emporium sales force.

#### Open New Victor Department

The Einselen Music Stores on Mission street, San Francisco, are now both handling Victor goods, a Victor department having just been opened in the store at Twenty-second street. The Edison is also handled.

#### C. A. Ackley Resigns as Columbia Manager

C. A. Ackley, San Francisco manager of the Columbia Graphophone Co., severed his connection with the Columbia Co. on the first of January and has gone to Los Angeles to join his father in the investment securities business. Mr. Ackley has been with the Columbia Co. for a number of years, and before coming to San Francisco he was the Seattle representative.

P. S. Kantner, of the Columbia traveling force, is acting as San Francisco manager for the present. William Pickering, who has been traveling for the Columbia Co. in the Los Angeles district, has just been transferred to territory in northern California, working out from this city.

#### Some of the Popular Records

The wholesale Victor department of Sherman, Clay & Co. received increased shipments of popular records this month and is again able to meet the full requirements of the dealers. "The Sheik" and "Molly O" are two big record hits on the Coast. Mr. Scott, acting manager of the wholesale department, says popularity of records is greatly stimulated when the records are associated with a motion picture production. The "movies" are just as efficient boosters for popular records as the grand opera is for the standard classics.

#### Death of F. J. Christopher

The San Francisco talking machine fraternity lost one of its progressive members on January 16 by the death of F. J. Christopher, the proprietor of two thriving talking machine shops in the Mission district. Mr. Christopher was one of the pioneer promoters of interest in talking machine merchandise in his district and he had many warm personal friends in the local trade. He was thirty-nine years of age and leaves a widow, but no children. His shops feature the Victor, Edison and Sonora lines.

#### Department to Be Moved

The talking machine department of the John Breuner Co. at Sacramento is soon to be moved to prominent space on the first floor of the large store. When completed the department will be one of the most convenient and handsomely appointed talking machine departments in the Sac-

ramento Valley. Manager Schrader was in San Francisco last week on business in connection with the proposed improvements.

#### Manager Humphrey Resigns

Manager Humphrey, of the well-known talking machine department of Hamburger & Sons, Los Angeles, has resigned his position and is now in San Francisco, where he expects to locate in the future. He got his early training in this city.

#### Interesting News Brieflets

P. S. Kantner, of the Columbia Co., has returned from a business trip in the San Joaquin Valley. He found conditions improving in the talking machine line.

The store of the Oakland Phonograph Co., Oakland, has been remodeled along modern lines. The company features Victor and Edison goods. B. S. Goldsmith is the proprietor.

Byron Mauzy, of San Francisco, has just returned from the Orient, where he went on a trade-extension trip with the Oriental Relations Committee of the San Francisco Chamber of Commerce.

The first San Francisco concert of the "Victor Eight" will be held at the Century Theatre on the afternoon of February 4. Shirley Walker, manager of Sherman, Clay & Co., has been conducting a live publicity campaign in their behalf.

#### ALBERT BLACKMAN CAN NOW VOTE

**Son of J. Newcomb Blackman Attains Majority and the Event Is Properly Celebrated**

J. Newcomb Blackman, president of the Blackman Talking Machine Co., with Mrs. Blackman, went to Philadelphia on February 2 to celebrate in proper fashion the twenty-first birthday of his son, Albert Blackman, who is in his junior year at the University of Pennsylvania. The Blackman family enjoyed a dinner and theatre party to mark the event. Mr. Blackman has had a difficult time lately in convincing some of his friends that he really has a son who has attained his majority, for Blackman, Sr., himself, is far from being a graybeard.



The cabinet open, showing shelves for five record albums



UDELL Cabinet No. 401  
You can sell this splendid console cabinet for less than \$100—complete, with Victrola VI included—and still make your regular profit on both cabinet and Victrola.

## A Home for Victrola VI

THIS sumptuous UDELL console cabinet provides the ideal home for the Victrola VI. Though one of our newest designs, it is already a "best seller." It gives Victor dealers a combination which they can sell complete for less than \$100, with the Victrola VI included, and still make their regular profit on both cabinet and Victrola.

This is a beautiful brown mahogany cabinet, designed to accommodate the Victrola VI without requiring that it be dismantled or mutilated in any way. Installation is easy by following instructions which accompany every cabinet. In quality and every detail of construction this cabinet offers what the trade always expects of UDELL workmanship.

You should write for the price at once. A post card will bring full particulars

# The UDELL WORKS

28th Street and Barnes Avenue, Indianapolis



# INDIANAPOLIS

*Distributors and Dealers Pursuing a Vigorous Policy in Getting After Business—Are Reaping a Merited Reward—Live Budget of News*

INDIANAPOLIS, IND., February 4.—The Pathé Shop, 17 East Ohio street, closed its doors the first of this month. This leaves the People's Outfitting Co., a furniture concern at 133 West Washington street, the only retail distributor of Pathé machines in the city. C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., State distributor, reported that numerous orders for both machines and records continue to be received.

C. E. Collins, of the Collins Talking Machine Co., distributor of Emerson, Meteor and Jewel phonographs, says that there has been a healthy increase in sales of those products. He reports that in the last fifty days he has received from ten to twelve machine orders a day and that the orders have come chiefly from dealers who have not been solicited by his salesmen.

#### Increased Gennett Record Activity

Sales of Gennett records have increased by leaps and bounds since November, when their distribution was taken up with renewed vigor, according to T. H. Bracken, manager of the Starr Piano Co. The number sold in January was several times greater than the number sold in November or any month prior to that time. Mr. Bracken has placed two extra wholesale salesmen on the road to cover half the State.

"Service is the basis on which we are increasing our record sales," Mr. Bracken said. "Proof that quick service is appreciated is shown by the fact that we are receiving many long-distance telephone orders. Very frequently we have been able to get records to an out-of-town dealer within a few hours after the order had been sent to us. Dealers in the city have learned that we deliver immediately orders that are given shortly

before the close of their day's business. Such service means more sales by the dealer, because customers generally want an order filled the day it is given and if that is not done the sale is apt to be lost."

In developing his record business on a service basis Mr. Bracken is taking full advantage of unusual opportunities afforded by the fact that Indianapolis is the terminal for a large number of electric traction lines that connect the city with the leading communities of the State. Cars running every hour or two in every direction enable him to ship orders with exceptional promptness.

#### Victor Distributor Is Busy

Another dealer of the city who is giving increased attention to the sale of records is A. C. Hawkins, manager of the Indianapolis Talking Machine Co. He has a stock of 25,000 Victor records over which he has established complete individual control by the development of a stock card system numerically arranged. Mr. Hawkins is of the opinion that record sales should be the backbone of a talking machine dealer's business, and it is with that end in view for his own business that he is laying stress on that feature of service to his customers.

An advertising scheme that promises big possibilities for Mr. Hawkins has been put in operation by him in connection with the rapidly increasing interest displayed in wireless telephony. He has contracted with Francis F. Hamilton, of this city, to have Victor records used exclusively for talking machine features of concerts broadcasted from Mr. Hamilton's radio station at 2011 North Alabama street. Each number thus sent out is preceded by announcement that

it is a Victor record furnished by the Indianapolis Talking Machine Co.

The value of this advertising is indicated by the fact that Mr. Hamilton is the leading radio operator among 500 in Indianapolis and some 3,500 in Indiana. Mr. Hamilton conducts a "Radio Waves" column daily in the Indianapolis News, which paper has a radio receiving station.

#### Penny Sales Idea in Record Selling

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., utilized the penny sales idea to stimulate the sales of Medallion records during two days soon after the holidays. The records were sold at the rate of 85 cents for one or 86 cents for two, with the result that 1,500 records were moved in the two days. Mr. Herdman considers the plan an exceptionally good one, as it apparently moves considerably more than double the number of records that would be moved by a straight half-price sale.

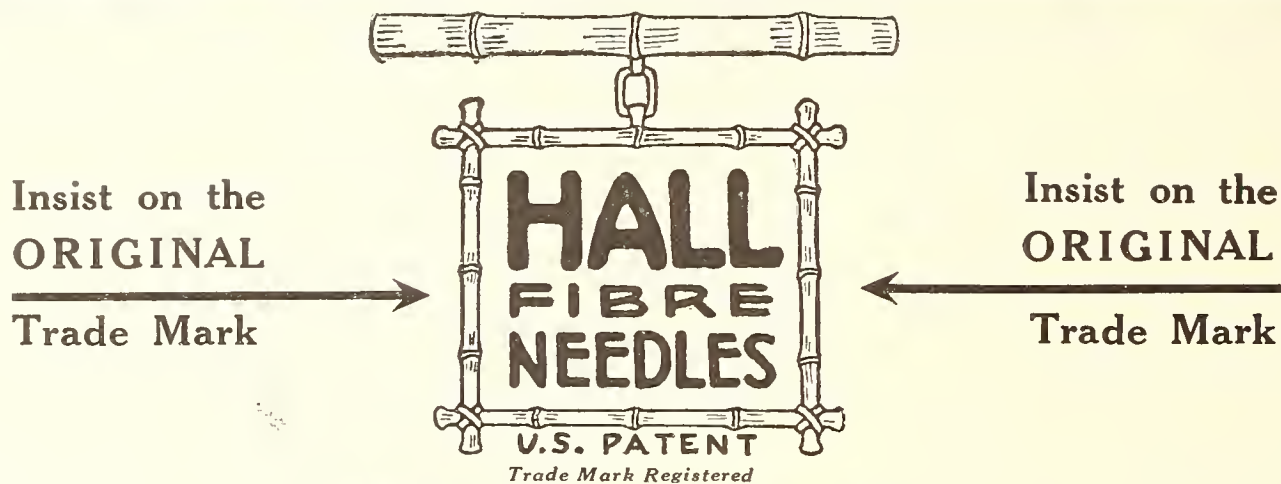
#### Granby Grows in Popularity

The Granby phonograph continues to gain in popularity in the Indianapolis territory, according to W. G. Wilson, manager of Widener's Grafonola Shop. The \$150 console model is being received particularly well, he says.

#### Some Good Selling Practices

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., is making use of the multiplex racks for Victor hangers to move heavy stock. The racks have been placed in each booth and contain classified lists of records showing the name of each record, but not the number nor the price. She says the plan has been very successful.

A feature of Miss Springer's method of selling current numbers has also won considerable notice from patrons of the store. With the advent of theatrical performances, including music recorded by the Victor Co., she features the records of particular interest and the photographs of artists in the show window and in a frame that is constructed for the purpose on top of a



## Hall Fibre Needles

**CANNOT POSSIBLY INJURE RECORDS—  
THEY ELIMINATE ALL SURFACE NOISE**

Convey this short message to your customers consistently and enjoy greater profits.

It will serve to create renewed interest among your record patrons and stimulate sales of the higher priced records.

This will prove to be of mutual benefit—for the purchaser is assured of a safe investment in records through the use of Hall Fibre Needles, and you will derive the benefit of increased record sales through his confidence.

Why hesitate longer to place these facts before your trade?

**IT PAYS TO PUSH  
HALL FIBRE NEEDLES**

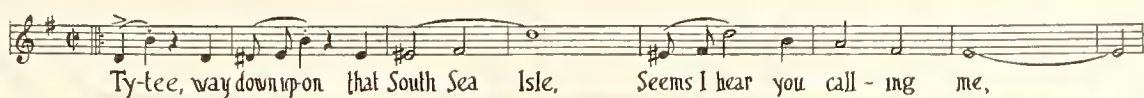
**HALL MANUFACTURING CO.**

*Successors to B & H Fibre Mfg. Co.*

33-35 West Kinzie St.

Chicago, Ill.





# TY-TEE

Miss Gilda Gray's Sensational Success  
at the "RENDEZVOUS" - New York's Newest and Smartest Dance Palace

**ASK TO  
HEAR IT**

*"You can't go wrong  
with any Teist song"*

Victrola show case that stands in front of the store's entrance.

### January Business Shows Gain

F. R. Follis, manager of the Victor department of L. S. Ayres & Co., reports that his January business in both machines and records was ahead of the corresponding month of 1921. Increased Victor business is reported also by the Pearson Piano Co. E. W. Stockdale, manager, says he has been met by a shortage of Victor goods, especially lower-priced models.

### Reports Large Sonora Business

"A beautiful Sonora business in the last few weeks reminds us of the days before the war," said O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., State distributor. "The sales since the first of the year demonstrate that the Sonora is gaining in popularity daily. Our January sales have exceeded those of January last year. The action of the Sonora Co. in rebating the dealers to cover declines in price has left a pleasant feeling between the retailers and the Sonora Co., with the result that activity has been stimulated."

### Higher-priced Kimballs Popular

C. F. Kahn, of the Capital Paper Co., distributor of Kimball phonographs, reports a January business that was better than had been expected to follow the holidays. He says that the higher-priced models continue to sell better than the lower-priced models and that sales generally in Indiana are picking up better than in the adjoining States comprising the territory covered by the Capital Paper Co.

"Novelties are giving way to staple models," Mr. Kahn said. "Special deals are no longer worth while in merchandising talking machines, because people are looking particularly for honest values. They are buying machines now just as they buy pianos. It is noticeable that the Kimball machines are selling better in the cities at the present time than in the country.

### Preparing for Music Memory Contest

Widespread preparations are being made for the memory contest which will close with the giving of prizes during the last weeks of the school year. The Stewart Talking Machine Co., State distributor, is sending out much literature to the dealers in an effort to have them take full advantage of the contest, which, the Stewart Co. says, will mean more commercially to Victor dealers than any other educational project undertaken in the past.

Miss Caroline Hobson, head of the educational department of the company, after several months of careful work, has prepared a numerical list of records, giving every arrangement of every record which will be used in the contest. In addition to this, an attractive eight-page booklet has been printed in which is found the alphabetical arrangement of every record which will be used in the contest. Besides containing the alphabetical arrangement of the different records, this booklet, entitled "Ready Reference for All Selections on the State Music Memory Contest Lists," has detailed information concerning the name, correct spelling and pronunciation of the composer, name abbreviation, list

price and place where the different text-books may be obtained; the numbers of the records upon which the composition has been recorded and the pages in the different educational booklets where detailed description is to be found.

### Miss Hobson's Popular Lectures

Miss Hobson's lectures on "Music Appreciation" and "Music in the Home" have won such general approval that she is receiving numerous requests to lecture before organizations which offer to pay all expenses in connection with such lectures. On February 1 she conducted part of a municipal program given in the auditorium of the normal school at Danville, Ind. She is to lecture within the next few weeks before 400 teachers attending the teachers' short course at Purdue University, and before 200 women who will attend a session of the Montgomery County Economic Club at Crawfordsville.

### Walter J. Baker's New Venture

Walter J. Baker, who has purchased the Brunswick Shop at 124 North Pennsylvania street, and who assumed control of the store January 1, is continuing his duties as manager of the local branch of the Brunswick-Balke-Collender Co., pending the appointment of a new manager, which probably will be April 1.

A window display that is attracting more than usual attention is being used by Mr. Baker to feature the Brunswick record, "Ty-tee," as played by Carl Fenton's orchestra. That is the only record shown in the window, and its South Sea Island theme is carried out vividly by an ingenious use of a mirror to represent water, of sand and of miniature figures of a South Sea Island maid, a monkey and a dog. A drawing in colors forms a romantic-appearing background.

Ira Williams, manager of the Victor department of the Pettis Dry Goods Co., took advantage in January of the fact that there is no Victor dealer in Hendricks County and that there is a widespread interest in the country in the State music memory contest to send salesmen into the county, who sold over \$700 worth of machines and records.

### Good Salesmanship Getting Results

"Reports from our travelers indicate that conditions in our territory are gradually growing better," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor for Indiana. "The sections that are showing improvement are the ones where the dealer and his sales department are on their toes going after business rather than playing the waiting game for prospects. These are the ones who realize that successful salesmanship is largely a matter of courage—courage to believe in a bigger and better business than they have ever had, courage to go after and stick with it. "Pledges received from dealers who are planning to attend our Edison school for salesmen indicate that we will have a very large attendance. We are thoroughly convinced that this school is going to be the most important event that has ever taken place in the history of the Edison business in this territory."

Twelve salesmen of the territory won free trips to the school, with all railroad and living

expenses paid, during the course of a recent contest conducted by the Kipp Phonograph Co. They were: G. E. McCracken, Home Furniture & Music Co., Bloomfield; Joseph Alles, Alles Bros. Furniture Co., Mt. Vernon; S. I. Echelbarger, Reitenour Jewelry Co., Union City; Leo Sowerwine, C. W. Sowerwine Store, Huntington; Calvin Long, R. L. Leeson & Sons Co., Elwood; H. W. Kline, Hoover & Crumrine, Wabash; B. F. Houser, Benjamin Temple of Music, Danville; G. Cleo Warren, Claypool-Miller Music Co., Lafayette; George Rosenbaum, G. A. Ensenberger & Sons, Bloomington, Ill.; H. T. Castello, Baldwin Piano Co., Louisville, Ky., and Wade L. Quick and Leonard T. Carlin, of the Hopkins Music Co., Indianapolis. Twelve other salesmen also won trips to the school with their railroad fare paid. They were: George M. Oswald, of Oldendorf's Music House, Lawrenceville, Ill.; R. R. Robinson, J. A. Cofing, Attica; E. A. Schulz, Aurora; August Rupert, New Home Furniture Co., Linton; H. H. Forcum, More-Mitchell Dry Goods Co., Charleston, Ill.; Harry Jones, Peru Cycle Exchange, Peru; Harold Watson and W. H. Baumbaugh, of the Butler Music Co., Marion; M. J. Harrison, Harrison's Edison Shop, Louisville, Ky.; B. C. Humphrey, Haines & Essick, Decatur, Ill., and E. E. Long, of the Baldwin Piano Co., Louisville, Ky.

### Equip Your Booths with Stewart Record Stands



**C**OMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

No. 5A 010  
\$8.70  
f. o. b.  
Indianapolis

*In Mahogany, Golden Oak and Birch finish. Height, 43 1/4 inches. Top, 16 1/2 x 16 1/2 inches. If you have no account with us please send check with order.*



**STEWART**  
TALKING MACHINE CO.  
Victor Jobbers  
INDIANAPOLIS



# Importance of Using the Best Type of Machine and Records in Demonstration Booth

The average person interested in the purchase of a talking machine possesses considerable intelligence and, therefore, it is up to the merchant to use every means in his power to convince the prospect that the machine which he is trying to sell is up to the mark in quality and is a good buy, and to devise ways and means for the stimulation of record sales.

Most talking machine establishments contain several booths for the demonstration of records and, naturally, these are the center of interest for the customers. Here they get their impressions of the quality and playing ability of the machines and records handled by the store and their like or dislike for that particular line of instruments is the result of the impression made in the booth while listening to the playing of a record.

In view of these facts it would seem to be of extreme importance that the dealer take every precaution toward making the demonstration of records as flawless as possible, because he is not only trying to sell his records but he is also advertising his line of talking machines. It is obvious that if a prospect listens to a record played on an imperfect or cheap machine an impression will be created that will not only militate against the sale of records, but the prospect is very apt to comment about the matter to friends who, in turn, will unconsciously become antagonized.

Many talking machine dealers pay too little attention to this phase of their business. In many cases a cheap machine is taken from stock and placed in the booth for demonstration purposes, and some dealers even seem to believe that the playing of a few records will

eventually tend to damage the playing qualities of their instruments. Even for the sake of argument, admitting that a machine in the demonstration booth is bound to deteriorate in value, the increase in the sale of records, with the occasional sale of a machine directly due to the fact that several of the best models are used for demonstration purposes, will more than

*Use of a Really Good Machine in the Booth Oftentimes Leads to a Sale—A Minor But a Vital Sales Point*

make up for any loss in this direction. As a matter of fact, however, there is very little wear on the mechanism of a machine in a booth and this can be further reduced by occasional changes, returning the booth machine to the display room and replacing it from stock.

It is a curious fact that people often come into talking machine stores for the purchase of records accompanied by a friend. This is undoubtedly to the advantage of the dealer if he is keenly after business. In many cases the friend of the prospective record buyer does not own a

machine, but is desirous of some day possessing one. When this is so the importance of the impression made on the mind of this live prospect by the display of a really good machine in the booth cannot be overestimated. On the other hand, the cheap machine of inferior playing quality is most certainly not going to arouse a desire for ownership of that particular instrument in the mind of this prospect.

Too many dealers depend entirely upon their sales staff to make sales. They do not seem to realize that the most silver-tongued oratory will not induce a prospect to part with several hundred dollars of hard-earned money when there is a doubt as to whether the line being demonstrated is the best and when previous visits to the store in company with friends have aroused antagonism toward that particular line. Atmosphere has a great deal to do with the making of sales and it is much easier to sell a customer who has never visited the store than one who is doubtful.

## URGES USE OF TALKERS IN SCHOOLS

The installation of phonographs with records in the public schools throughout Canada was urged by Bruce A. Carey, supervisor of music in the Hamilton (Ont.) schools, in a talk before the Wentworth County Teachers' Association at Hamilton recently.

Mr. Carey classified the benefits derived by the pupils of musical teaching as not only musical, but physical, mental and spiritual as well. It was valuable, he declared, as a developer of intellect—a mental stimulator that aided pupils immeasurably.

## Every Phonograph Owner a Prospect for THE RECORDOLA THE PERFECT RECORDER AND REPRODUCER



Let your customers record their own voices on

**"HOMOGRAM" Record Blanks**  
in their own homes

*Can be attached to any make phonograph*

**PRACTICAL**  
*Positive in Operation*

**FOOL PROOF**  
*Any Child Can Operate*

**Simplicity is the Keynote of the "Recordola"**

Complete "Recordola" outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price, Complete

**\$26.00**

Extra Homogram Records, \$1.00 each

*Liberal Discounts to the Trade*

*Write for Particulars*

*We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."*

**RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.**



## NEWLY MARRIED COUPLES PROFITABLE SALES PROSPECTS

Paul H. Cagle, Sales Manager of the Starr Piano Co. in Nashville, Has Developed a Plan of Operations That Has Been Successful and Is Worthy of Emulation by Dealers Everywhere

There are many dealers who realize and fully appreciate the possibilities for more sales to newly married couples. The greater number, however, make no attempt to follow up the issuance of marriage licenses and announcements of weddings with aggressive sales methods, despite the fact that sales in this direction are much more easily made than in most cases.

A profitable plan is to keep a separate file for information concerning marriage licenses and weddings and as soon as the data are obtained an attempt should be made to reach these possible customers. Young men and women of today who are about to get married are naturally looking about for furniture and the acquisition of a talking machine is considered necessary to make the modern home complete. Few couples think of starting housekeeping without some form of music in the home, and the dealer who gets there first is likely to make a sale.

There are also many young married people who, due to the high rents and the lack of apartments, are forced to live with their parents until they are able to secure quarters and here it is well for the merchant to keep in close touch with the prospects so that when they finally decide upon an apartment he can immediately approach them with regard to the purchase of a talking machine.

An enterprising dealer who is out after this class of business and has secured excellent results is Paul H. Cagle, sales manager of the Starr Piano Co., 240-242 Fifth avenue, N., Nashville, Tenn. Mr. Cagle makes contact with newlyweds through the medium of a personal letter. The reprint of the letter which follows is a sample of these communications and while this particular one is devoted primarily to boosting the Starr piano it can easily be adapted to talking machines and records. The letter follows: Mr. \_\_\_\_\_,

Address: \_\_\_\_\_

"Dear Sir—Have you ever stopped to think just what a world this would be without music? I know you love music, every one does, for music is really one of the basic points in civilization. Music is the fine art which more than any other ministers to the human welfare. Where there is beautiful music it is difficult for discontent to live. Music has an undeniable right in every home. Have you ever stopped to think music in the home is thrift? An economical aid to contentment, culture, education and enjoyment of home life? It is an essential contribution to the family well-being. Music, and I might add books, serve to keep within the home that which might be frittered away otherwise in outside diversions.

"Did you have a piano in your home when you were growing up? If so, isn't it one of the sweetest memories of your younger days, and don't you still look on the old piano as just one of the family? It certainly did bring its share of happiness into your home, didn't it?

"Did you ever walk along the street at night and notice one house with parlor lights shining brightly, and hear some one, or perhaps a crowd

of young people, playing the piano and singing, and right next door you noticed the other house with darkened rooms and all the shades pulled down with seemingly no life at all within? In which of these two homes would you naturally expect to find the most happiness? Why, the home with music, of course, that would be anyone's answer.

"Whenever I read or hear of a couple getting married I want to picture that couple in my mind as starting out with music in their home. It is so much easier to buy that piano or phonograph then than at any other time. Perhaps you don't know just how easily you can purchase a musical instrument, just a few dollars down and a few dollars per month. At the present time we have a beautiful shipment of new instruments in our parlors, and we would certainly appreciate a visit from you, whether you purchase or not. We will take pleasure in showing you through these instruments, playing them for you, and showing you the construction of them.

"The Starr piano (for that is what I have been talking about) does not need any introduction to you, I am sure, for it has been sold right here in Nashville for the past fifty years. It is manufactured by the Starr Piano Co., one of the oldest and most reliable concerns in the piano business. We are located at 240 Fifth avenue, N., just a couple of doors from the Arcade, and right across the street from Kresge's 5-10-25 Cent Store. Now, can't we look for you to visit us in the near future? I will certainly be glad to get acquainted with you and will try my best to make your visit entertaining.

"Trusting that you will give this letter your earnest consideration, and thanking you in advance for this visit to our store, and with best wishes, I beg to remain,

Yours very truly,  
STARR PIANO CO.,  
Paul H. Cagle, Sales Manager."

### BILL WILL AID MERCHANTS

Amendment to Civil Rights Law Introduced at Albany, N. Y., Provides That Persons Moving and Moving Men Must File New Address

ALBANY, N. Y., February 4.—Talking machine dealers throughout New York State will hail with pleasure an act recently introduced into the Assembly here by H. H. Booth, of Oneida, N. Y., which provides that all persons moving from one address to another anywhere within the State must file, within five days after they move, with the town or city clerk in their former place of residence a certificate giving their new address as completely as possible.

The Booth bill would also require all persons or corporations engaged to move household goods to ascertain whether the moving of goods entailed a change of residence on the part of their employers, and, if so, to file with the town or city clerk a similar certificate giving the address to which the goods were taken.

Passage of this bill, which is an amendment to the civil rights law, would do away with many future losses on the part of talking machine dealers who have been fooled in the past by persons who purchase an expensive machine, make one or two payments and then quietly slip from town without leaving their address or any means whereby the merchant can discover their whereabouts. Under the new bill the merchant could simply go to the city clerk and in a few moments he would have the desired information and could then take steps to collect the money due him.

Thomas Gibson, one of the best-known economists, says: "Conservatism is a very good thing in its place, but the term is frequently used as a simile for apprehension or lack of knowledge, in which case it is likely to prove very stultifying and mischievous."



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

THE name SONORA carries such prestige that it sells Sonora Semi-Permanent Needles even to people who have bought a phonograph other than a Sonora.

Sonora Semi-Permanent Needles improve the tone of instruments not constructed like the Sonora, giving them a tone quality impossible with any other needle.

Other dealers are making needle sales by this comparison—test it yourself. Carry sufficient stocks of Sonora Semi-Permanent Needles at all times.

**CAUTION!** Beware of similarly constructed needles of inferior quality

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto



### No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

61 Barclay Street

New York, N. Y.



# VOCALION

## Phonographs

*VOCALION  
Records give  
clearest voice  
and instrument  
reproduction.  
Brilliant tone  
for dancing*



85 cent  
VOCALION RECORDS  
*Now Reduced to*

75 cents

The GRADUOLA  
Tone Control  
*A distinctive  
Vocalion  
selling point*



# VOCALION

## *Red Records*

THE VOCALION LINE WILL BRING  
YOU SATISFYING SALES RETURNS

Its quality is reflected in those who represent it



### THE DISTRIBUTORS OF THE VOCALION

The Vocalion Co., 190 Boylston St.,  
Boston, Mass.

Musical Products Distr. Co., 37 E. 18th St.,  
New York City

Gibson Snow Co., 306 West Willow St.,  
*Vocalion Record Distributors* Syracuse, N. Y.

Lincoln Business Bureau, 1011 Race St.,  
Philadelphia, Pa.

Clark Musical Sales Co., 505 Liberty Ave.,  
Pittsburgh, Pa.

Clark Musical Sales Co., 324 N. Howard St.,  
Baltimore, Md.

O. J. De Moll & Co., 12th and G Sts., N. W.  
Washington, D. C.

Vocalion Company of Ohio, 328 W. Superior  
St., Cleveland, Ohio

Vocalion Company of Ohio, 420 W. Fourth  
St., Cincinnati, Ohio

Lind & Marks Co., 530 Bates St.,  
Detroit, Mich.

The Aeolian Co., 529 S. Wabash Ave.,  
Chicago, Ill.

Louisville Music Co., 529 S. 4th St.,  
Louisville, Ky.

The Aeolian Co., 1004 Olive St., St. Louis, Mo.

D. H. Holmes Co. . . . New Orleans, La.

Crowdus Drug Co., 1510 Commerce St.,  
Dallas, Texas

Guest Piano Co. . . . Burlington, Iowa

Hessig Ellis Drug Co., . . . Memphis, Tenn.  
*Vocalion Record Distributors*

Stone Piano Co. . . . Fargo, N. D.

Stone Piano Co., 826 Nicollet Ave.,  
Minneapolis, Minn.

The Consolidated Music Co.,  
Salt Lake City, Utah

The Aeolian Co., 455 Mission St.,  
San Francisco, Cal.

Commercial Associates, 754 N. Spring St.,  
Los Angeles, Cal.

*Complete Information on the VOCALION Line Furnished Upon Request*

**The AEOLIAN COMPANY**  
AEOLIAN HALL, NEW YORK





# STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

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

## THE DOWNWARD MOVEMENT OF POPULAR RECORD PRICES

General Reduction of Ten Cents in the List Prices of \$1.35 and 85-cent Records Enthusiastically Received by the Trade in Most Cases—Announcements of Cut-out and Exchange Plans

The big news feature of the month in the talking machine trade was naturally the general reduction in the list prices of the popular types of records as announced by the different manufacturers on January 18 and immediately thereafter, a uniform reduction of 10 cents being made in every instance, bringing the \$1.35 records down to \$1.25 and the 85-cent records down to 75 cents—figures at which the records sold before the war.

The first gun was fired by the Victor Talking Machine Co., which, in advertisements in the newspapers on January 18, announced the reductions in the ten- and twelve-inch Black Label records as noted above. The same day, or immediately thereafter, various other prominent manufacturers announced corresponding reductions, they being the Brunswick-Balke-Collender Co., who announced a cut in the list prices of Brunswick records; the General Phonograph Co., who announced reductions in the prices of Okeh records as being of January 18; the Aeolian Co., with its Vocalion Red records; the Columbia Graphophone Co., on ten-inch records only, the twelve-inch having already been reduced; the Emerson Phonograph Co., Inc., and the Pathé Frères Phonograph Co., which announced that the entire 20,000 and 22,000 series and all foreign ten-inch records had been reduced from 85 cents to 75 cents, with similar reductions in the corresponding series of Actuelle records.

In announcing the list price reductions the several companies also announced rebate plans for the protection of the dealers. The Victor Co. allowed a credit of 5 cents per record to jobbers to an amount not exceeding one-fourth of the jobbers' purchases of the special classes of records during 1921. The jobbers for the most part made an allowance to their dealers of 6 cents per record on the same basis, the credits to apply to new stock purchases within a period of a month.

The Columbia Co. extended to dealers a rebate of 6 cents per record to the amount of not more than 25 per cent of the purchases of the same class of records during the year of 1921, and for January, 1922, up to the time the price reduction went into effect. As the cut in Brunswick twelve-inch records applied only to releases after

January 18, there was no occasion for a rebate there.

Although some manufacturers were not enthusiastic over the general record price reduction, the move appeared to meet with the entire approval of the majority of retailers, who saw therein a better opportunity to appeal to the public and develop a greater volume of business, and also to meet competition.

On top of the cuts in record prices come announcements of record cut-out or exchange plans that have been, or will be, put into effect by various companies, and which will serve to move from the dealer's shelves a considerable stock of slow-moving records.

Whatever the ultimate effect of the cut in record prices on the record business of the future, the one fact remains that talking machine dealers are in a position to offer to the public one product that has actually been brought back to a pre-war price level, and this in itself should provide the opening for some worth-while sales arguments.

### AN ARTISTIC STEGER SOUVENIR

From the Steger & Sons Piano Mfg. Co., Chicago, Ill., The World is in receipt of an unusual paper weight of solid bronze which is most attractively designed. On the surface of the tablet, under the caption "Insure Your Success" and above the name and address, appears the following: "The Steger institution has a plan of sound financing and sales promotion that will stabilize and vitalize the piano or phonograph business of the dealer who merits appointment as the representative of artistic pianos, player-pianos and phonographs because of his standing in his community. Conservative, constructive and consistently progressive, the Steger policy guarantees success and prestige for capable business builders." This artistic Steger souvenir will be preserved and will act as a permanent reminder of the house and its policy of trade co-operation.

As the tide goes clear out, so it comes clear in. In business, sometimes, prospects may seem darkest when really they are on the turn.

## DALLAS A GREAT MUSICAL CENTER

New Manager for Harbour Longmire Co.—Plans for Radio Musical Service—The Development of Dallas as a Music Distributing Center

DALLAS, TEX., February 6.—The Harbour Longmire Co., Pathé phonograph distributor of this city, has appointed Ralph A. Lattin, formerly owner of the Pathé Phonograph Shop, as manager of the local business. The Dallas Pathé Shop, at 1001 Elm street, is being remodeled and fitted up with modern display windows and demonstration rooms.

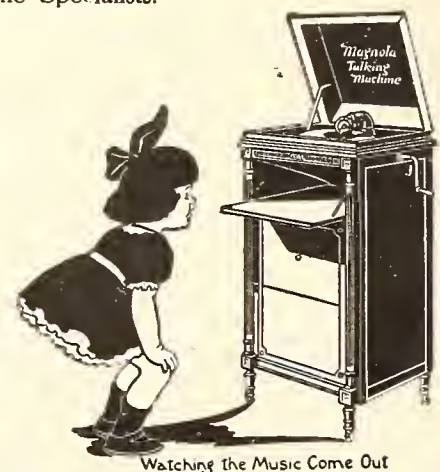
The D. L. Whittle Music Co., of this city, has completed arrangements for radiographing Dallas musical events all over the country, and is planning to install a receiving station in its store where the public can listen to concerts and operas given in other cities.

B. Heyer, manager of the Whittle Music Co., has been appointed State Commissioner for the National Association of Music Merchants.

This city is fast becoming a center for the distribution of musical goods, there being at the present time nineteen music dealers in the city enjoying annual sales of approximately \$3,000,000. Of the nineteen retail music dealers in the city, seven handle talking machines exclusively, eight handle both phonographs and pianos, three general merchandise, and one everything in music from a reproducing piano to a jew's-harp.

## What More Can You Ask

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



Watching the Music Come Out

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

**MAGNOLA TALKING MACHINE COMPANY**  
OTTO SCHULZ, President

General Office 711 MILWAUKEE AVENUE CHICAGO  
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.



## PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

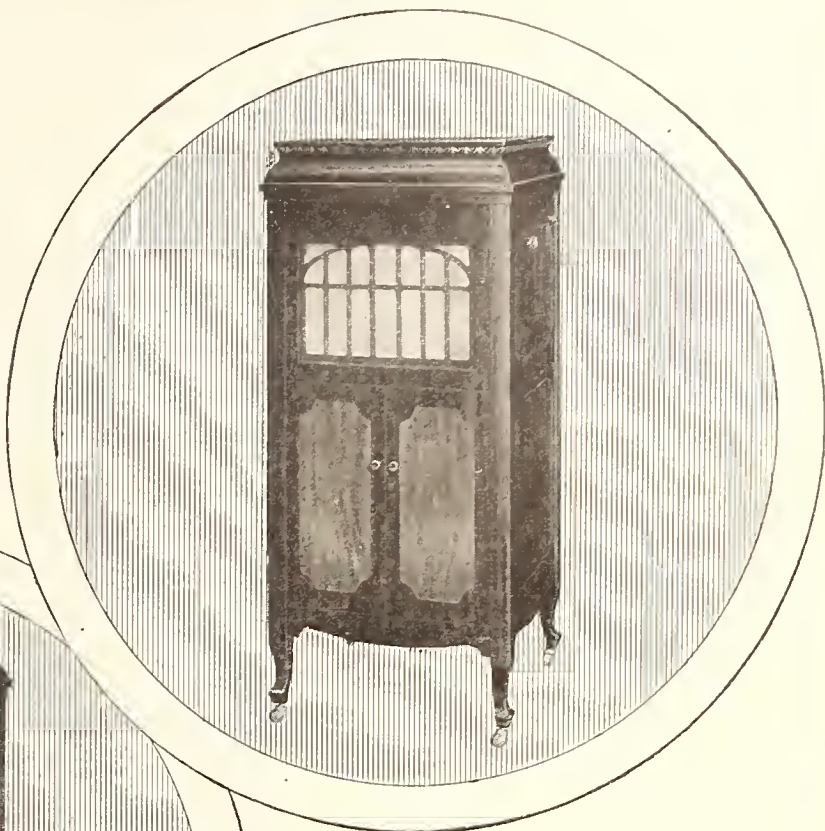
MADE BY  
**PLYWOOD CORPORATION, Goldsboro, N. C.**  
Mills in Va., N. C. and S. C.



**Style No. 7**

**\$175**

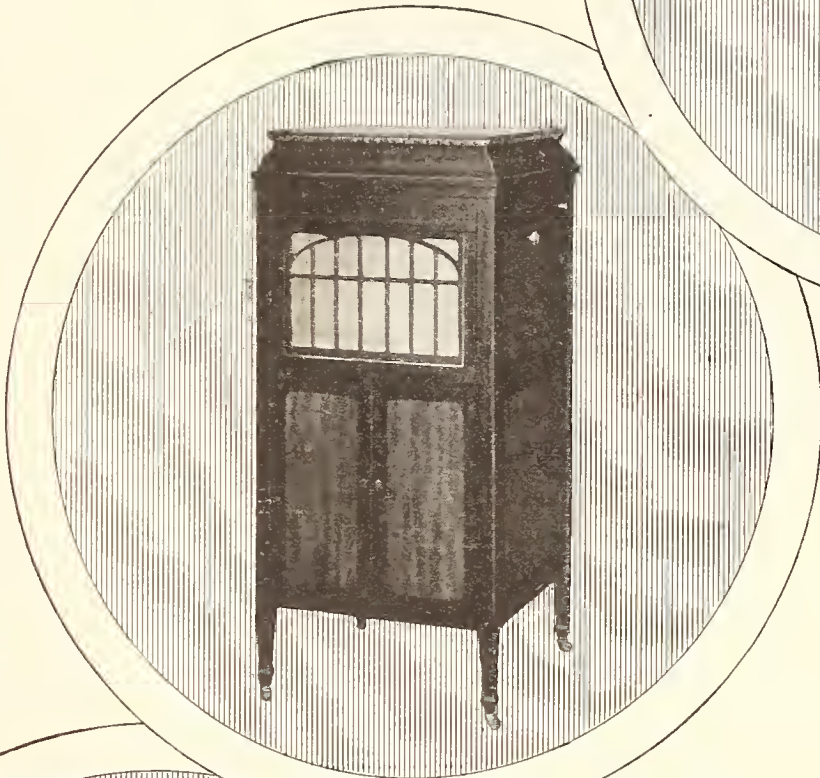
Cabinet Measurements: 46<sup>3</sup>/<sub>4</sub> inches high, 21<sup>1</sup>/<sub>2</sub> inches wide, 21<sup>1</sup>/<sub>2</sub> inches deep. Finishes: Mahogany and Walnut with two-tone effect on front, back and side panels.



**Style No. 6**

**\$150**

Cabinet Measurements: 45<sup>3</sup>/<sub>4</sub> inches high, 20 inches wide, 20 inches deep. Finishes: Mahogany and Walnut in two-tone effect.



**Style No. 5**

**\$125**

Cabinet Measurements: 44<sup>3</sup>/<sub>4</sub> inches high, 19<sup>3</sup>/<sub>8</sub> inches wide, 19<sup>3</sup>/<sub>8</sub> inches deep. Finishes: Mahogany and Walnut, Golden and Fumed Oak.



*These New Upright Models Double the Value of the Jewett Franchise*

FOR months the Jewett consoles have been the talk of the phonograph industry. Never before have instruments of such superior quality been offered at popular prices.

Now comes another Jewett achievement—the addition of three new upright models which rank with the consoles as values that are truly amazing.

The improved tone chamber in these new models is now standard in all Jewett phonographs. By all means hear for yourself the wonderfully clear and life-like tone—see the exceptionally fine cabinet work—compare them with any standard you choose. Then see if you do not agree that the Jewett franchise offers a real opportunity for a permanent, profitable business.

*Another new Jewett model—an upright to retail at less than \$100—will soon be announced*

**JEWETT**  
PHONOGRAPHS

**JEWETT PHONOGRAPH CO.**  
General Sales Office: 958 Penobscot Bldg., Detroit



**ASSOCIATION PRESIDENT MAKES COAST-TO-COAST TRIP**

M. V. DeForeest, President of National Association of Music Merchants, to Visit Principal Cities of Country in Interest of Association and Music Advancement—A Splendid Move

An announcement of unusual importance and interest to every talking machine and music merchant of the country generally is to the effect that M. V. DeForeest, of Sharon, Pa., president of the National Association of Music Merchants, will shortly start on a coast-to-coast trip in the interests of that Association and in support of the propaganda for the advancement of the cause of music. In the course of the trip Mr. DeForeest and those who will accompany him will stop in a number of the principal cities for the purpose of delivering the message direct to local music merchants.

It is the first time in the history of the industry that the president of the Music Merchants' Association, or of any other trade association, has attempted such a feat, involving, as it does, the sacrifice of five weeks or more of the time of Mr. DeForeest, as well as a very substantial outlay of money.

At a meeting of the Jubilee Convention committee, held recently at the Hotel Commodore, New York City, Mr. DeForeest said: "I am very happy, indeed, that circumstances are such as to make possible this trip. It is a sort of token of appreciation by me, not only for the honor of being president of such a wonderful organization, but a recognition of the direct and personal benefits I have received for my business through membership in the organization.

"From the beginning of my career in the music business I have attended the conventions of the Association. The ideas I received there, and the information I received, were the basis of the merchandising policy that has developed our business success. This trip, then, is a kind of thank-offering—to tell others about the Association and what it means.

"The recognition that has come to music, the splendid upbuilding of the Bureau for the Advancement of Music, all point to bigger accom-

plishments in the future. It will be a great pleasure, indeed, to meet the music merchants of the various cities, most of whom, I am delighted to say, are my personal friends."

The following cities are in the itinerary: Chicago, Milwaukee, Minneapolis, Omaha, Denver,



M. V. DeForeest

Los Angeles, Ft. Worth, Little Rock, Salt Lake City, Spokane, Seattle, Portland, San Francisco, El Paso, Dallas and St. Louis.

Alex. McDonald, of Sohmer & Co., vice-chairman of the Jubilee committee, and chairman of the press committee of the National Association of Music Merchants, will make the entire trip with Mr. DeForeest, as will Charles

Jacob, of Jacob Bros., treasurer of the Jubilee Convention committee. At different stages of the trip they will be joined by Richard B. Aldcroft, president of the Music Industries Chamber of Commerce; Mark P. Campbell, chairman of the Jubilee Convention committee; Col. F. B. T. Hollenberg and others.

**INTRODUCE NEW ELECTRIC MOTOR**

Arrow Motor & Machine Co. Shipping Samples of New Electric Motor Invented by B. Hutches

The Arrow Motor & Machine Co., 727-739 Frelinghuysen avenue, Newark, N. J., manufacturer of special machinery and tools, and whose product, the Waterman motor, is well known, is now shipping samples of a new electric talking machine motor to the trade. This product, the invention of Benjamin Hutches, who is well known in talking machine inventive circles, is a motor which runs equally well on alternating or direct current and is unaffected by fluctuations in voltage. It is silent and of light weight and is of such compact size that it can be installed in place of a spring motor without cabinet alterations. The motor is to be exploited on a wide scale and the manufacturers, who have had long experience in the machinery field, expect to market it in large quantities.

The officers of the Arrow Motor & Machine Co. are: Anton Felin, president; H. R. Pausin, vice-president, who is also a member of the American Society of Mechanical Engineers; C. H. Weston, treasurer, and H. J. Lemmer, secretary.

**STEAL MUSIC FROM CHILDREN**

SHELBYVILLE, IND., February 3.—The Zobel schoolhouse, five miles east of this city, was broken into and robbed recently of a talking machine and a cabinet filled with records. The machine and records had been purchased by the children of the school with money collected from dinners, the sale of ice cream and from entertainments.

**MODEL L S**  
COMPOUND  
ROCKER  
ACTION

The highest grade and most scientific reproducer ever offered the trade.

PAT. APPL'D FOR.

## ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co.

1000 to 1010 GEORGE ST.  
CHICAGO, ILLINOIS

QUALITY FIRST



**VOCALION DISTRIBUTORS EXPAND**

Vocalion Co. of Ohio, With Headquarters in Cleveland, Opens Branch in Cincinnati

CLEVELAND, O., February 8.—The Vocalion Co. of Ohio, Vocalion distributor in this city, has announced through its president, C. L. Marshall, the opening of a new distributing branch in Cincinnati at 420 West Fourth street, where a complete stock of Vocalion machines and Red records will be carried with a view to giving prompt service to dealers in that section of Ohio as well as in northern Kentucky, West Virginia and eastern Indiana.

O. W. Ray, general manager of the wholesale record department of the Aeolian Co., was in Cleveland recently and accompanied Mr. Marshall to Cincinnati to look after the details of launching the new branch, which will be ready for business early in February.

**DEMAND FOR ALBUMS GROWS**

H. C. Fry, of National Publishing Co., Tells Why Conditions Grow More Favorable

PHILADELPHIA, PA., February 7.—H. C. Fry, of the National Publishing Co. of this city, reports that the new year has opened with an exceptionally strong demand for the albums produced by this company. In referring to the marked betterment in present-day conditions over conditions of the same period of a year ago, Mr. Fry stated: "A year ago this time dealers were generally overstocked with albums. The demand from the buying public was not heavy and prices were still high. In the past year we were able to reduce the prices on our albums 35 to 40 per cent. The present year opened with dealers in an understocked condition, low prices and the buying power of the general public greatly improved and still growing better."

At the present time the bindery of the National Publishing Co. is working at full capacity and is still over a week behind in production. The National Publishing Co.'s albums are also proving popular abroad as well as at home, as may be evidenced by the substantial export orders that are being received.

**BRENDONNE CORP. NOW IN NEW YORK**

The Brendonne Corp., whose executive offices and retail warerooms were formerly at 9 Central avenue, Newark, N. J., moved on February 1 to 1 Maiden Lane, New York City, where it has leased the entire fourth floor. The above company manufactures a bronze cabinet talking machine in several models. W. Harrison Cole, who is the inventor of the machine, is also the president of the corporation.

**OPENS BRANCH IN LAWRENCE**

LAWRENCE, MASS., February 3.—The United Phonograph Stores, Inc., in line with their plan to open a chain of talking machine establishments in important cities throughout the country, have announced that a branch will be opened here in the near future. The site of the local store has been selected and plans are being prepared for necessary alterations. H. W. Yaeger, formerly president of the Yaeger Piano Co., heads the concern, which has its headquarters in New York.

**LARGER PHONOGRAPH DEPARTMENT**

PERU, IND., February 7.—The Peru Cycle Exchange has inaugurated some new and novel features in its talking machine department, including the installation of several booths. Harry Jones, who was with the Exchange last Spring, has returned to take charge of the phonograph department. This firm, in addition to handling the Edison phonograph, has contracted for the exclusive sale in Miami County of the Player-phone. The firm has also arranged for the sale of lateral-cut records, including the Rainbow records produced by Homer Rodeheaver.



**The Superior Lid Support**

A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold  
Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
Monroe and Throop Streets CHICAGO

**READS LIKE A ROMANCE**

Samuel A. Halsey Scores 100 Per Cent in Edison Test—Meets Charles Edison's Sister-in-law in Plant, to Whom He Is Now Married

Miss Charlotte W. Hawkins, sister-in-law of Charles Edison, son of the famous inventor, was married on February 1 in the former's home to Samuel A. Halsey, manager of the Phonograph Corporation of Manhattan, one of the allied Edison interests.

Miss Hawkins has been active for some time in social welfare work. It was while doing welfare work in the big Edison plant that she met Mr. Halsey.

Mr. Halsey was graduated from Brown University. His preparatory work was done at St. Paul's School, Concord, Mass. Following his graduation from Brown he entered the University of Pennsylvania Medical School. He later traveled extensively throughout this country and South America.

On February 21, 1921, at the height of the discussion of the Edison questionnaire, Mr. Halsey presented himself for examination. Mr. Edison himself happened to come into the room just as

Mr. Halsey completed his paper. The inventor read the paper carefully. Mr. Edison marked the paper AA and declared that Mr. Halsey was the only man who had ever answered all of the questions correctly. He was told to report for work the following Monday.

**ILLUMINATING PRODUCTION CHART**

The Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of Wall-Kane needles, has recently prepared a production chart up to and including 1920 which shows the continuous growth in the business of the firm. Actual figures for 1921 have not been compiled, but it is well known that this year showed a corresponding increase. N. Cohen, president of the company, has spent much of his time calling upon the out-of-town trade with appreciable results.

**INCORPORATED**

The Donchian Furniture Co., of Chicago, has been granted a charter in Illinois to deal in furniture and musical instruments, with a capital of \$300,000. Incorporators are M. B. Donchian, J. D. Rose and W. C. Schwerwat.



**The "NEW" MOTROLA**

**With Universal Motor**

Operating on All Electric Currents

**NOW SELLING AT RETAIL \$19.50**

*Liberal Trade Discounts, of course.*

Any of our exclusive distributors herewith listed are prepared to offer you prompt and efficient service

- Distributors for State of Illinois
- RUDOLPH WURLITZER CO.**, Chicago.
- BRUNSWICK-BALKE-COLLENDER CO.**, Chicago.
- COLE & DUNAS MUSIC CO.**, Chicago.
- H. A. WEYMANN & SON**, Philadelphia, Pa.
- Exclusive distributors for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.
- BUERN PHONOGRAPH CO.**, Pittsburgh, Pa.
- Exclusive distributor for Western Pennsylvania, Eastern Ohio and Edison Dealers in West Virginia.
- MOTROLA SALES CO., OF NORTHERN OHIO**, 1404 E. 9th St., Cleveland, O.
- Exclusive distributor for Northern Ohio.

- Distributors for Greater New York
- CHARLES H. DITSON & CO.**, New York City.
- SILAS E. PEARSALL CO.**, New York City.
- BLACKMAN TALKING MACH. CO.**, New York City.
- CABINET & ACCESSORIES CO.**, New York City.
- KNICKERBOCKER TALK. MACH. CO.**, New York City.
- GREATER CITY PHONOGRAPH CO.**, New York City.
- INTERSTATE SALES CO.**, Milwaukee, Wis.
- BADGER TALKING MACHINE CO.**, Milwaukee, Wis.
- Exclusive distributors for Wisconsin.

- KRAFT, BATES & SPENCER**, Boston, Mass.
- Exclusive distributors for New England States.
- COHEN & HUGHES**, Baltimore, Md., and Washington, D. C.
- Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Delaware and West Virginia.
- BUFFALO TALKING MACHINE CO.**, Buffalo, N. Y.
- Exclusive distributor for Western New York.
- STEWART TALKING MACHINE CO.**, Indianapolis, Ind.
- Exclusive distributor for Indiana.
- PERRY B. WHITSIT CO.**, Columbus, Ohio.
- Exclusive distributor for Central Ohio.

**LOUIS A. SCHWARZ**, exclusive factory representative for the United States and Canada

**JONES-MOTROLA, Inc. 29 W. 35th ST., NEW YORK**



## THE TALKING MACHINE BUSINESS TODAY DEMANDS THE VERY HIGHEST PLANE OF PRESENTATION

H. A. Beach, Vice-president of Unit Construction Co., Tells, After Direct Contact With Trade Throughout the Country, Why Good, Continuous, Constructive Work Is More Necessary Than Ever

A careful survey of prevailing conditions in the talking machine industry based upon direct contact with the trade in all sections of the United States during recent months reveals a greater necessity than ever before for good, continuous, constructive work.

During the past several months many very poisonous influences, particularly in the nature of reckless abandon on the part of a portion of the trade, have been seriously felt by those constituting the more substantial element, and unless all manufacturers, distributors and dealers combine toward a well-conducted, constructive campaign there is a strong likelihood of public interest in the talking machine suffering a wane in another year.

The fight for business must not overshadow development work. The most wonderful strides made in the last ten or twelve years must not be offset by the slightest abandonment of the kind of effort which is responsible for the headway made to date.

Only comparatively a few years ago it was indeed difficult to interest the merchant of recognized big caliber in the handling of talking machines. He felt it beneath his dignity. That condition has changed, and to-day there is a sufficient number of highly reputable retail merchants with heavy investments in the talking machine line to guarantee its successful handling—to present a most formidable array against the marauder type—that is, if each can be made to realize the extent of his responsibility.

Unfortunately, the destructive element does not always come within the pale of the law in its operations and cannot be combated by organized resistance, except such resistance as is offered by strictly high-class merchandising and

publicity work and a high-class presentation of the line through properly equipped stores, high-class salesmanship, high-class and instructive advertising. These are the things which are



Harry A. Beach

going to prove the real solution of the problems at hand.

The factory must uphold the quality of its products. It must gauge as accurately as is humanly possible market needs, providing sufficient quantities, yet guarding against reckless overproduction. It must exercise a stabilizing influence over the balance of trade. It must, through its officials, maintain the closest possible contact with outside conditions and with its outlets, constantly guiding and counseling along lines which represent the highest ideals of a business, the real success of which, because of

its very nature, is fundamentally based upon such ideals.

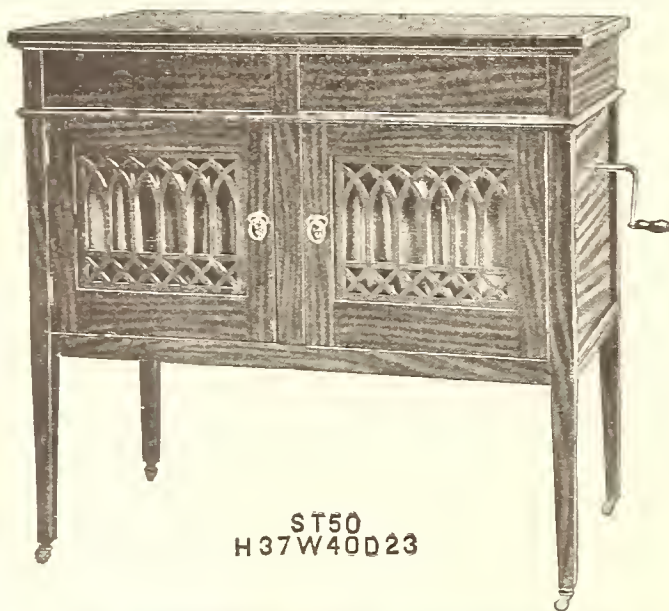
The distributor, in order to properly function in the general scheme, should, by all means, maintain a well-balanced working equipment, one that will draw his trade to his place of business with as great frequency as possible in order that the much-needed contact may be complete. There should be a highly capable efficiency man who can gather together and, in turn, impart advanced ideas of business promotion and business getting to visiting dealers, and, by the way, there are no dealers of real worth who are not hungry for worth-while ideas.

The outside sales force must be alive and alert, must enjoy the confidence and respect of its trade and, above all, must be big enough to look well into the future, thinking and working beyond immediate sales accomplishments.

Above all else, the distributor must know his trade, know not only his value as an outlet for merchandise, but, of equal importance, what influence he is exerting locally toward the general uplift of business. A dealer who does not lend something toward the future development of the line is not safe to entrust with the responsibility of representation.

The dealer must, first of all, satisfy himself as to the commercial value of the line; he must determine to what extent he is going to depend upon his business or branch of his business for his future livelihood. Should his findings and decisions be favorable, his first procedure is to put his organization and store in such order as will insure maximum returns offered in his working district.

Never before has real salesmanship been such a potent factor in the talking machine business. Therefore, every possible care should be taken in the training of the dealer's sales force. Store conditions and setting should be so arranged as to create an atmosphere which will draw and hold the prospective buyer of machine and subsequent record purchases. No mechanic can do proper work without correct tools. A sales or-



ST50  
H37W40D23



ST53  
H37W40D23

## A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

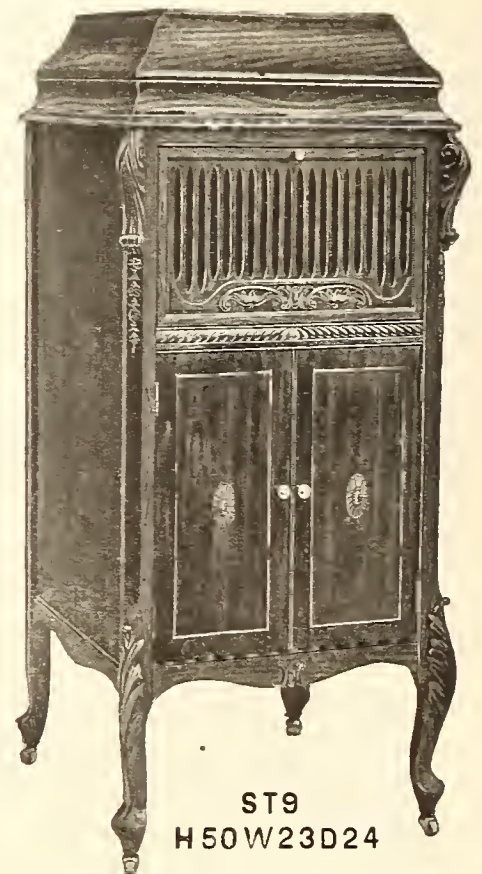
The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of  
Cabinets Without  
Equipment.

*Write for Prices*

It will pay you to investigate  
our proposition.



ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

**Natural Voice Phonograph Co.**  
ONEIDA, NEW YORK



# THE DEALER THE MANUFACTURER THE JOBBER and the TALKING MACHINE WORLD TRADE DIRECTORY

## *What the Directory Means to the Dealer—*

THE TALKING MACHINE WORLD TRADE DIRECTORY will provide the dealer with an authentic, accurate and up-to-date reference guide that can be utilized with safety in the buying of merchandise, and can also be used to furnish full details regarding any product manufactured or distributed in the talking machine industry.

## *What the Directory Means to the Manufacturer and Jobber—*

THE TALKING MACHINE WORLD TRADE DIRECTORY will enable the manufacturer and jobber to carry a permanent message to the trade throughout the country at a minimum expense.

For the manufacturer of parts, etc., whose market lies in the manufacturing field, THE TALKING MACHINE WORLD TRADE DIRECTORY will be invaluable, because it will be used by every talking machine manufacturer or prospective manufacturer as a standard reference guide in the purchase of equipment.

For the manufacturer and jobber of any product merchandised through the dealers, the Directory will represent an ideal, inexpensive advertising medium, as it will be used by every progressive and successful dealer when he is in the market for merchandise.

*Advertising space in The Directory will be limited. We would suggest reserving space now.*

*Be sure you have returned your data sheet for listing in*



## THE TALKING MACHINE WORLD TRADE DIRECTORY

*Compiled by*

373 Fourth Avenue



New York City







ganization, no matter how capable, is just as much at a loss as the mechanic without the necessary tools with which to work. Store equipment of right order is absolutely necessary to success. His local publicity work should be high-class and, as far as possible, on a par with national campaigns.

The dealer should constantly bear in mind the one salient fact that any line of merchandise is just as good as he makes it. If the promotion work is right and the presentation of the line what it should be, its acceptance by the public will be full and complete—if the merchandise possesses the merits claimed.

To maintain the strength of this magnificent industry every one involved must be a contributor, else in time its entire structure will give way. The Unit Construction Co.'s part in the general program is no small one, as is testified by the numerous letters received from dealers Unico-equipped, telling of the most satisfactory increases in their business following Unico installations, and we are going on bettering the business opportunities of this and that dealer until the presentation of the talking machine will be on a par with and beyond that of other standard lines of merchandise.

Quality will always be the basis upon which we will work, but this does not mean Fifth avenue elaborateness where not consistent, and we will always be just as much interested in the small town dealer as those in metropolitan centers, with preparations for his needs just as complete. If you believe in your business, defend it and protect it with every means at your command. The talking machine business is a delightful business, a gentleman's business, and is worthy of all you can put into it.

**FIRE WIPES OUT MUSIC STORE**

FAIRBURY, NEB., February 4.—The J. L. Chasdek stock of musical instruments, including talking machines and pianos, was completely ruined by a fire recently. Mr. Chasdek was preparing to move to larger and more centrally located quarters when the fire occurred. The value of the stock is estimated at \$40,000 and insurance was carried for about \$18,000.

**OKLAHOMA COMPANY BRANCHES OUT**

The Harbour-Longmire Co., of Oklahoma City, Okla., has been granted a permit to do business in Texas. The concern, which deals in talking machines and accessories and has a capital stock of \$100,000, has opened headquarters in Dallas, Tex., with R. A. Lattin, an experienced business man, in charge.

A new exclusive Victor establishment was opened in Winamac, Ind., recently. Wilmot Cullen has been made manager.

A man can't be cultured unless he has desires that way. Why not use the talking machine and records as the medium?

**OUR TALKING MACHINE EXPORTS**

Exports, Including Records for Twelve Months Ending December 31, 1921, Total \$3,928,819

WASHINGTON, D. C., February 8.—In the summary of exports and imports of the commerce of the United States for the month of December, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during December, 1921, amounted in value to \$36,135, as compared with \$60,361 worth which were imported during the same month of 1920. The twelve months' total ending December, 1921, shows importations valued at \$613,143, as compared with \$875,830 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,679, valued at \$140,318, were exported in December, 1921, as compared with 8,041 talking machines valued at \$435,581 sent abroad in the same period of 1920. The twelve months' total shows that we exported 36,568 talking machines, valued at \$1,725,153, as against 87,571 talking machines valued at \$4,130,312 in 1920, and 66,157 talking machines valued at \$2,490,719 in 1919.

The total exports of records and supplies for December, 1921, were valued at \$188,199, as compared with \$287,631 in 1920. For the twelve months ending December, 1921, records and accessories were exported valued at \$2,203,666; in 1920, \$3,746,387, and in 1919 they amounted to \$3,702,668.

**NEW MODERNOLA CO. OFFICERS**

Reorganization of Executive Forces Effected at Annual Meeting—Geo. Seiffert Reports on Modernola Conditions in New York City

JOHNSTOWN, PA., February 9.—A complete reorganization of the executive forces of the Modernola Co., of this city, was consummated during the past month. At a meeting of the board of directors the following new officers were elected: F. B. Kinzey, president; C. B. Thomas, vice-president; D. S. M. McFeaters, secretary and treasurer; A. Ohlson, general manager; and E. E. Hohmann, sales manager. The new executives have rapidly taken up their various duties and are planning to excel all previous records during 1922.

George Seiffert, president of the Modernola Sales Co., Eastern distributor of the Modernola phonograph with headquarters in New York City, reports that the year recently opened has brought satisfactory demands for the Modernola and that a number of new dealers have been added during January.

Damage estimated at from \$10,000 to \$15,000 was caused recently to the stock of the Southern Sonora Co. at 310 Marietta street, Atlanta, Ga., by a fire.

**Empire State Finance Corp.**

Gotham Natl. Bank Bldg.

1819 Broadway, New York

Purchaser of talking machine and piano retail collateral notes or leases. Annual requirements may be arranged.

**EDISON SHOP IN DALLAS SOLD**

New Owners Reorganize Company and Increase Capital from \$20,000 to \$60,000

DALLAS, TEX., February 4.—The Edison Shop, Inc., 1300 Elm street, this city, has been purchased by W. W. Dyer and S. H. Lynch, of Fort Worth, Tex., owners of the Phonograph Shop in that city; W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas. Mr. Dyer is president of the new organization, which has increased its capital stock from \$20,000 to \$60,000. Mr. Lynch is secretary-treasurer and Mr. Spann is vice-president.

The Phonograph Shop, of Fort Worth, will form part of the company's holdings and it will be managed by Mr. Lynch. Mr. Spann will assume the personal management of the Dallas establishment. C. H. Mansfield, former president of the Phonograph Shop, of Dallas, has been made director of advertising and sales promotion for the company and he is outlining a live publicity campaign.

**DUAL-TONE PHONO. CO. ELECTS**

Stockholders of Dual-Tone Phonograph & Mfg. Co. Re-elect Officers and Directors

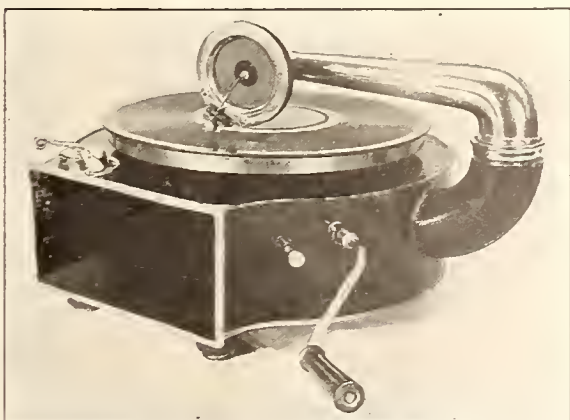
MANOR, PA., February 5.—The officers and board of directors of the Dual-Tone Phonograph & Manufacturing Co. were all re-elected at a recent meeting of the stockholders at the headquarters of the company here. Officers are as follows: J. Arthur Jones, president; Dr. W. M. Lauffer, vice-president, and J. B. Cunningham, secretary.

Directors re-elected are: Franklin D. Cox, J. B. Cunningham, J. W. Hoover, J. Arthur Jones, Dr. W. M. Lauffer, James Lundy, F. D. Peoples, Robert Winter, Richard Winter and P. B. Hensler.

**F. B. OSTRANDER PASSES AWAY**

Frank B. Ostrander, proprietor of a music store at 532 Knickerbocker avenue, Brooklyn, N. Y., and known throughout the talking machine trade in that city as an expert repair man, passed away at his home there, following several weeks' illness. He is survived by a widow and three children.

**DEALERS—The MADISON is a Real PHONOGRAPH**



Size 13" wide—12" deep—7½" high

The BEST SELLING Table Phonograph Ever Offered to the Trade  
For Quick Sales the Madison Leads Them All

A remarkable phonograph, selling at a popular price—it has the qualities of the expensive talking machine.

A wonderful compact motor—improved mica sound box—large amplifying chamber—speed regulator—start and stop device.

Plays 10 or 12 inch records clear and loud.

**Sample Price \$7.50**

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

**Madison Music Co., 114 E. 28th St., New York, N. Y.**





**Billy Jones, a new Columbia artist, sings "While Miami Dreams." Arthur Fields scores with "There's a Down in Dixie Feelin' Hangin' Round Me." The kind of vocal record everybody likes. A-3539.**

**Columbia Graphophone Co.  
NEW YORK**

## AWARDS MADE BY THOS. A. EDISON, INC., FOR SLOGANS

Henry C. Lawrence, of Webster Groves, Mo., Captures First Award of \$5,000 and Gets \$500 Additional From Silverstone Co.—Twenty-two Other Prizes in the List

Thos. A. Edison, Inc., has announced the awards in the phrase contest which opened last Spring and closed early in September, bringing in over a million answers from almost all parts of the world. In announcing the competition Mr. Edison said: "I want a phrase which will emphasize that our new instrument is not a mere machine, but that it is an instrumentality by which the true beauties and the full benefits of music can be brought into every home."

The great volume of answers received made the job of the judges a formidable one and they worked steadily for several weeks before they were able to sort out the best of the slogans and make their final decisions.

The first prize was awarded to Henry C. Lawrence, of Webster Groves, Mo., who received \$5,000 for the slogan, "A Fireside Encore of the Artist," from Thos. A. Edison, Inc., and an additional \$500 from the Silverstone Music Co., Edison jobber in St. Louis.

The second prize of \$2,000 was awarded to Edmund A. Knoll, Erie, Pa., for the slogan, "Artists Responding to the Encores of Home," and the third prize, \$1,000, to William J. Palmer, of Los Angeles, Cal., for the slogan, "All the Artist Gives the Home Receives." There were also twenty prizes of \$100 each awarded to G. R. Glass, Kansas City, Mo.; Adelaide S. Boekhoff, Omaha, Neb.; Louise T.

Sherry, Minneapolis, Minn.; Mrs. Edith J. Williams, Mamaroneck, N. Y.; M. Mulvey, Newark, N. J.; Geo. E. Wallace, Highland Park, Ill.; Paul Moschcourtz, New York; Ellalie J. Ruby, Rockford, Ill.; John W. Dobbins, Qualicum Beach, B. C., Canada; E. L. McGuire, Montegista, Col.; Henry J. Carroll, St. Louis, Mo.; W. A. Huey, Greenwood, S. C.; Emmon O. Stillman, Bloomfield, Ia.; Ed. Wolff, Milwaukee, Wis.; L. A. Helfer, Gastonia, N. C.; John A. Offord, St. Petersburg, Fla.; Edward H. Buckley, Philadelphia, Pa.; Mrs. C. G. Bierbower, San Antonio, Tex.; John S. MacLeod, London, Ont., and D. P. McKeithan, Carthage, N. C.

The winner of the first prize, Henry C. Lawrence, of Webster Groves, Mo., a suburb of St. Louis, is credit manager for the Blackwell-Wielandy Book & Stationery Co. He has been with the company for twenty years, and since 1905 has been one of the directors. Mr. Lawrence has written considerable advertising matter for the firm and gave them the slogan: "Everything New From Everywhere." He has also written four books on business, each of which has gone through several editions. He is the possessor of an official laboratory model, Chippendale mahogany, and is an enthusiast regarding Edison Re-creations, his favorite artists being Frieda Hempel, Anna Case, Walter Scanlan and Elizabeth Spencer.

## COLUMBIA MANAGERIAL CHANGES

Raymond R. Sparrow Leaves Atlanta Branch of Columbia Co. for New Orleans Post—John M. Mohl Succeeds to Atlanta Position

ATLANTA, GA., February 4.—Raymond R. Sparrow, sales manager for the local branch of the Columbia Graphophone Co. for the past several years, has resigned his position and gone to New Orleans, La., where he has assumed the management of the Columbia Co.'s local branch. John M. Mohl, who has been field representative for the company in this section, succeeds Mr. Sparrow at the Atlanta branch, and in addition to having charge of the sales forces in this territory he will act as assistant manager.

## NEW MEMPHIS STORE OPENED

MEMPHIS, TENN., February 4.—The Melody Music Shop, at 111 Madison avenue, is the latest addition to the talking machine establishments here. The store, which has a second floor location in the heart of the business section of the city, is the successor of the Fortune & Ward Music Shop, which was taken over by Saul Bluestein, former manager. A complete stock of Brunswick and Sonora machines, Brunswick records, and music rolls is handled.

## TO HANDLE VICTOR EXCLUSIVELY

M. L. Decker, talking machine merchant, of Cortlandt, N. Y., has disposed of his stock of various makes of talking machines and in the future he will handle the Victor line exclusively.

The  
**ECLIPSE  
MUSICAL CO.**

VICTOR WHOLESALE ONLY

CLEVELAND  
OHIO



**"Strong Competition  
in 1922"**

is the prediction for general business.

We think that so far as Talking Machines go "1922 will be the big Victor Year."

Sales, however, will require intelligent effort—lots of it—and the use of every aid to modern merchandising.

We will furnish those aids.



# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., February 6.—With most of the talking machine houses it was a case of better business than was expected during January, but, as one dealer expressed it, it largely depended upon the amount of pep and energy one put into it, for if one sets the machinery going properly to get business he'll get at least a large percentage of what he sets out to acquire. That seems to be only common sense, and there is absolutely nothing new in the idea. It has often been iterated and reiterated that there is business to be had. This was true in the lowest stages of business depression, and the right man with the right approach and the right methods can get it; and that's exactly why some dealers are finding business good, for they put into practice these very factors. February, though a short month, is expected to show up very well. A fact that is noted by many is the increasing demand for high-priced machines of established reputation, especially the period models.

### When Will That Dinner Be Held?

When will the next dinner of the New England Music Trade Association be held? That is a question that is holding the attention of the local music trade. With Frank S. Horning, a hustling Victor dealer, as president, he is very naturally looking for the hearty co-operation of the talking machine trade of the city, for with a representative of this branch as head of the organization there is every reason why its representatives should put their shoulders to the wheel, though it must be said with some misgivings that the piano trade needs a little prodding once in a while, as the ever-faithful Secretary Merrill well knows. The main question touching a prospective gathering of the Association is, what shall be the magnet that will draw the men together? Some are in favor of a speaker who will discuss some live topic of the hour, wherein there shall be enough meaty substance that may leave some lasting thought in the minds of the members, some constructive idea that they can carry away with them. Another class is all for an entertainment, possibly of a vaudeville character, so right at the start is the difficulty of pleasing everybody. President Horning and Secretary Merrill have been in frequent conference lately as to what plan to pursue, so it may be that there will be something definite to offer the Association members soon. Is there any valid reason why the organi-

zation should not get together at least bi-monthly, the same as other business organizations?

### Important Shiddell-Bay State Deal

One of the important pieces of news this month is the announcement made by the E. B. Shiddell Co., Inc., distributor of Okeh records, of its decision to transfer this distributing business to the Bay State Music Corporation, formerly distributor of Odeon records. The transfer went into effect February 1. The Bay State Music Corp., with which Herbert L. Royer has been identified, has had quarters in a nearby building, but it is quite possible, now that it has acquired the Shiddell Co. business, that the other quarters will be given up and the business concentrated at 142 Berkeley street, which has been the Okeh headquarters now for about two years. At this address there is opportunity for increasing the working capacity if the growth of the business under Mr. Royer demands.

In a circular which the Shiddell Co. has distributed to the Okeh dealers it is stated that all shipments made on and before February 1 will be shipped and billed by the Bay State Music Corp., and that all orders now on hand will be looked after by the same corporation unless orders to the contrary are received.

Mr. Shiddell, in thanking the dealers for their business and co-operation, announces that he is to continue in the music trades distribution and that his plans will be announced in a short time. He has a certain talking machine under consideration which he may decide to handle. John W. Connelly, who has been with Mr. Shiddell for about a year, will continue with him.

It is of more than interest that Mr. Shiddell has been confined to his home several days because of illness. He was over in New York toward the end of January and contracted a light attack of the influenza, which necessitated his remaining indoors.

### Larger Territory for Joseph Burke

By a rearrangement of territory Joseph Burke, of the Musical Supply & Equipment Co., now has that part of Massachusetts which lies west of Springfield as a part of his field. This was formerly handled from the Vermont headquarters of the company. Mr. Burke, who has lately been on an extended tour of inspection in his territory, makes a most encouraging report of the future of the Sonora, and new and old dealers

## EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



Our constant aim—the growth and development of Victor Dealers in New England.

**Eastern Talking Machine Co.**  
85 Essex Street  
BOSTON MASS.

are taking hold of this proposition with vigor that promises well.

### F. V. Goodman Looks Over Local Field

A visitor for several days here in Boston and making his headquarters with Manager Burke was F. V. Goodman, assistant director of sales for the Sonora Co. Mr. Goodman had not been in Boston before for some time, but he plans to be here oftener in the future, as according to a new plan he will give more of his time to surveying the field at close range. His mission here was largely in regard to a new advertising campaign which the company is to carry on at some of the high spots in New England, such as Boston, Springfield, Worcester, Providence  
(Continued on page 70)

## A ROYAL ROAD TO FORTUNE



With Victor Records back to pre-war prices, and in some cases—Red Seal—even lower, the Victor dealer has open before him a royal road to fortune. Grasp the opportunity and let DITSON SERVICE speed up your progress.

*Available from two central distributing points*

**OLIVER DITSON CO.**  
BOSTON

**CHARLES H. DITSON & CO.**  
NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

and Hartford, and on leaving this city it was his plan to spend a couple of days in each of these other four cities, completing the arrangements for said campaign.

Mr. Goodman while here had a good opportunity to look over conditions as they obtain locally and in an interview with The World correspondent he waxed quite enthusiastic over the prospects for business generally and especially for the Sonora product. He stated that with the disappearance of the nondescript instruments and the survival of a choice line of superior machines the industry was now getting to have a distinct place; in fact it has already been proved that an instrument of this character was a necessity in the home and that it has an advantage over the piano in that it is something that comes within the means of the humblest, and as for price he believed that with an eventual reduction in the cost of supplies and of labor there was no reason why machines of superior make should not be selling at lower figures at some time in the future. Speaking especially for his experience with the Sonora he said that there was a growing demand for the period models and he believed it would not be long before 50 per cent of the Sonora's business would be in this advanced type of machine.

**Victor Enthusiasts Welcome Edgar Guest**

Edgar Guest was in town the middle of January, coming here under the enterprising auspices of M. Steinert & Sons, which concern had this distinguished "poet of the plain people" entertain a large company of Victor enthusiasts in Steinert Hall. Mr. Guest was introduced by Robert Steinert, who has his office at the company's Victor headquarters in Arch street. Kenneth Reed, wholesale manager of the Victor department, was on hand to welcome the visitors and to see that everyone was happily seated. Mr. Steinert in his introduction referred to the fact that Mr. Guest was now a Victor contributor and coming from Detroit he sometimes makes

people forget that Henry Ford is that city's first citizen, a sally that caused much merriment. After a few words of merry introduction Mr. Guest recited a group of poems including the three which he has lately recorded for the Victor company. It is conceded by those who applaud good business enterprise that it was a capital stroke on the part of the Steinerts to get Mr.

Guest here just at this time and if the invitations sent around to Victor dealers had all been properly distributed Steinert Hall wouldn't have been big enough to hold the crowd.

**A Beautiful Vocalion Window**

In the window of the Vocalion Co. in Boylston street are a series of disks, red Vocalion ones alternating with cardboard ones, the latter

**HORTON-GALLO-CREAMER CO****NEW HAVEN****CONNECTICUT****VICTOR SERVICE SPECIALISTS**

Your Success is Ours.  
Let's get together.

**KRAFT-BATES AND SPENCER INC.****NEW ENGLAND DISTRIBUTORS**

*Brunswick*  
PHONOGRAPHS AND RECORDS

**Why Brunswick Records Are Superior**

Brunswick owners and Brunswick dealers often ask why Brunswick Records are so much better than other records and what is done in Brunswick Studios to make them so.

The answer is, that while recording itself requires both the skill of the artist and the knowledge of the scientist, there is no magic formula for fine record making.

In the last analysis it is simply the combination of the best men, methods, materials and machines that money can buy—and then the taking of infinite pains in every detail.

Brunswick Records are often made and remade many times before Brunswick standards are entirely satisfied.

**KRAFT - BATES AND SPENCER, Inc.**  
1265 Boylston Street - - - Boston, Mass.

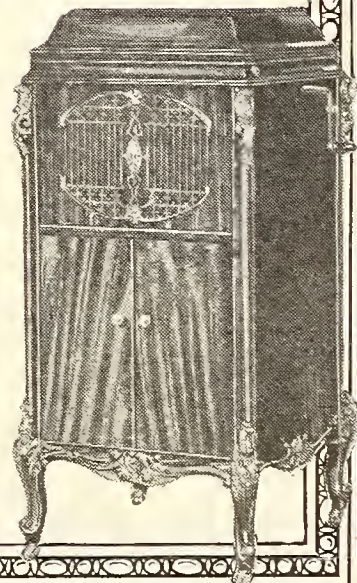
Steel Needles

NEW ENGLAND DISTRIBUTORS

Albums

Record Brushes

Khaki Covers





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 70)

with inscriptions in bold lettering such as "You'll know them by their color," or "Vocalion records play on all phonographs," or "You'll buy them for their tone," or "Vocalion records wear longer." These are attracting a great deal of attention from passers-by on this thoroughfare. Manager Wheatley reports that the January business was very good, which in part was due to the clever way that some export models were advertised and which found quick purchasers.

**To Establish Central Display Rooms**

Kraft, Bates & Spencer, Inc., which have their Brunswick wholesale headquarters at 1265 Boylston street, which is quite a ways out from the downtown business section, are about to establish a display room in the heart of the retail section, and it will be a joy to Harry Spencer to again get back into the old atmosphere with which he is so familiar. Which is to say that quarters have been leased in the Vose building, 160 Boylston street, and these are now being prepared for occupancy, the interior being repainted and new draperies and carpets put in. There will be no retail business done here, the idea being to have Brunswick dealers bring their customers so that they may inspect the wide variety of styles of machines that will be kept on hand. Mr. Spencer will make this his headquarters and later he may have someone to assist him. He expects to have the quarters ready for occupancy inside of a week.

**Herbert Shoemaker Visits Victor Plant**

Herbert Shoemaker, of the Eastern Co., was over at the factory toward the latter part of January, relative to some record matters, and also to inspect the new console models of Victors, which should be shipped here within the next few weeks. Mr. Shoemaker plans to make periodic trips over to the factory every three or four weeks. He says that the January business was excellent.

**C. C. Harvey Repair Men Dine**

The repair men of the C. C. Harvey Co., who devote their attention especially to talking ma-



**STEINERT SERVICE**

*Our Unswerving Policy*  
for  
**1922**

To Protect—to Develop—to Serve  
To the Limit of Our Ability  
**The Victor Retailers of New England**  
Already Established

Our Entire Stocks and Personnel At Your Disposal  
72% of Domestic Records in the Victor Catalog now in our stock

**M. STEINERT & SONS**

*New England Victor Wholesalers*  
35 Arch Street BOSTON

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



chines, were a part of the large company that dined a few nights ago at the Hotel Victoria, the others being the polishers and truckmen of the house. But the party was not confined to the workers from the Boston warerooms, for there were those from the Brockton, Quincy and Lynn establishments of the company, too. Manager White says that the Edison, Brunswick

and Victor business was unusually good during January, and even exceeded January of 1921.

**Interested in City Betterment**

Several of the talking machine dealers who are members of the Boylston Street Retail Merchants' Association were in attendance at the annual meeting of that body, which was held at the Hotel Brunswick on the evening of January 30, the election of officers following dinner. This organization has been in existence for several years and it has done a good deal in furthering the business interests of the various concerns located on this popular thoroughfare.

**D. Stuart Pope Takes Charge at Henderson's**

Henderson's, at 156 Boylston street, which is more officially known as Henderson's Brunswick Shop, has a new manager in the person of D. Stuart Pope, who has long been identified with the music business of Boston, though more with the piano end. Mr. Pope is a man of highly musical tastes, and has been an organist and choir director in his spare time, but this he gave up more than a year ago when new duties necessitated his traveling more or less. Mr. Pope is popular in the trade, has a wide acquaintance locally and there is every assurance he will make good in his new undertaking. He will likely renew his identity in a more pronounced form with the New England Music Trade Association, of which in the days when it was the Boston Association he was a very active member.

**Close Many Good Contracts**

January appears to have been a very good month for the Puritan product according to Manager John W. Ellsworth of the Boylston street headquarters, and several good contracts have lately been signed up for representation of this instrument. Benjamin F. Drake, who is associated with Mr. Ellsworth, has been making a canvass of the Maine and New Hampshire territory lately, and he has been able to interest a great many people in the Puritan proposition.

**Some Trade Brieflets**

Miss Mabel Aulson, formerly in the talking machine department of the R. H. White Co., has associated herself with Henderson's, where she is making many new friends.

The Hallet & Davis Co. was one of those Boston concerns to make a generous contribution to the Instructive District Nursing Campaign which has just closed a drive.

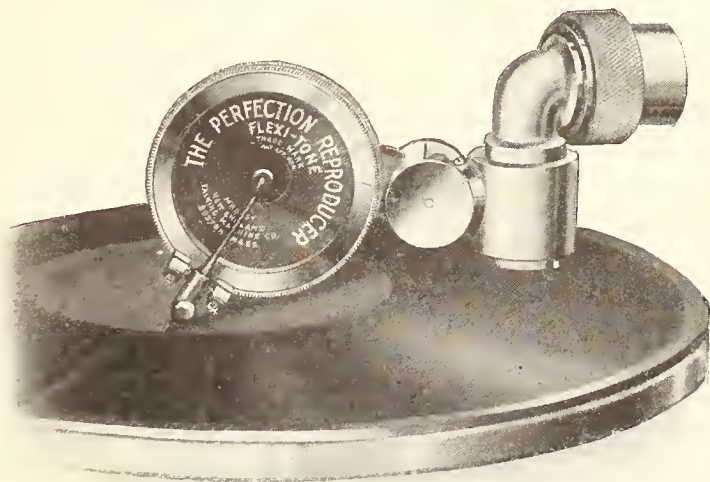
Ernest A. Cressey, of the C. C. Harvey Co.,  
(Continued on page 72)

**The "Perfection" Ball-Bearing Tone Arms**

and

**The "Perfection" Reproducers**

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

16-18 Beach Street

Boston, Mass.

Factory Representative

**L. A. SCHWARZ, Inc., 1265 Broadway, New York City**



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

is enjoying the balmy climate of the South. He spent ten days at Daytona, Fla., and since then has been visiting other resorts as he and Mrs. Cressey are wending their way homeward.

A. C. Barg, wholesale representative for the Vocalion in the New England territory, is over in New York at this writing conferring with the home officers.

**The Edison School of Salesmanship**

A school of salesmanship for the benefit of New England Edison dealers will be begun Monday, February 20, lasting through the week, and the Copley-Plaza has been selected by the Pardee-Ellenberger Co. as the scene of the sessions. This class follows the recent contest in the New England field which closed on December 31, the winners of which were to be privileged to attend this school. The final standing of dealers which represented winners were as follows: Division 1, F. S. Dyke, of Northfield, Vt., and Johnston Co., of Fort Fairfield, Me.; Division 2, Cushman Furniture Co., of Attleboro, Mass., and Trask Brothers, Milford, Mass.;

Division 3, Otis Skinner Co., Bangor, Me., and A. D. Elster, of Meriden, Conn.; and Division 4, C. C. Harvey Co., of Boston, and J. A. Foster Co., of Providence, R. I. Then the individual free trip winners were W. E. Birdsall, of the Phonograph Shop, Boston, and L. F. Harmon, of the Bon Marche Dry Goods Co. of Lowell, Mass. These two men, as well as representatives of the named concerns, will attend the class in salesmanship and have all their expenses paid. It is expected that nearly 150 will be in attendance at the session. The special speaker at the sessions will be William Maxwell, vice-president of the Edison Co. Either Mr. Silliman or some other representative of the Pardee-Ellenberger Co. will take part in the daily conferences.

Frederick Silliman, head of the Pardee-Ellenberger Co., went over to New York the first of the month to meet his son, Horace Silliman, who was coming home from England, where he is engaged in business. Mr. Silliman at the beginning of the year gave up the storehouse at New Haven, Conn., and removed the Edison merchandise to this city.

**Discontinues Making Talking Machines**

The Haywood-Wakefield Co., which is known the world over for its rattan furniture, has discontinued making talking machines, some hand-some models of which now adorn the living-rooms of many exclusive homes. Accordingly, the Shepard Stores in this city have been advertising a sale of these machines at less than half price and in the display in the daily papers it is stated "The most remarkable selling of phonographs Boston has ever seen is about to become a matter of history."

**Vigorous Cheney Campaign**

A Boston visitor for several days has been C. E. Sanders, general sales manager of the Cheney line, which is now handled for the New England territory by Stephen A. Colahan, whose headquarters are at 196 Boylston street. Mr. Sanders went over the situation carefully with Mr. Colahan and plans were made to start in upon a vigorous advertising campaign. Mr. Sanders expressed himself as well satisfied at the

**COMBINATION**

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

**L. W. HOUGH**

20 SUDBURY STREET BOSTON, MASS.

manner in which Mr. Colahan is handling the Cheney proposition here, and he sees a good future for it. Among the new accounts signed up lately by Mr. Colahan are Bailey's Music Rooms, at Burlington, Vt.; Meikeljohn's, at Providence, R. I., and the Atherton Furniture Co., of Brockton.

**Kenneth E. Reed on the Go**

Kenneth E. Reed, the hustling wholesale Victor representative for the M. Steinert & Sons Co., is here, there and everywhere these days, as he pushes the Victor product among the dealers. A day or two ago he hustled over to several central Massachusetts towns and was accompanied by Robert Steinert, of the Arch street headquarters, and Jerome Murphy and E. T. P. Jenks, of the Boylston street Steinert house.

**Jerome Murphy Honored**

The mention of Jerome Murphy's name reminds one to speak enthusiastically of his long service with the Steinert Co., and his twenty-fifth year with this concern was fittingly observed the middle of January when a dinner was tendered him at the Hotel Brunswick. Alexander Steinert sat at the head of the table, and all the Steinert staff were present. Mr. Steinert, by way of giving adequate expression to his own appreciation of Mr. Murphy's services, presented him with a handsome silver service, while from his associates in the business Mr. Murphy received a beautiful gold watch.

**GRANBY SALES OFFICES IN BOSTON**

Located at 21 West Street, With E. F. Carson,  
Assistant General Manager, in Charge

BOSTON, MASS., January 27.—The general sales offices of the Granby Phonograph Corp., formerly located in Norfolk, Va., are now located at 21 West street, this city. Edward F. Carson, assistant general manager of the Granby Phonograph Corp., in commenting upon this move, stated: "For a long time the company has felt that it was somewhat handicapped by operating from a general sales office located so far South. We believe that the big talking machine field is to be found in the section of the country north of the Ohio River and east of the Mississippi. The large portion of the Granby business was located in the eastern part of this territory, so it was natural that in looking for new headquarters the selection should have fallen upon Boston."

To move the offices of a corporation from one city to another is always a serious matter, but the Granby move was carried out without a hitch and the business which closed on Saturday, January 14, in Norfolk was continued Monday, January 16, in Boston. The new quarters of the company are more commodious than the old and have the facilities for caring for the steadily growing business of the company.

Edward F. Carson, who for the past eight months has been assistant general manager of the company, will continue in that work in Boston. He will reside in Virginia, however, and make frequent visits to Boston to direct the work.

The executive offices of the company will continue as heretofore in Norfolk, with H. H. Schumaker, general manager of the company, in charge.

The factory will remain as heretofore in New-

port News. Owing to the rapid increase in the Granby business, elaborate plans have been completed for increasing the size of the factory and its ability for handling increased production, which the business will undoubtedly call for during the year 1922.

**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA****"Built by Tone Specialists"****"Magnola's Tone Deflector eliminates the scratch"**

Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

**LANSING KHAKI  
COVERS****The Pioneer Moving Cover**High  
GradeGovern-  
ment  
Khaki**Dealer's Prices NOW:****\$6.00**medium  
size  
43"x20"x23½"**\$6.50**large size  
49"x23"x24¾"**\$7.35**extra large  
52"x22½"x23½"**Fitzall Leather or No. 3x Strap  
\$2.50****Piano Moving Covers \$18.00****SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS**

DISTRIBUTORS

**Lansing**  
SALES CO.

170 Harrison Avenue  
BOSTON, 11, MASS.





A Typical Unico Installation.

Moorehouse, Martens Co., Columbus, Ohio.

## COMPETITION IS THE LIFE OF TRADE

But the successful merchant must meet competition and overcome it. Progressive dealers in the field of musical merchandising realize that the Unico System is the best means of meeting competition.

*Where Competition is Keenest Unico Equipment Predominates*

Note the number of Unico Installations in some of the more highly competitive centers:

New York City	160 Unico Installations
Boston	51 Unico Installations
Philadelphia	181 Unico Installations
Pittsburgh	48 Unico Installations
Cleveland	53 Unico Installations
Chicago	57 Unico Installations

Over 2500 Unico Installations are distributed thruout the country.

*The Unico System Will Enable YOU to Outdistance Competition*

Unico prices are today within reach of every dealer, and there is a wide selection of Unico Equipment to answer every requirement—large or small.

Unico Quality has for ten years been the accepted standard of equipment excellence in musical merchandising.

Unico Service starts with your inquiry and continues indefinitely. It offers you without obligation expert solution of your merchandising problems.

*The Unico System Creates Increased Profits  
Thru Increased Sales*

## UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

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299 Madison Ave., Cor. 41st St.

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49 Auburn Ave.

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150 Main St.



Address our nearest office TODAY





**A big feature for St. Patrick's Day, and every day! Chauncey Olcott sings "That's How the Shannon Flows" and "I'll Miss You, Old Ireland, God Bless You, Goodbye"—two tenor solos from *Macushla*. A-3525.**

**Columbia Graphophone Co.  
NEW YORK**

### RADIO FANS ENJOY GUEST'S POEMS

Radio Concert Featuring Edgar A. Guest's Verses Heard by Many in Coast States

They are picking Edgar A. Guest's verse out of the air now. In January the Victor Talking Machine Co. released the first of a series of Guest records, on which was recorded the poet's own voice reciting three of his poems, "It Couldn't Be Done," "Ma and the Auto" and "Wait Till Your Pa Comes Home."

Early in January Mr. Guest received a letter from G. E. Reynolds, editor of the Stockton Record, in which he said: "This evening, January 3, we are going to radiate the sound of your voice throughout the West. The Stockton Record has installed one of the most powerful radio outfits on the Pacific Coast. The radiophone room is located on the third floor of the Record Building and the aerial is placed on the roof. Every afternoon from 4 to 4.30 o'clock we give a half hour of news service. Every Tuesday and Friday evenings from 8 to 9 o'clock and every Sunday afternoon from 2 to 3 we give a concert, usually from talking machine records, but frequently by well-known artists.

"Splendid reports come to us from wireless enthusiasts who have been 'listening in' at distant points. They tell us that we are very Q. S. A. (loud and clear) at points as far distant as Vancouver, Los Angeles, San Diego, Yuma, Denver, Salt Lake, Seattle and Walla Walla, Wash., and Portland, Ore. So, you see,

you will have quite an 'extended' audience when your voice goes out through the ether to-night."

On the same day Mr. Guest received a report from Radio 7 Z U, at Polytechnic, Montana, which said: "We heard your voice Q. S. A. (loud and clear) here about 10 o'clock to-night (January 3). Copied your poems O. K. but was not sure of call letter. Please verify this and send us your story. Did you use a portable wireless telephone?"

Another operator, Hubert H. Coate, 18 James street, Santa Cruz, Cal., wrote: "Was tuning up for a local concert and accidentally ran onto you about 375 meters at 8:50 p. m., January 3 (San Francisco time). Heard last part of poem, but lost you about 9 p. m. You were very Q. S. A. but faded out at 9 p. m. I was using a single detector tube and honeycombs when I picked you up."

All of this was a complete surprise to "The Poet That All America Reads." And that's how it happens they are picking Edgar Guest's poems out of the air.

### PAUL GOLD JOINS MEMPHIS HOUSE

MEMPHIS, TENN., February 4.—Paul Gold, formerly connected with the Silverstone store in St. Louis, Mo., was recently appointed manager of the Edison Phonograph Shop, at 103 Court avenue, this city. This is one of the most attractive and aggressive concerns in the State and Edison machines and records are handled exclusively by this establishment.

### G. D. LAKE OPENS BRANCH STORE

G. D. Lake House of Music, of New York City, Opens Attractive Store in New Rochelle

NEW ROCHELLE, N. Y., February 6.—The G. D. Lake House of Music, of New York City, opened an attractive branch store at 316 North avenue here last week. The new branch is completely equipped with all modern improvements, including record demonstration booths, record racks, service counter and a spacious talking machine display room. A complete stock of Vocalion, Sonora, Columbia and Brunswick machines is handled. The main store of this concern is located at 1487 Madison avenue, New York City. Besides talking machines and records musical instruments and accessories are handled.

### TALKER GUIDES LONDON CROWDS

Reinforced Tones of Talking Machine Warn Passengers on Underground to Hustle

According to reports from London, England, the citizens of that city not only enjoy the best of music in their homes through the medium of talking machines but even have the talking machine in the underground railway to admonish them to "step lively" while on the escalator. The apparatus used is known as the Stentorphone and is the adaptation of a device for reinforcing and strengthening the tone given out by the ordinary talking machine record, through the medium of a strong blast of air produced by a special blower.

The Stentorphone has been used to some extent in providing talking machine music of sufficient volume to fill a large ballroom with dance music or to provide music for theatres, but the machines used in the underground are provided with repeating attachments so that they may constantly reiterate the warning, "Step lively." It is understood that the mechanical announcer is quite as effective as the brass-throated guard who formerly held sway.

### "TALKER" MUSIC FOR LIBERIA

Self Service Phonograph Co. Closes Deal to Supply Negro State on West Coast of Africa With Talking Machines and Records

A deal has just been closed by the Self Service Phonograph Co., of New York, and the Liberian Government, whose headquarters are in Philadelphia, Pa., whereby the independent country of Liberia on the West Coast of Africa will be supplied with a complete list of the latest records and machines. The deal was closed by representatives of the Liberia Trading Co., Major W. H. York, Dr. Arel Young Jordan and Douglas C. Wittmore, and Henry Goldman, president of the Self Service Phonograph Co. The first shipment will be made within a few weeks and regular shipments of records, machines, needles and accessories will be made at regular intervals.

## Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

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

### Distributors

- BRISTOL & BARBER, INC.  
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.  
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.  
Washington, D. C.
- BECKWITH-O'NEILL CO.  
Minneapolis, Minn.
- STREVELL-PATERSON HARWARE CO.  
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.  
Beckman Bldg., Cleveland, O.  
Butler Bldg., Detroit, Mich.
- THE REED CO.  
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON  
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.  
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- CHAS. H. YATES  
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS  
Buffalo, N. Y.
- SACHS & CO.  
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.  
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.
- GRAY & QUOLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.  
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.



# MILWAUKEE

## Movement of Machines and Records Active in Comparison With Previous Months—Reduction in Record Prices Has Stimulated Trade

MILWAUKEE, Wis., February 7.—One of the outstanding features of business in the last two or three weeks has been the spurt experienced in the call for records under the stimulation of reductions in prices. The announcement that record lists have come back to the pre-war basis seemed to strike immediately a most responsive chord in the minds of the public, for sales at once showed a healthy increase, which is being sustained well.

The movement of instruments naturally is not active in comparison with the previous two or three months, when the holiday shopping season, as usual, brought sales to the highest point of the year. Nevertheless, retail dealers express themselves as gratified over the amount of business that has come their way and they look for a generous increase in thirty to sixty days, when the Easter holidays again will provide the occasion for vigorous selling campaigns.

The wholesale and manufacturing trade is coming forward nicely, being favored with moderate orders since the beginning of the new year to replenish stocks brought to a low level by holiday demand. January and February always are "off-peak" months so far as retail trade is concerned, but the wholesale trade is kept fairly busy filling in broken lines and otherwise assisting dealers in readjusting stocks.

### Strong Record Demand Reported

"Our business in records is excellent and we cannot complain about the state of demand for instruments," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "The return of pre-war list prices on records has been a material help, although we have been doing an active business for a long time. Our dealers are keeping very busy selling records, especially to people who probably purchased their first machines at the recent holiday time and therefore are buying new records right along. The outlook is good and we look for an excellent year's business all through 1922. General business conditions are picking up nicely and all musical merchandise seems destined for improvement."

### Lively Business at Columbia Branch

Robert H. Walley, wholesale representative of the Columbia, with headquarters at 1575 Third street, is all smiles due to the active state of business in Grafonolas and Columbia records. Since prices of records went back to pre-war levels Mr. Walley had experienced considerable difficulty in keeping his territory in eastern Wisconsin supplied adequately and back orders have recently been increasing, more and more. Mr. Walley has done some splendid promotional work in this district in the last two years, and is now reaping the actual results of his vigorous efforts.

### Starr Publicity Pleases Dealers

The Hoeffler Piano Mfg. Co., distributor of the Starr phonograph and Gennett records, is meeting with a good response to its active solicitation for new business and its established dealers are doing effective work as well in this territory.

The high grade of advertising being done nationally by the Starr industries of Richmond, Ind., has aroused an exceptional interest in merchants to the extent of inducing their voluntary requests for franchises.

### An Excellent Edison Demand

Edison dealers in Wisconsin and upper Michigan are favoring the Phonograph Co. of Wisconsin with a fine run of orders for records and instruments as well.

### New Brunswick Dealers

The Brunswick, which has been "going strong" for more than a year, is establishing new marks every month, and Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., says it looks as if there were no more "seasons" in Brunswick trade, for one day is as good as another with respect to the orders coming from the field organization. In Milwaukee the Brunswick has gained a new foothold in the downtown business district by the appointment of the Lyric Music Co., 86-88 Wisconsin street, as an accredited dealer. The Lyric house is pushing its new line in a most conspicuous manner and during the first week in February devoted its entire display window to a striking trim featuring the Brunswick No. 2180 record "Stealing" and "Ty-Tec." This was designed and executed by Mrs. J. Rousellot, wife of the head of the company, who has gained a national reputation for her window trims featuring pianos, small goods, music rolls and now merits new laurels for her record trim.

### Yahr & Lange Co. Sales Convention

The Yahr & Lange Drug Co., the musical merchandise division of which features the Sonora phonograph and Okeh records, held a sales convention and entertainment for its entire dealer organization in Wisconsin and upper Michigan on January 15, as reported elsewhere in this issue of The World.

### Company Changes Name

The Eau Claire Wood Products Co., which took over the plant and business of the defunct Multitone Mfg. Co. some time ago, has changed its name to the Eau Claire Warehouse Co. and will engage extensively in business as a bonded storage house. The manufacture of Multitone phonographs will be continued, although the number of styles is being restricted.

### To Manufacture Reproducers

The True-Tone Reproducer Co., of Milwaukee, is a new corporation formed with a capital stock of \$25,000, to manufacture and deal in reproducing devices and other appliances and specialties for talking machines. The incorporators are: Wilbur I. and Oliver O. Barth, both of the First Wisconsin Trust Co., and Charles E. Wild, a local attorney.

### Joins the Prange Co. Forces

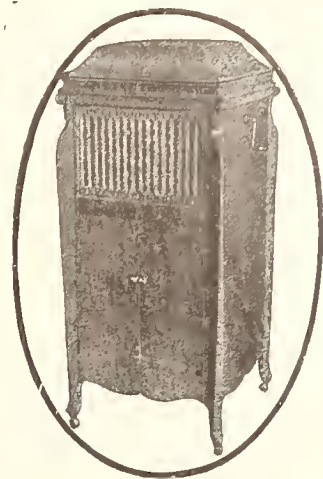
The H. C. Prange Co. department store, Sheboygan, Wis., has acquired the services of Miss Mildred Gilligan as manager and buyer of the talking machine department, which features the Victor. Miss Gilligan is especially expert at cataloging and is introducing numerous innovations in the record department.

### Making Many Connections

A. G. Kunde is making excellent headway in the introduction and promotion of the Homokord record, made in Germany. Mr. Kunde is exclusive distributor of the Homokord in the United States and is establishing connections in virtually every State.

### H. M. Hahn to Establish Own Business

Harry M. Hahn, who resigned recently as manager of the talking machine department of the E. R. Godfrey & Sons Co., is establishing himself in business here as a jobber of talking machines, accessories and musical merchandise



## BLANDIN

**B**LANDIN principles of construction which bring about its marvelous purity of tone reproduction are equalled in no other phonograph. A demonstration in competition with other makes will convince any prospective customer that he should have a Blandin. Dealers, let us tell you more about this remarkable phonograph, our superior way of shipping, and our liberal terms. Write today.

**Racine Phonograph Co., Inc.**  
RACINE, WISCONSIN.



generally. He is not ready to announce the lines he will handle. Mr. Hahn is a man of wide experience in the talking machine world, having been in the retail trade many years, retiring from this to go into the wholesale end with the Yahr & Lange Drug Co., whence he was drafted into the service of the Godfrey Co.

### S. F. Patchin With Cable Company

S. F. Patchin, for a number of years manager of the talking machine department of the J. B. Bradford Piano Co., is now in charge of the same department of the Cable Company at Chicago. Hugh W. Randall, president of Bradford's, said: "We were very glad to see Mr. Patchin better his position, although we very much regretted that he had to leave us. He takes with him the best wishes of the entire Bradford organization for his future success."

## THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

**BROOKS MFG. CO.**  
Saginaw Mich.





**FENTON MFG. CO. NOW ORGANIZED**

New Company With Factory at Fenton, Mich., Will Make Automatic Stop and Repeater—C. C. Brooks Elected General Manager—Edwin O. Klemm Appointed Consulting Engineer

The Fenton Mfg. Co., Fenton, Mich., was recently organized to manufacture and sell the devices covered by the Brooks-Klemm patents, and two of these devices are now being placed on the market. One of these is a simple stop that sets automatically and has only two working parts. This stop is furnished to the brake on either the turntable or governor disc, and also acts as a switch for machines having electric motors.

The other device consists of an automatic repeater, stop and tone arm combined that has been on the market for the past five years as part of the equipment of the Brooks phonographs made at Saginaw, Mich. During the past year the repeater has been redesigned and improved, so that it may be attached to any make or style of cabinet, taking the place of the usual tone arm. It sets automatically to any size record, the operator simply placing the needle on the record and setting a dial for the number of times the record is to be repeated. The record may be played continually or any desired number of times. It will replay any part of the record, stopping automatically when through and with the tone arm and needle in an elevated

position over the record in order to make record changing easy. The company states that many manufacturers of talking machines are equipping their lines with this device.

C. C. Brooks, who is well known to the talking machine industry, has been elected vice-president and general manager of the Fenton Mfg. Co. Mr. Brooks was for many years president and general manager of the Brooks Mfg. Co., and while associated with the latter concern brought out the Brooks automatic repeating phonograph.

Edwin O. Klemm has disposed of his phonograph business at Dayton, O., and accepted a position as consulting engineer of the Fenton Mfg. Co. Mr. Klemm has been identified with the talking machine industry for many years, and has to his credit a number of important patents in this field.

**ROOS BROS. FORM NEW COMPANY**

Jules and Nestor Roos, who are well known in the wholesale accessory field, having traveled from coast to coast in the interests of several well-known companies, have formed the firm of Roos Bros. and will act as manufacturers' representatives for Wall-Kane needles, manufactured by the Greater New York Novelty Co., and for several other well-known accessory lines. They both left for the Coast this week, and plan to visit several important trade centers en route for the Coast.

**TWO NEW SONORA PERIOD MODELS**

The Improved Pembroke and the New Lafayette Destined to Make a Wide Appeal to Buyers

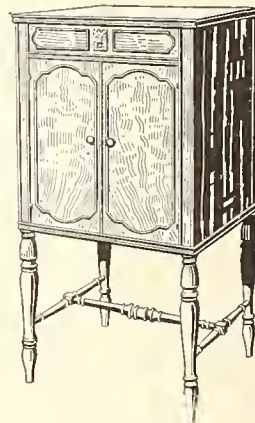
This month the Sonora Phonograph Co., Inc., is introducing the improved Pembroke and the new Lafayette, each the fullest expression of Sonora quality in tone, beauty of finish and



Sonora Lafayette

mechanical perfection. Both are priced at \$175, well within the reach of people of modest income, who, nevertheless, take real pride in the appearance of their home.

The Sonora Hepplewhite Pembroke (improved) is one of the finest achievements in period model design ever created by Sonora's artisans and cabinetmakers. A period phonograph of this type will appeal particularly to those desiring an instrument of small proportions, who wish something other than the ordinary conventional upright model. Space is provided in this instrument for record albums.



Sonora Pembroke

The Lafayette is a still further step forward in period phonograph evolution. In its elegance there is that simplicity of line that bespeaks the utmost of aristocratic taste. The Sonora Lafayette will undoubtedly prove a big seller among those who desire a console phonograph of exclusive design at a moderate price.

The Sonora Phonograph Co. was among the first manufacturers to put out an instrument in period cabinets. The company states that the production of new period models of medium price has been made necessary by the large and increasing vogue for phonographs of period design.

The talking machine and record department of the Brasted & Jeffers music store is now in charge of Miss Alice Doty.

Success often brings poise, but more often it brings avoirdupois.

**Your Store Needs a Musical Merchandise Department**

Service to your customer demands it. They look to you to supply their music needs. Pianos and Phonographs alone will not do it.

The Music-loving public want Banjos and Saxophones, too—Ukuleles and Drums—Clarinet and Violins—and they pay handsome profits to the merchant who serves their needs.

In these times when people seek to spend wisely, the smaller musical instruments have a double appeal. Aside from the pleasure and recreation they offer to the musician, they are the tools of his craft. To the Amateur they open up welcome opportunities for earning extra money—to the Professional they are his very living. No wonder small goods sell!

And they will sell in YOUR store as they are selling in other stores. They will make new friends for you—bring new customers into your store.

**There's an Easy Hand-Book to Musical Merchandise Buying**

It's our Confidential Trade Price List—a small, compact book that quotes wholesale and retail prices on nearly 3,000 articles. EVERYTHING in Brass, Wood-Wind and Stringed Instruments and their Accessories—Drums and Traps—Accordeons, Harmonicas and Musical Novelties.

This book makes buying easy and safe. Every Music dealer needs it.

Send TODAY for Your Free Copy

**THE FRED. GRETSCH MFG. CO.**

Musical Instrument Makers Since 1883

60 Broadway

Brooklyn, N. Y.



BRUNO

## OPPORTUNITY IS KNOCKING!!



If there ever was a time for Victor dealers to capitalize an incident, the time is right now—this very moment.

The new list prices of Victor Black Label Records begin a new era of added profits for energetic Victor dealers. This downward revision will push your sales more than ever, will make your store the center of attraction, and certainly, the "talk of the town."

An extensive advertising campaign is now under way which will reach every city, town and hamlet in the country. This publicity is going to work to the benefit of Victor dealers to the fullest extent, but only if they tie up with the general scheme.

Circularize your customers and prospective buyers—advertise liberally in your local papers—announce by showcards and billboards—use every practical means so that the public may know of the benefits of the new prices.

Do this and your 1922 sales, likewise your profits, will far outdistance your previous top-notch records. Opportunity is there for every Victor dealer. Open up the door!!



**C. BRUNO & SON, Inc.**  
351-353 Fourth Avenue      New York

*Victor Wholesalers to the Dealer Only*





**Columbia Gift Envelopes for Easter will help you sell more records. Appropriately designed and richly colored, they express Easter wishes with music. A good selling stunt. Ask your dealer service man.**

**Columbia Graphophone Co.  
NEW YORK**

## AKRON, O.

*Business Favorably Affected  
by Bettered Industrial Con-  
ditions—Good January Sales*

AKRON, O., February 6.—The advent of February brings the talking machine industry of the Akron district into what many believe to be the most enviable position of any industry—showing a gain during 1921 over the volume of 1920 business. Though total figures are not yet available dealers assert that the year's business will exceed the highest expectations of a few months ago. Dealers who failed to get the required quota of machines for the Christmas trade report that they still have orders unfilled.

Industrially Akron is showing gradual improvement and music dealers say that the increased factory operations are beginning to reflect in their business. Collections are somewhat better and sales for January were in excess of those for the corresponding month a year ago.

Victor business was very satisfactory during January, according to Earl Poling, a member of the firm of Windsor Poling Co. Many machines were moved during the month and the sale of records was surprising. He said he views the future very optimistically and believes that Spring will see much activity in the talking machine industry locally.

E. G. Rockwell, musical instrument and small goods dealer, reports that January business was beyond his expectations. Violins, he says, have been the mainstay of the business, and small goods, especially orchestra accessories, have been exceptionally good for several weeks.

The talking machine department of the A. B. Smith Piano Co. experienced an active month in January, according to Ernest Smith, manager of this store. He says that Sonora sales were more than the month's quota and that records made a big gain. The record and player roll department, which had been located in the rear of the store, has been moved to the front of the main floor.

George S. Dales, head of the George S. Dales Co., Victor dealer, is spending several weeks

with his family in Basso, Fla. Ray Porter, general manager of the store, is also in the South with the Dales family and will return to Akron within a week. Mr. Dales expects to remain South until April 1.

The talking machine department of the Dales store experienced a very satisfactory month, according to A. E. Jones, now in charge of this rapidly developing business.

### MICE HELP RECORD DISPLAY

**South Bend Talking Machine Store Finds New Way of Attracting Attention**

SOUTH BEND, IND., February 6.—Curious crowds were attracted to the large show window of the Elbel Bros. music store several days by the antics of two ordinary but extremely active mice which found evident pleasure in operating a phonograph record that had been placed at an angle on a pivot so that it revolved easily. To all appearances the mice discovered and enjoyed the experience of hopping on the record and making it revolve by racing around its edge.

The advertising value of the stunt was greatly enhanced when some humane persons reported to the Humane Society that the mice were being cruelly treated because of some mechanical device which made it necessary for them to run on the phonograph record whether they wished to run or not. A representative of the Humane Society learned, on investigation, that no mechanical device was used to operate the record and that it revolved only at the will of the sportive mice. The charges of cruelty fell flat and the mice spent several joyous days entertaining the crowds gathered to watch them.

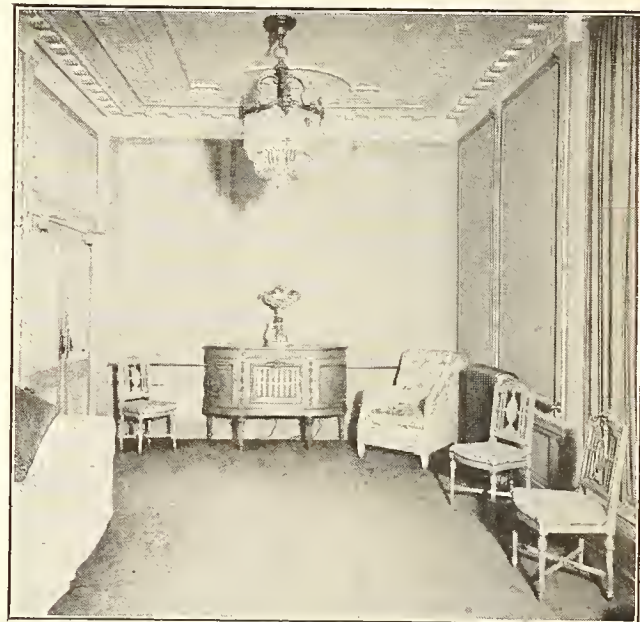
### OKEH DEALER USES NEW DISPLAYS

Among the many Okeh dealers who are getting splendid results from the new series of window displays introduced recently by the General Phonograph Corp. is the Melodyland Music Shop, of Belleville, N. J. This dealer featured the January display to excellent advantage, and not only obtained good-sized direct results from the advertising but also received valuable indirect publicity.

### COLUMBIA FOR GLOBE THEATRE

**Period Model Graces Ladies' Smoking Room at Prominent New York Theatre**

The illustration herewith shows the Columbia Louis XVI Period Model in position in the Ladies' Smoking Room, Globe Theatre, New York. This model was chosen with discriminating care so as to match the coloring of the



**Grafonola in Ladies' Smoking Room**

walls as well as the other furniture in the room. Mr. Slocum, manager of the theatre, states that it has attracted much attention and many ladies have asked about it. Two selections that are also coming in for their share of commendations are "Blue Danube Blues" and "Ka-Lu-A," numbers recorded from "Good Morning, Dearie," now playing at the Globe. These selections are played during the period between the acts.

### INTERCHANGEABLE MILEAGE BOOKS

**Bill to Provide for the Issuance of Mileage Books for Convenience of Travelers Introduced in House of Representatives**

WASHINGTON, D. C., February 6.—Interchangeable mileage books, good on any railroad in the country, are provided for in a bill which has just been passed by the House of Representatives.

The measure directs the Interstate Commerce Commission to order all carriers to issue mileage books of not less than 1,000 nor more than 5,000 miles. Before issuing this order, however, the Commission is to promulgate regulations surrounding the use of such mileage, prescribing whether the tickets are to be transferable or not, and, if not, what identification may be required, and setting forth the baggage privileges to which lawful holders of such tickets are entitled.

The Commission will also have authority to set the rate of fare to be charged for such mileage books.

## Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., February 6.—Talking machine business in Philadelphia was quite satisfactory in the month just closed. The first week of January there was much activity, and then came a lull. The dealers did not understand why and felt that another period of dullness was coming, but from the middle of the month on there was a gradual increase in business and the trade entered February with sales steady and with signs pointing to a very good Spring business.

There were not nearly as many changes in January as members of the trade had expected, for the rumor-monger had been busy about the financial affairs of some small concerns. Nothing occurred, however, and the only important change of the month was that the Philadelphia jobbers of the Victor got together and purchased the business of the late George D. Ornstein from his widow, thereby reducing the Philadelphia Victor jobberships to five.

#### New Vocalion Jobber Appointed

Another important announcement of the month is that the Vocalion Co. has found a new distributor here in the Lincoln Business Bureau, located at 1011 Race street. This business concern operates establishments in Philadelphia, Washington and Newark, N. J., but the handling of the Vocalion machine and records will be confined to the Philadelphia store, with a wide territory, including the eastern part of Pennsylvania, southern part of New Jersey and Delaware. Oscar W. Ray, the general manager of the Vocalion Co., was in Philadelphia last week to complete the arrangements, and the firm is now going ahead to give this fine musical instrument the best possible recognition in this

territory. It has already gotten in a number of machines and quite a large stock of records. The Philadelphia Show Case Co., which was the former Vocalion distributor here, has removed all its stock still unsold to the new headquarters, and the Lincoln Co. has already done considerable business in the supplying of Vocalion records.

The Vocalion will be given adequate space in the firm's building at 1011, which is now taken up almost entirely by office furniture, and B. H. Rogers, the treasurer of the Lincoln Co., will be in charge of the Vocalion jobbership. F. S. Lincoln is the president of the company and is in charge of the Washington store and resides in the Capital City.

#### Blake & Burkart Open New Store

Blake & Burkart opened their new store, 20 South Tenth street, on Monday of this week, and they have it fixed up in an unusually attractive way. It looks as if they were bound to do a good business there, and they have the genial Mr. Elton in charge. There are two large display windows, one of which they are using at present to display a big Red record advertising the Vocalion, surrounded by electric lights.

#### Doing Well With the Starr Line

The Witlin Musical Instrument Co., 807 Chestnut street, has very fine quarters in the I. Press Building, where it handles the Starr pianos and phonographs and the Gennett records. It has been doing a splendid business in both lines and has very fine offices and sample rooms at the address stated, with a large warehouse at 243 Church street.

The Witlin Co. had a very good year last year, much better than was expected. For a

considerable time this concern was merely a distributor, but last Fall it also entered the retail field. Among some of the leading firms here with whom it does business are the Grand Union Piano Co., of 853 East Allegheny avenue; Walter A. Williams, 1410 Porter street, and George B. Davis, 3930 Lancaster avenue. This firm handles the Starr piano, but many of our leading dealers here handle the Gennett records. The head of the firm is Benjamin Witlin. The local firm was recently visited by Fred Gennett, secretary of the Starr Piano Co.

#### Will Occupy Ornstein Quarters

The stock of the late George D. Ornstein Co., which was recently purchased by the five Philadelphia Victor jobbers, Louis Buehn & Co., the Penn Phonograph Co., C. J. Heppe & Son, H. A. Weymann & Son and the Talking Machine Co., is being transferred to these various houses from the late Ornstein headquarters, 1025 Arch street, which have been leased by the distributing department of the Talking Machine Co., which will shortly move to this address from its present address at 1933 Market street. Harry A. Ellis will be in charge of the distribution of the Victor product of the Talking Machine Co. He has long been connected with this company as general manager, with offices at the Thirteenth and Chestnut streets store, but will move to the Arch street address, and John A. Snyder, long connected with the Talking Machine Co., will be in charge of the Chestnut street main retail store.

#### Featuring Ted Lewis

From a 10-cent whistle to \$100,000 a year is the life story of Ted Lewis, and he is proving  
(Continued on page 80)

## Here's A Sales Fact For Victor Dealers

Casually it doesn't seem important—in reality it is a vital factor in producing sales.

Your *Belief* in the supremacy of Victor Products and your ability to *create* this same belief in the minds of the hundreds of people in your community—will determine to a great extent your volume of business this year.

The Philadelphia Victor Dealers' Meeting—March 6-7-8—will transform Belief into Definite Knowledge.

This Knowledge Means Selling Power.

Selling Power Means Sales.

**The Louis Buehn Company**  
of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

why he made that rapid rise at the Shubert Theatre in the "Greenwich Village Follies of 1921." All Columbia dealers in Philadelphia have been provided with streamers announcing Ted Lewis, and four dealers, Starr & Moss, Ross' Frankford Music Shop, Meyers F. Hall and O'Halloran, have purchased space in the program as a further tie-up. The sales of Ted Lewis recordings are very gratifying.

**A Live-wire Columbia Dealer**

Here is a story of a real, live-wire Columbia dealer: George Ross, of the Frankford Music Store, decided to run a "Ton Sale" of Columbia Record No. A-3512. He purchased a large quantity and sent out over his mailing list an announcement that he had a ton of "Leave Me With a Smile" records. His customers started coming in and he started selling records.

One Italian who could not read English came and wanted to know what it was all about. He was told that this record was for sale. The Italian confessed that he would like the record but had no phonograph on which to play it. With this information as a cue Mr. Ross sold the Italian an F-2 Grafonola.

However, Mr. Ross' customers continued to come in and, due to a short shipment of A-3512, he could not fill all the orders, so Mr. Ross immediately asked for another shipment of that record, and when he got it another Grafonola was sent out informing those who were disappointed when his first shipment ran out that they could now purchase this record at the Frankford Music Store. The results from the second Grafonola were equally as great as the first one.

**Brunswick Dealers Report Progress**

The Philadelphia Brunswick distributor, R. M. Nelson, has been paying an extended visit to the trade throughout Pennsylvania and has returned with the opinion that everything is going well with the Brunswick in this district. Nearly all of the Brunswick firms complained to him of a shortage of stock, but several carloads have just arrived in Philadelphia and Mr. Nelson hopes to even them up in such a way that the dealers will have little of which to complain at present.

Mr. Nelson says: "The McWilliams Stores' manager in Wilkes-Barre states that December business was far beyond expectations, both in Wilkes-Barre and Nanticoke, and that business is continuing very good in both places. At the Leader Store in Bloomsburg business was reported as quite satisfactory; B. W. Leiby, who

opened a Brunswick department in Danville in December, said that he had sold out everything he had in the way of machines in December and that he is having a most satisfactory business in records. The Snyder Service Store at Sunbury is operating an exclusive Brunswick department and states that the only thing that keeps it from doing a very big business is the shortage of Brunswick merchandise. The Reigle Store and Yohn Bros., of Harrisburg, both report having had a large post-holiday business, but could have done a lot more if they had been able to get the goods. The Watt & Shand phonograph department at Lancaster, under the able management of W. R. McAlister, closed a most successful year, and the Brunswick Music Hall, of Scranton, where an exclusive Brunswick department was opened late in the Fall, reports having had a wonderful business."

Among the recent Brunswick visitors were: George H. Eldridge, of Pitman Grove, N. J.; Mr. Zerker, of the Regal Store of Hamburg and York, Pa., and J. I. Monroe, of the Brunswick Shop, Williamsport.

**Optimistic Over the Pathé**

O. M. Kiess, the new Pathé distributor here, is bending every effort to get things back to normal again and is highly gratified with the encouraging letters that his firm has been receiving from dealers who are entering into the sales of the Pathé with renewed energy. He states: "Business is progressing right along and things are looking better to us from day to day. There seems to be no question but that there will be an early reorganization of the Pathé Co. and we expect business to come along better in 1922 than ever before. The big price reductions that went into effect last December have moved immense quantities of merchandise and I believe things are going to get better right along."

**Some Recent Callers on Buehn Co.**

Louis Buehn & Co. are well satisfied with the volume of business they were able to do in January and are looking to this month with confidence. Among the recent Buehn visitors here were: Mr. Coles, from the Ventnor Pharmacy, Ventnor, N. J.; A. Paul Yerger, Soudertown, Pa.; Mr. Moore, of the Johnston Co., Lancaster, Pa.; Paul Erhardt, Salem, N. J.; M. J. Malarkey, Pottsville, Pa.; Mr. Loser, of the Miller Piano Co., Lebanon, Pa.; Leon Wittig, of the Wittig Piano Co., Reading, and I. C. Kennaro, Phoenixville, Pa.

**Entertain Principals and Teachers**

The second of a series of demonstrations given to the representative teachers, principals, etc., of Philadelphia schools and vicinity, in the Model Shop, on Music Appreciation was given January 14. The teachers were very enthusiastic over the demonstration, requesting that Miss Martin, the educational representative, continue to give such demonstrations. The second demonstration had twice the attendance of the first, which was extremely good encouragement.

During the week starting January 16 the local Columbia branch had the use of a display window in the Philadelphia Inquirer Building at Twelfth and Market streets, where at least 100,000 people pass daily. There was an attractive young lady in the window demonstrating the exclusive features of the Grafonola in a very

**H. A. WEYMANN & SON, Inc.**

1108 Chestnut Street

Philadelphia, Pa.

*Victor Wholesale Distributors*

Q.R.S. PLAYER ROLLS

WEYMANN 'KEYSTONE STATE' STRING INSTRUMENTS

1922 promises to be a year that will hold much good in store for the Victor retailer. Therefore we urge that every Victor retailer concentrate his energies on Victor merchandise and we believe his efforts will be well repaid

*Towards this accomplishment  
we offer you unsurpassed  
service*

**On  
Guard**

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

**Penn Phonograph Company**

913 Arch Street

Philadelphia, Pa.

*Victor Wholesale Only*



effective manner. The Enquirer people were a little worried for fear the police would put a stop to the demonstration, owing to the vast crowds that collected on the pavement.

Recent visitors to the Columbia branch here were: W. B. Hill, Pottsville, Pa.; S. H. Sortman, Newark, Del.; J. A. Wuchter, Allentown, Pa.; O. K. Fink, Pottstown, Pa.; H. B. Newkirk, Salem, N. J.; L. F. Oskierko, Mt. Carmel, Pa., and Mr. Mayer, of Gelb & Mayer, Bloomsburg, Pa.; I. H. Sortman, Wilmington, Del.; Mr. Klein, Bridgeton, N. J., and M. B. Pinkham, executive office, New York.

**The Music Shop Has Entire Building**

The Music Shop, talking machine and Okeh record dealer, of this city, has found 1921 business very good with every evidence of the new year surpassing it. L. P. Morsbach, proprietor of the shop, has announced that he has bought the entire building where the shop is now located, at 1620 West Passyunk avenue, and extensive alterations are planned to be made in the Spring, thereby providing greatly increased and needed facilities.

**Doing a Large Okeh Business**

The Okeh distributing business of A. J. Heath & Co., in this city, is reported to have opened the new year well. C. A. Malliet, who is now in charge of the company, is energetically planning for a big year. A. J. Heath, formerly in charge and who recently severed his connections with the company, is a frequent visitor at the headquarters, where he is placing his experience at the disposal of the new management.

**Alterations at F. A. North & Co.**

F. A. North & Co. have decided to bring their talking machine department from the mezzanine gallery, in which it has been housed since they entered this line of the business, to the first floor, and they have given the contract to the Unit Construction Co. to build them a series of booths and record racks. The music roll department of the firm will be moved to the present talking machine department.

**Looks for an Increasing Business**

Everybody's Talking Machine Co. reports having a very fair business since the first of the year and it is looking for it to increase right along. Among recent visitors were Louis Unger, of the Brilliantone Co., and A. B. Schechter, of the General Phonograph Corp.

**W. W. Weymann Pleased With Outlook**

W. W. Weymann, head of H. A. Weymann & Son, says that the outlook for an increase in business is decidedly promising. He said: "Regarding the talking machine business, the demand from our dealers for the February list of Victor records shows a very great increase over last year's February list, and orders for stock records likewise show a decided improvement. We are taking orders from our dealers for the new art model Victrolas and we will begin making shipments as soon as the machines are received from the Victor Co."

"We received in this morning's mail a number of reorders from our dealers for the new Motrola, which is proving a ready seller wherever it is being featured. In the Q R S roll section of our business some very good numbers have just been received and this department shows a continued increase in sales."

M. Rotter, of Bridgeport, Conn., dealer in talking machines and toys in that city, has been declared bankrupt.

**CLOSE OUT ORNSTEIN CO. BUSINESS**

**Other Victor Jobbers in Philadelphia Take Over Assets and Stock of That Company Following Recent Death of Geo. D. Ornstein**

PHILADELPHIA, PA., February 3.—It having been decided to discontinue the business of the George D. Ornstein Co., Victor wholesaler of this city, following the recent death of George D. Ornstein, arrangements were made whereby the other Victor wholesalers of this city purchased the assets and stock of the company, each wholesaler taking a proportionate share of the property. The move of the jobbers was in line with the desire of Mrs. Elsie T. Ornstein, the surviving partner, to be relieved of the burden of the business, as set forth in a letter to the trade, under date of January 21.

The work of inventorying the stock was a trying task and much credit is due to Louis Buehn, president of the Louis Buehn Co., local Victor wholesaler, and also president of the National Association of Talking Machine Jobbers, for his successful efforts as representative for the other Philadelphia jobbers in the handling of the details of the matter.

The distributors participating in the purchase of the Ornstein stock were: The Louis Buehn Co., Inc.; Penn Phonograph Co., Inc.; H. A. Weymann & Son, Inc.; C. J. Heppé & Son and the Talking Machine Co. of Philadelphia.

**REMINGTON STOCKHOLDERS MEET**

**Reconstruction of the Business Is Favored, but No Definite Action Taken—To Meet Again in New York City at Early Date**

PHILADELPHIA, PA., February 1.—A meeting of the stockholders of the Remington Phonograph Corp. was held at a local hotel in this city yesterday. This corporation was placed in the hands of a receiver in equity on December 1 of last year and at the instigation of the officers of the company an unofficial meeting of the stockholders was previously held on December 13. At that meeting a special committee was appointed to make the necessary investigation and the reports of this committee were rendered at the meeting yesterday.

It was stated by a representative of the company that although the company's by-laws do not provide for the holding of meetings outside the State of New York the directors, in response to a request from the committee and also due to the fact that the majority of the stockholders are residents of Philadelphia and places adjacent thereto, amended the by-laws for the holding of the stockholders' special meeting on January 30 in Philadelphia. Lengthy parliamentary debate delayed the development of plans for the future. James S. Holmes, vice-president of the Remington Phonograph Corp., stated that the stock represented in person and by proxy was largely in favor of a reconstruction of the business, but the meeting was adjourned without definite action being taken. Mr. Holmes states that the officers will promptly place the matter before the stockholders again at a meeting to be called in New York City and has full hopes for the continuance of the business with added capital.

**PEARSON PIANO CO. IN NEW HOME**

WORCESTER, MASS., February 5.—A concert marked the formal opening of the new quarters of the Pearson Piano Co., at 23 Main street, here last week. This concern now has one of the finest establishments of its kind in the city. Sound-proof record demonstration booths and talking machine display rooms are features of the store.

**Italian Music Rolls**

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.  
UNITED MUSIC STORES  
619 Cherry Street Philadelphia, Pa.  
225 W. Mulberry St., Baltimore, Md.

**H. N. McMenimen**  
*Consulting Engineer*

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

**Recording, Plating and Pressing**

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**Scotch Plains, N. J.**  
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*Offices:*  
**2 Rector Street, New York**  
Tel. Rector 1484

**TO INCREASE MANUFACTURING PLANT**

**Business of the National Decalcomania Co. Steadily Expanding—Products Grow in Favor**

PHILADELPHIA, PA., February 9.—The need for increased facilities is again apparent in the business of the National Decalcomania Co., of this city. When the present management took over this business some four years ago only about one-third of the present plant was used. Under the management of George C. Grunewald the business of this company has grown steadily. During this period of time adjoining real estate has been acquired and additional buildings erected. However, this space is again insufficient for the steadily growing business of this company. Additional presses are needed, but there is no floor space for them. Accordingly, it is the plan of the company to erect additional buildings on adjoining property which they own in the near future. The National Decalcomania Co. produces decalcomania for all conceivable purposes. The department devoted to talking machine decalcomania is busy and the products of this company are being used for this purpose all over the country. There is also a good foreign demand.

Observe how all passionate language does of itself become musical, with a finer music than the mere accent; the speech of a man even in zealous anger becomes a chant, a song.—Carlyle.

**We buy Records, Motors, Parts**  
**—anything in the talking machine line.**

*Send us full particulars and we will quote you a price.*

Also send for our large list of **RECORDS, MOTORS and PARTS.**

**RELIABLE PHONO SUPPLIES CO.**  
109 North 10th Street Philadelphia, Pa.

**DECALCOMANIA**

**Name Plates for Talking Machines, Pianos, etc.**

**High Class Workmanship**

*Write us for further information*

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



# KANSAS CITY

*Business Decidedly Improved—Prospects Grow Brighter—Stocks Are Low—Higher Priced Talking Machines and Records Have the Call*

KANSAS CITY, Mo., February 6.—January has been a record month in the sale of records, the jobbers and the dealers report, in the Kansas City territory. This is partly accounted for on the ground that the month followed a big month in the sale of machines; that the new records for the month have been unusually attractive; that the prices have been reduced, and that the public is buying more intelligently and systematically than in the past. The sale of machines has been good in the higher-priced models in the cities and dealers are stocking up on all classes of machines, following the cleaning-out sales of December. In some cases there has been activity in the advance orders for March and April delivery. Business is considered good in contrast with this time last year, when the dealers were overstocked, owing to the failure of the holiday sales and the slump in all kinds of buying that was going on. Dealers to-day, on the other hand, are optimistic and are not only doing a good business now but are looking confidently forward to an extra-good year, with a satisfactory turnover.

#### Brunswick Console Is Popular

F. M. Briggs, of the Brunswick, says that the Stratford console at \$300 is holding up as the best seller and that the demand is good and constant. The demand in certain lines is in advance of the factory output. F. W. Cooper, factory representative, was in Kansas City recently and reports that the factory is working full force and full time, but has not been able to meet the demand. Reports from over the territory are to the effect that the stocks are lower than at any previous time, and orders to fill up the stocks are coming in. Dealers are not ordering beyond their immediate needs,

however. The Brunswick branch here will add a new salesman soon to travel this territory.

The business of the local Brunswick shop in Kansas City has been better in December and January than in either 1919 or 1920, or January, 1921. The orders for records indicate that there is a dance craze on just now and there are an unusually large number of orders for "Wabash Blues" and some of the newer favorites. "Leave Me With a Smile," especially, is one of the biggest hits of the day.

#### To Attend Edison Jobbers' Convention

M. M. Blackman, manager of the Phonograph Co., of Kansas City, will attend the conference of jobbers at New York in February and take part in the celebration of Mr. Edison's birthday. While Mr. Blackman usually has some sort of a drive for business on, he is now waiting for this conference to decide on the plan of sales campaign for 1922. The sale of records in January is reported good, the new Re-creations released are meeting with exceptional favor.

Mr. Blackman is regretting that the Chicago office is taking away his assistant, N. A. Bailey, who becomes the assistant of C. E. Goodwin. The larger opportunity offered Mr. Bailey in the Chicago office has been earned by persistent and intelligent efforts that are highly appreciated.

#### Awaiting the New Victrola Models

Arthur A. Trostler, of the Schmelzer Co., Victor wholesaler, says that everything looks good to him. He says that the record sales for January have been phenomenal; that the dealers are filling up after a good holiday trade, and that the difference between now and a year ago is very marked. Then they were pretty blue, because they were left with large stocks on

hand and little prospects of selling them. To-day they have very little stock on hand and there is every reason to hope for a good year. January business, both in records and in machines, has been good, and the general attitude of the dealers is very optimistic. The new console models of the Victor promise to be popular with the trade. Orders are coming in and the comments that have been received from dealers who have not yet ordered show appreciation of the models themselves and of the company for furnishing them to the trade. Mr. Trostler expects soon to be able to announce a successor to D. R. Walsh, who was the head of the educational department of the Schmelzer Victor department and who resigned some months ago.

#### Strong Columbia Advertising

Mr. Johnson, of the Columbia branch, is calling attention to the aggressive advertising policy that is being carried out in this territory in local papers and reports that it is bearing rich fruit in sales of both records and machines.

#### New Post for Charles R. Lee

Charles R. Lee, who has been the manager of the Edison Shop in Kansas City, has become the manager of the Victor department of the Jones Stores Co. This department had an unusually large business during the holidays and was holding up well in January. An unusual opportunity for the development of a big business is offered to Mr. Lee with the Jones Stores.

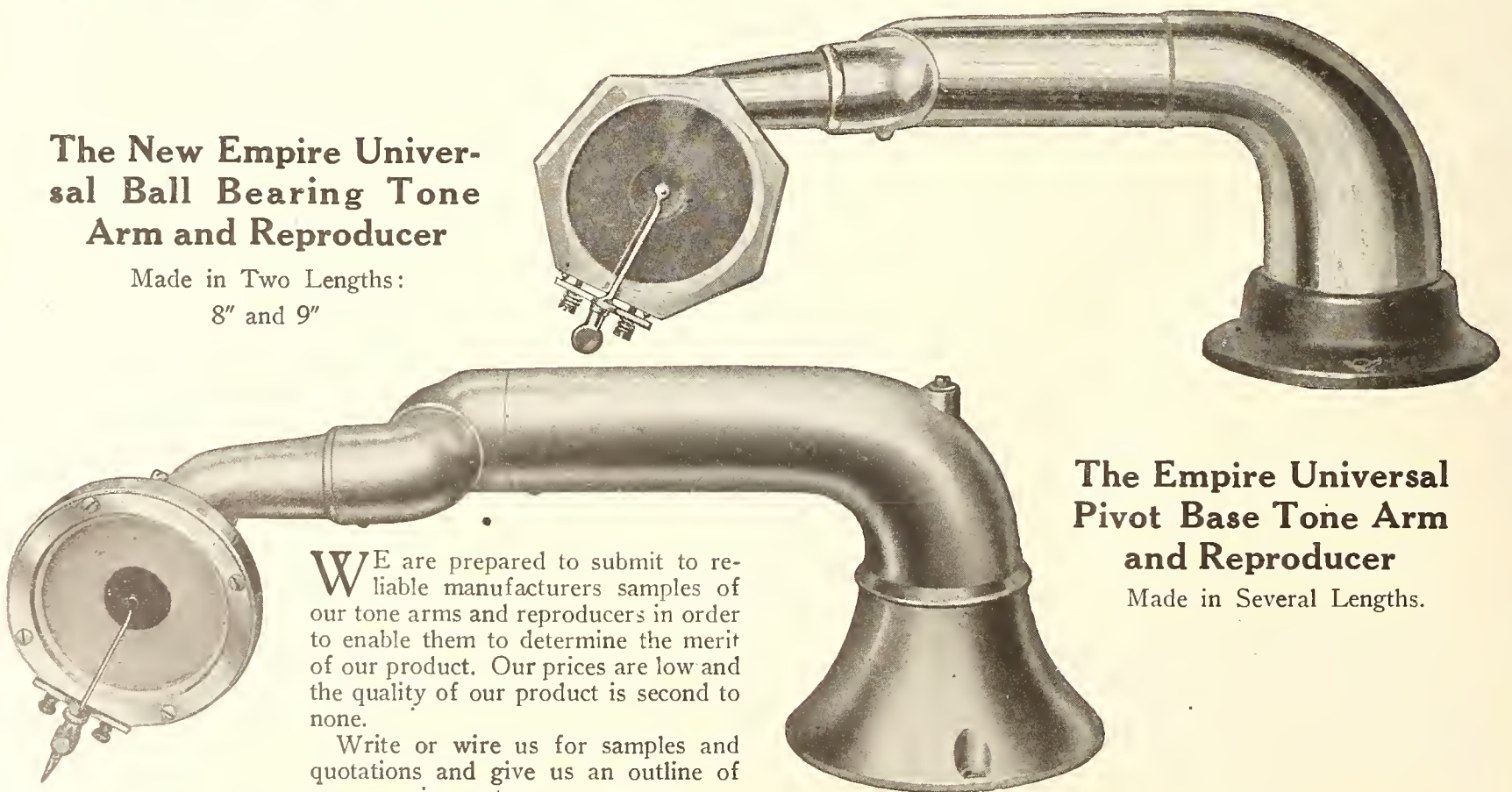
#### Demand for the Better Records

H. J. Ivey, manager of the Victor department of the Peck Dry Goods Co., is calling attention to the high grade of business that is being done this month. He says that the sales of records have run to the Red Seals and that the ordinary records are not nearly so much called for now as during the holidays. Asked for an explanation of the fact, he ventured the opinion that the buyers now were the real lovers of music who bought persistently throughout the year and not those who bought thoughtlessly, to a large degree, just before the holidays. He sees in this feature of the

## Individuality in Your Product Will Mean More Sales for You!

### The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



### The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

**THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.**

*Established in 1914*

**Manufacturers of High Grade Tone Arms and Reproducers**

**W. J. McNAMARA, President**



Timely Releases

Wonderful Sellers

# Okeh Records

*The Record of Quality*

Okeh Dealers get the hits while they *are* hits! You know what that means—Rapid stock turnover and the good will of your patrons.

These six best sellers are the last word in superb recording, novelty and “pep.” That’s what the public wants and that’s what you will find in all Okeh Records.

## Six Best Sellers

- |               |   |  |  |
|---------------|---|--|--|
| 4460          | { | I WANT MY MAMMY—Fox-trot . . . . .   | Green Brothers' Novelty Band                                       |
| 10 in.<br>75c |   | DAPPER DAN—Fox-trot . . . . .  | Joseph Samuels' Jazz Band  |
| 4468          | { | BIMINI BAY—Fox-trot . . . . .  | Harry Reiser, Banjo Soloist<br>Accompanied by Rega Dance Orchestra |
| 10 in.<br>75c |   | APRIL SHOWERS (From “Bombo”)—Fox-trot . . . . .  | Markel's Orchestra   |
| 4467          | { | WHEN FRANCIS DANCES WITH ME—Waltz . . . . .  | Markel's Orchestra   |
| 10 in.<br>75c |   | MONASTERY BELLS—Waltz . . . . .  | Green Brothers' Novelty Band                                       |
| 4479          | { | MY SUNNY TENNESSEE—Tenor with Orchestra . . . . .  | Lewis James  |
| 10 in.<br>75c |   | TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Tenor with Rega Orchestra . . . . .                   | Billy Jones  |
| 4497          | { | BLUE DANUBE BLUES—Fox-trot . . . . .   | Blue Diamond Dance Orchestra                                       |
| 10 in.<br>75c |   | KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt . . . . .                          | Blue Diamond Dance Orchestra                                       |
| 4498          | { | THE SHEIK OF ARABY—Fox-trot,<br>Ray Miller, Melody King, and His Black and White Melody Boys |  |
| 10 in.<br>75c |   | FOUR HORSEMEN—Fox-trot . . . . .   | Glantz and His Orchestra   |

### General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City









CABLE ADDRESS REG'D  
"FILASSE-PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS

"IMICO" AND "SERVICE" ARE SYNONYMOUS AND QUALITY INCOMPARABLE

MANUFACTURED EXCLUSIVELY BY

## INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES AND WAREHOUSE  
106-110 W. LAKE ST.,  
CHICAGO, ILL.  
V. T. SCHULTZ  
CLEVELAND, OHIO  
RAYSOLO SALES CO.  
LANCASTER, PA.

ARTHUR BRAND & COMPANY  
CINCINNATI, OHIO  
WALTER S. GRAY  
SAN FRANCISCO, CAL.  
DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWA

ARTOPHONE COMPANY  
ST. LOUIS, MO.  
STEINOLA COMPANY  
KANSAS CITY, MO.  
PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.

trade an encouraging omen and thinks that it speaks well for a fine business throughout the year. He also spoke of the fact that the sales had been mostly of machines which were priced above \$150 rather than below that sum. This corresponds, in a way, with the feature in the sales of pianos, where the high-grade instruments are selling unusually well and the sale of the lower-priced instruments is not so good.

### M. C. Schoenly to Resign

M. C. Schoenly, manager of the wholesale Victor department of the J. W. Jenkins' Sons Co., reports that the most optimistic letters are coming from over the territory as to the closing up of the year that has passed and the opening of the new year. The dealers have taken advantage of the big advertising campaigns of the Victor and have put things over in a very satisfactory manner. He thinks that the large advertising that has been done during the dull months of 1921 will bear fruit in a very large way in 1922. Dealers visiting the wholesale department, as well as those writing in, are expressing their confidence in the future. The reports that are coming in from the field men are to the same effect.

Mr. Schoenly, who has made an enviable sales record with the Jenkins Co. during the hardest of hard years, will soon sever his connection with that company. He is not now ready to announce his future connection. The date of his closing with the Jenkins Co. will depend in part upon the time that company can provide a successor.

### Secures the Victor Agency

The Paul Music Co. has secured the Victor agency heretofore held by the Boyce Voice Shop and has purchased the stock of records and machines. The removal of the stock took place on February 1 and this made things pretty busy at the Paul shop. This company has been an exclusive Columbia shop and the adding of the Victor line is considered by the management as a very valuable addition. The Paul shop is located between two of the most popular picture shows in the city, on one of the busiest streets, and close to some of the leading hotels. During the evening hours the shop enjoys a very satisfactory trade, not only from those who come to the theatres, but from the transient trade stopping at the hotels. Some very attractive show windows play an important part in attracting the trade.

### The Gennett Record Demand

The Starr Piano Co. reports a very large sale on its Gennett records. They have been introduced to the public here by an aggressive campaign of advertising featuring the pre-war price at which they have been offered. The company management reports that the repeat orders from persons who were induced to buy on account of the price and publicity have been most gratifying. This popularity makes them look forward to increasing sales during the year.

### Happy Six Scheduled to Appear

The Happy Six Dance organization has made several bookings for appearances in the Kansas City territory, and will appear under the auspices of local Columbia dealers in Topeka, Kans., Herrington, Kans., and Atchison, Kans., in the very near future. Probably appearances will be scheduled in other towns of the territory through

the Columbia dealers, and in the three towns mentioned above considerable enthusiasm is being worked up and dealers anticipate a big increase in Happy Six Columbia records as a result of the appearances.

J. W. Buck, vice-president, and R. V. Brown, president, of the Rorabaugh-Brown Dry Goods Co., Wichita and Oklahoma City, stopped off in Kansas City on their way back from a buying trip in New York City, and are pleasingly optimistic about business prospects for this year.

S. Brenner, formerly connected with the Brenner Furniture Co., of this city, will open an exclusive Grafonola Shop at 718 Minnesota street within a few days. Mr. Brenner is intensely enthusiastic about his opening and expects to do a splendid Grafonola and Columbia record business during 1922.

Several new appearances of Barbara Maurel, an exclusive Columbia artist, have been scheduled for the Kansas City territory, and Columbia dealers in the towns where these appearances will be have arranged splendid tie-up so as to secure all of the publicity and Columbia record business possible through Barbara Maurel appearances.

Mr. Waldo, of Ross & Waldo, Ellis, Kans., exclusive Columbia dealers, was in town this week to purchase his Spring stock of Grafonolas and Columbia records, and to attend the hardware convention.

The M. T. Abernathy Music Co., of Independence, Kans., will be exclusive Columbia dealers in Independence, Kans., from now on.

F. J. Williams, formerly of the transportation department of the Central Vermont Railway, has joined the sales staff of E. E. Clarkson & Co., talking machine and piano dealers.

### TO DISTRIBUTE THE RECORDOLA

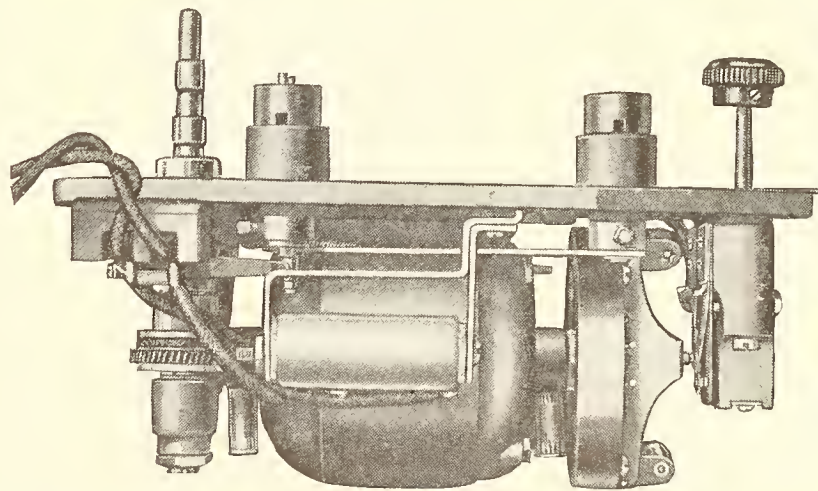
Cabinet & Accessories Co. Plan Active Campaign on Making Records in the Home

The Cabinet & Accessories Co., Inc., New York City, has been appointed distributor of the Recordola, made by the Recordophone Co., Inc., of New York City. This ingenious device for the making of records in the home is attracting favorable comment from the dealers and many orders have been placed. The Cabinet & Accessories Co., Inc., is presenting the Recordola in a particularly high-class manner. It is its policy not to sell by mail on this particular device, but rather to carefully demonstrate the proper working of the instrument.

### GRAFONOLA AT KIWANIS LUNCHEON

TAMPA, FLA., February 6.—Six new members were initiated recently into the Kiwanis Club at the regular Wednesday luncheon at the Plaza Club. Dan Galvin and J. L. Lawrence, in charge of the entertainment program for the luncheon, introduced a new stunt at the meeting. A Columbia Grafonola was brought into the Plaza's main dining room and ten selections were played, each member being asked to write the names of as many of the selections as possible. Three prizes were offered by Mr. Lawrence in the contest and the winners were as follows: Miss Edith Price, first prize; Nick Palaveda, second prize, and Merle Price and Edgar Holt-singer tying for third place.

Olin S. Grove, talking machine dealer of Oakland, Cal., has added the Victor line of machines and records to his stock.



The  
Efficiency  
Electric  
Motor

The only electric motor sold with an unconditional two-year guarantee.

Write for our attractive dealers' selling plan which makes it possible for you to make that additional sale to your phonograph customer.

**THE SYMPHONY MUSIC COMPANY**  
1020 WILSON AVENUE  
CHICAGO





# LONG CONSOLES WILL PRODUCE SALES

When we introduced our "CONSOLES" to the dealers last year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES are recognized leaders in the Cabinet field, and for 1922 we are planning to give the dealers enhanced service and cooperation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

*Write for Our Catalog*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite



# BUFFALO

*Trade Optimistic—Luncheon of Victor Dealers—Important Trade Changes—News*

BUFFALO, N. Y., February 9.—Talking machine dealers are more optimistic now than they have been for some time past. Industrial conditions are showing improvement and there is a general opinion that with building and lake navigation under way the unemployment problem will be close to solution in Buffalo. Dealers report January trade was considerably above their expectations, while February started with a good volume of business.

The Victor Dealers' Association of Western New York held an enthusiastic meeting at the Hotel Iroquois on January 26, following noon luncheon. This meeting was the first of a series at which it is planned to hear and discuss the releases for the following month. The dealers devoted three hours to hearing and discussing the March releases. President C. E. Siegesmund, of the association, spoke briefly on general conditions. The two jobbing houses, the Buffalo Talking Machine Co. and C. N. Andrews, were both represented at the meeting. It is planned to hear the April releases at a similar meeting to be held late this month.

Nora Bayes was a recent caller at the Buffalo Columbia branch. She was the star of a Schubert vaudeville program at the Teck Theatre and her local appearance has greatly stimulated the sale of her already popular records. Another Columbia artist who was recently in the district is Josef Hofmann, pianist.

G. W. Peace has resigned as assistant manager of the local Columbia branch and has been succeeded by H. W. Cardozo, who was formerly with the New York branch. O. F. Benz, record sales manager from the Columbia executive offices, called upon Branch Manager Haring and with him visited a number of dealers. Out-of-town dealers who have visited the local Columbia branch recently include Mr. Besch, of Gowanda; Mr. Mann, of Warsaw; Mrs. Reichoff, of Niagara Falls; Mr. Martin, of Fredonia; Mr. Murdock, of LeRoy; Mr. Caskey, of Eden, and Mr. Burtch, of Tonawanda.

Charles Hoffman, Sonora distributor in Buffalo, reports business showing steady improvement. Mr. Hoffman is planning to spend a month in Florida, returning in time to help make the Spring a record-breaker for the Sonora in this district.

The store of Houck & Emons, at 1476 Genesee street, has been sold to J. Kibler, the former owners going into another field of business. Mr. Kibler, who carries a general line of musical instruments, plans to make a big specialty of talking machine records.

J. C. Du Breuil, who has been placed in charge of a large district by the Brunswick Co., was a recent visitor here, calling upon Branch Manager C. W. Markham. Mr. Du Breuil has supervision over the Buffalo, Cleveland and Pittsburgh districts. He was greatly pleased with the outlook for Spring business as reported by Mr. Markham.

F. E. Russell, formerly manager of the talking machine department of J. N. Adams & Co., is now with Neal, Clark & Neal's sales department. F. S. Barber, formerly of Neal, Clark & Neal, is now manager of the talking machine department of the Rudolph Wurlitzer Co. store.

H. C. Culp is the new manager of the Adam Co.'s talking machine department. He is planning many improvements.

An alarm of fire was sounded from the Main street store of C. E. Siegesmund a few days ago, but when the firemen arrived it was found that a rag burning in a furnace pipe was responsible for smoke which filled the store. No damage was done by the blaze.

Elbridge Glantz has been appointed manager of the talking machine department of the Stranburg music store at Bradford, Pa.

Neal, Clark & Neal have been conducting a ten-day Victrola show, which has attracted many visitors. Much newspaper publicity was given the show and business was greatly stimulated during the period, the firm reports.

Dealers report price reductions on records have greatly stimulated sales and continued good business in record departments is expected for some time.

## O. W. HANSON REMODELING STORE

KANE, PA., February 7.—O. W. Hanson, exclusive Columbia dealer, of this city, is making extensive improvements in his establishment which, when finished, will make it one of the most completely equipped in this part of the State. Mr. Hanson, through aggressive sales methods, has built up a large business which is steadily growing.

H. L. Martin, music merchant of Loveland, Col., has sold out his entire stock, with the exception of Edison phonographs and Baldwin pianos, which he will handle exclusively in the future.

## EDISON SCHOOL IN QUAKER CITY

Sessions for Local Salesmen to be Held in Auditorium of Snellenburg Store

PHILADELPHIA, PA., February 8.—The Edison School for Salesmen, which is to be held in this city on February 20, 21 and 22, will be conducted in the spacious auditorium of the N. Snellenburg Co.

Dr. Benjamin W. Robinson, whose services were secured through the Carnegie Institute of Technology, will be the instructor in charge. William Maxwell and Gene Lockhart will be among those from the Edison Laboratories who will attend the Philadelphia school. The Edison jobber in Philadelphia, the Girard Phonograph Co., has worked hard on the preparation for this school, and the enrollment already made insures a complete success from the standpoint of attendance.

Just bear in mind that everybody was talking depression a year ago. To-day they are busy discussing improvement.



# Throwing Bouquets

*The Modernola*

The Most Modern and Unique of Phonographs

WE believe we are to be pardoned when we explain that we refer to the many "Bouquets" which are being sent us by the Dealers handling the MODERNOLA to their thorough satisfaction.

Why not put the Modernola to the Test for yourself?

We have a very attractive proposition and know you will be interested, because here is a Phonograph perfect in every way and entirely different from all the rest.

**THE MODERNOLA COMPANY**

JOHNSTOWN, PA.

For full information address Dept. D. Eastern Sales Representatives—The Modernola Sales Company, Inc. Geo. Seiffert, Pres. Offices: 929 Broadway, New York City





Universally Adaptable—Insures Real Reproduction—Noiseless—  
Automatic—Eliminates Winding

THE PERFECT MOTOR FOR PHONOGRAPHS

# THE SHELTON MOTOR

More than 20,000 users

Edison, Victor, Columbia—any phonograph—  
can be quickly transformed into an automatic  
motor-driven instrument. Cost is negligible.  
Operated for less than five cents a month. Guar-  
anteed for indefinite use.

Thousands of satisfied users. When attached,  
simply give the turntable a touch, the motor starts  
automatically and runs at that even, uniform speed  
required for perfect tone reproduction.

Never out of adjustment. Made of the finest  
materials. Sturdy. Finished with painstaking care.  
Invisible when the lid is closed.

Phonograph dealers everywhere only need to  
show the Shelton Motor to convince the customers  
of its advantages and superiority.

We will gladly furnish you with the name of  
your nearest distributor.

**SHELTON ELECTRIC COMPANY**

16 EAST 42nd STREET

NEW YORK, N. Y.





**PERSONALITY AN IMPORTANT FACTOR**

Informative Article by H. B. Sixsmith, of Mickel Bros. Co., Embodies Suggestions Well Worth Consideration by the Trade

The following interesting and informative article, headed "Personality," and written by H. B. Sixsmith, sales manager of the Mickel Bros. Co., Des Moines, Ia., Victor wholesaler, appeared in a recent issue of the folder that is mailed regularly by this company to its dealers:

"Someone once remarked to me that 'selling was 10 per cent merchandise and 90 per cent personality.' While I might have doubted it at the time, I have since realized that the statement was not much overdrawn at that.

"The need for personality in business and the success that it brings are not to be disputed. By business personality I mean the little personal attentions that some of us forget to display at times, and which show a discriminating observance of the desires of our customers.

"The common term for such things might be 'service.' Satisfaction in service might be termed the keynote of personality in any business. Personality furnishes the keynote to every business proposition. More than that, it is the vital element in every enterprise, particularly in the big Victor business of to-day.

"The prices of Victrolas have become standardized. It is, therefore, imperative that every Victor dealer develop a personality that makes his store stand out above all others. By your personality you induce a customer to take a little more than a casual interest in your business and attract him into coming in again to trade.

"Strive constantly to impress upon all customers that behind every sale there is a personality that is trying to develop their good will. Study the 'ins' and 'outs' of human nature. We have long since discarded the 'public-be-damned' policy and in its place we have a modern one, 'the public be pleased.' A complaint from a customer is not sufficient excuse for you to 'fly off the handle,' but an opportunity to exercise your personality in dealing with human nature.

"Personalities have a far-reaching effect. In the western part of the State there is a town which has two dealers who sell Victrolas. One is an energetic, ambitious chap with a personality that is a marvel. To have met and talked with him is equal to a 'shot in the arm.' His hand-shake comes from his heart, and when he backs it up with one of his effervescent smiles you get a 'thrill that comes once in a lifetime.'

"The other fellow is an apostle of gloom. You're afraid to shake his hand for fear of pulling his arm out of its socket. He greets you with a mournful face and his first words are always something like this: 'Hello, how are you? Don't waste any time trying to sell me anything. Business is all shot to pieces and I can't collect a cent on my accounts. Better go over and talk to Frank. This business will soon have me in my grave.'

"Whenever I'm in this section of the country I always run in to see these two fellows, but I never call on 'Old Man Gloom' first. I always manage to get there about a half hour before train time. If I called on him first he would utterly ruin a perfectly good day for me, so I take no chances.



**Superior Universal Reproducer on the Edison**

*The Ideal All-Record Reproducer for the Edison Disc Phonograph*

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold Retail Prices, \$7.50 Nickel—\$10.00 Gold Quantity Prices on Application



Superior Specialties for Phonographs  
**BARNHART BROTHERS & SPINDLER**  
Monroe and Throop Streets CHICAGO

**GOVERNMENT CURBS RADIO MUSIC**

**Forbids Broadcasting of Concerts and Addresses by Amateur Sending Stations Until Interference Can Be Avoided**

WASHINGTON, D. C., February 3.—The Department of Commerce has issued a temporary order forbidding amateur radio sending stations from broadcasting addresses and music until some system is worked out which will eliminate interference, which has been causing no end of trouble since the boom in this form of wireless communication started, about three months ago.

Professionals who hold commercial licenses are not affected by this order, but have been advised that they should work out some program among themselves if action by the Government is to be withheld indefinitely. It is estimated that there are more than 14,000 amateur radio-sending stations scattered about the country. The law provides that all sending stations must take out licenses.

**BRUNSWICK STORES IN NEW JERSEY**

**B. Kemilhor in Madison, N. J., and the Merlon Corp., of Newark, to Handle Brunswick Line**

The phonograph division of the Brunswick-Balke-Collender Co., New York, announces the appointment of two new dealers in New Jersey. B. Kemilhor has opened a well-equipped store in Madison, N. J., and intends to cover his territory for the Brunswick in a very aggressive way. This agency goes to the credit of T. J. Garland, Brunswick representative for this territory.

Another agency recently established was that of the Merlon Phonograph Corp., of Newark, N. J., which conducts a chain of stores in various cities in the State with headquarters in Newark. It has taken on the Brunswick line for the Newark, Bloomfield and Clinton stores and intends to feature it exclusively.

"The worst part of it is that his store reflects his miserable personality and even his clerks have caught it. Can you imagine what impression the customer gets, and do you think that such a personality will ever attract that customer again?"

"If you haven't a personality, develop one. If you can't do that, then pick out a fellow who has a good personality and imitate him."

**J. A. BLIESENICK BUYS BUSINESS**

**Manager of Hahne & Co.'s Talking Machine Department Resigns and Buys Ridgewood Victor Store—J. Blake Made Hahne Manager**

NEWARK, N. J., February 4.—J. A. Bliesenick, for a number of years manager of the talking machine department of the Hahne & Co. department store, New and Broad streets, this city, resigned his position last week to assume ownership and management of the Ridgewood Talking Machine Co., Ridgewood, N. J. Mr. Bliesenick started with Hahne & Co. about sixteen years ago as a polisher in the piano department and from there he gravitated to the talking machine department, which he helped to build up and managed successfully for some years. His new establishment is one of the most attractive in Ridgewood and his wide experience in the retailing of talking machines assures success. Victor talking machines and records will be handled exclusively.

J. Blake, Mr. Bliesenick's assistant in the management of the Hahne & Co. department for the past five years, has succeeded to the management, and although he has been in charge but a few days he is already considering ambitious plans for expansion and increased business. Mr. Blake has been connected with the talking machine business since 1907 and he is also an experienced merchandiser of machines and records. Victor talking machines and records and Sonora phonographs are handled in this department.

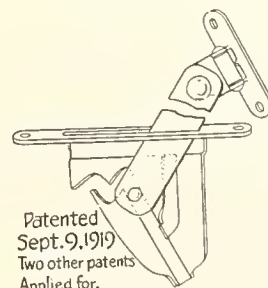
**FISKE SINGERS ON COLUMBIA LIST**

The Fiske University Jubilee Singers visited New York recently, and while here made several records for the Columbia Graphophone Co. They had made one song when G. C. Jell, of the Columbia recording division, called the employes of the company together, so that they might hear the Jubilee Singers make their second recording. The Columbia staff was keenly enthusiastic regarding the splendid voices of this well-known organization, and Columbia records will undoubtedly be given a hearty reception by the dealers.

Gibson M. Hall, manager of the United Phonograph Stores' branch at Middletown, Conn., has severed his connections with that company to enter another business.



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each.  
Tone Arm and Sound Box, Per Set \$1.35.  
We carry in stock parts for all makes machines. Write for our catalog and prices.  
**Pleasing Sound Phonograph Co.**  
Manufacturers—Jobbers  
204 East 113th St., New York City  
Jobbing Territory Open



**The Most Dependable and Inexpensive Lid Support on the Market**

Patented Sept. 9, 1919  
Two other patents Applied for.

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.  
Samples on request.

**STAR MACHINE & NOVELTY CO.**  
81 MILL STREET BLOOMFIELD, N. J.



# C I N C I N N A T I

*Business Is Quiet but Dealers Are Working Along Trade-making Lines—Record Demand Is Active—Albums Aid in This Connection*

CINCINNATI, O., February 6.—Talking machine business may indeed be rushing in Cincinnati, but there is a great deal of concerted and energetic investigation being made to discover in just what direction it is moving so rapidly. Its course, apparently, is not altogether toward the stores of machine and record dealers, though just enough of it is being isolated and lured into paying money for this sort of entertainment to make the dealers admit that they are fairly satisfied. Cincinnati dealers in talking machines and records seem sensibly not to have joined themselves with the great army of strident economic katyids who make the business grass resound with their pessimistic twitterings.

#### The Popularity of "The Sheik"

There is, at least, a tacit agreement that if every department of the stock-in-trade sold as well as that meteoric record, "The Sheik," all would be delightful. Morris Fantel, of Widener's Grafonola Shop, 117 West Fourth street, is one of several to pronounce "The Sheik" to be the month's best seller. He accords second honors to "The Wabash Blues." Mr. Fantel made a very encouraging report. He said: "Our record business for January equaled that of December! It was a 50 per cent improvement over last January. Our business in machines is much better, and we are optimistic enough to believe it will continue."

E. D. Fallin, of Widener's, Inc., spent several days in Cincinnati on his way to New York. A cash prize of \$100, offered by Widener's to the salesman making the greatest volume of sales, net business and largest down-payments during December, was won by R. O. Kindt, of the Cincinnati shop.

#### To Attend Edison Jobbers' Convention

Manager Oelman, of the New Edison Co., 314 West Fourth street, reported a fair trade during the month. He said: "Our business was satisfactory both in machines and records. We had not expected anything of exceptional nature, but for results obtained we are encouraged, though future conditions are considerably puzzling. Our best record sales were made of a piano record, 'Kickin' On the Keys.'" Mr. Oelman plans to attend the Edison jobbers' convention in New York February 11, Mr. Edison's birthday. Mr. Oelman will remain in New York during the week of the convention.

E. M. Abbott, of the Abbott Record Shop, Seventh and Elm streets, reports a fair business during January. He said: "Our January business was about medium. I am satisfied with the business done, but we did not do quite as well as we expected. One gratifying fact was that the greater proportion of sales was made on high-priced machines."

#### Again Proves Talents as a Drummer

When the Cincinnati Symphony Orchestra, preparing to take its annual Southern tour on January 23, found itself without the services of its regular drummer, Clifford Link, son of George Link, of Link's Record Shop, Vine street, filled the vacancy. Mr. Link was formerly with the Cincinnati Symphony Orchestra, and last year with the Detroit Symphony Orchestra. He is a master at the instruments of percussion.

E. I. Pauling, of the Starr Piano Co., reports a good business in both records and machines. Mr. Pauling visited the Starr factory at Richmond, Ind., in January, and reports that the record-making department of the factory is working both day and night.

#### Strong Victrola Demand

W. G. Rowbotham, of the Victrola department of the Baldwin Piano Co., is another dealer who accords first place in sales appeal to "The Sheik." He said: "The Sheik" is by far our biggest seller, both in records and music rolls. It is a tremendous hit. In the main, our busi-

ness for January was very good, about the same, or perhaps a little better, than last year. We are very well satisfied, although January business could be better."

Mr. Rowbotham calls attention to the new console models of Victrolas to come out the first of April. These are to be priced from \$115 to \$350.

Mr. Rowbotham conducted a "one set" sale of record albums in January and was most successful. He was soon sold out, and plans soon to launch another campaign of the same nature. The window of the Baldwin Victrola Shop was very attractive, centering on the new Victor catalog, many copies of which have been called for at the store.

#### With the Columbia Dealers

The Columbia wholesale branch in Cincinnati reports a number of interesting happenings in the business throughout the Cincinnati district. When a competing store in Madison, Ind., announced that it would give a free record concert each Saturday night at 7 o'clock, Edward Kirkwood, Columbia dealer at Madison, promptly hired a small "darker" to play a Grafonola at the door of his store and announced a free concert every day from 8 a. m. to 10 p. m.

J. E. Israel, of D. Sommers & Co., Indianapolis, is spending part of the Winter in Florida.

W. T. Breeze, Brooksville, Ky., Columbia dealer, married Miss Nan M. Hancock, of Brooksville. It is remarked that here is an opportunity for someone to allude to the Breezes and the "little Zephyrs."

Miss Lee Hatton, of the record department of the E. M. Abbott Co., was married January 7 to E. L. Kane.

Rodney Martin, proprietor of Martin's Music Store, Dayton, O., has issued an attractive circular calling attention to the advantages of having music at hand when it is desired. Mr. Martin, who is a Columbia dealer, remarks in his circular: "Happy Homes Mean Success, and Music and Its Appreciation Will Bring Happiness." Other parts of the circular are devoted to pointers for compiling a library of music.

#### Big New Brunswick Account Opened

S. Reis, manager of the Cincinnati branch of the Brunswick Co., reported one of the largest accounts to be opened by any store handling Brunswick goods in this territory as being that of the Sterche Bros. Co., which has stores in eleven cities in Tennessee and Kentucky.

Mr. Reis reports satisfactory business during January. He said: "Our business has been very encouraging, and we think there is an excellent outlook for the continuation of our good trade. We are out to get the business, and we will continue to push Brunswick products to the limit."

#### Calling On Pathé Dealers

A. R. Saunders, manager of the Pathé department of the Alms & Doepke Co., said: "Pathé sales in Cincinnati, and, in fact, throughout the Cincinnati territory, have been growing steadily during January. We are very much encouraged, and believe that the outlook is good for a successful year." Mr. Saunders left Wednesday, February 1, on a two weeks' trip through the northern part of Ohio, during which he expects to visit all Pathé dealers in the State.

#### What H. L. Chubb Reports

H. L. Chubb, of the Chubb-Steinberg Music Shop, reports a good business done during January. He said: "Although the month was not a record-breaker, business, nevertheless, was very satisfactory. Record sales were as good as December, and sales of machines were better."

F. X. Donovan, manager of the Victrola department of the John Shillito Co., reports a brisk trade for January. He said: "We were completely sold out on 'The Sheik,' although other record sales were good."

Your Line of  
Phonograph  
Needles Is Not  
Complete Unless  
You Display  
These Popular  
Brands

REFLEXO  
BLUE STEEL  
NEEDLES



Reflexo Blue Steel phonograph needles "hold the record" for popularity with jobbers and dealers the country over.

Write for samples and prices.

GILT EDGE  
NEEDLES



Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching, scraping sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for  
samples and prices.

REFLEXO  
PRODUCTS CO., Inc.

347 Fifth Avenue  
At 34th St. Suite 601  
New York City





## ANNOUNCEMENT

### THE ORSENIKO COMPANY, Inc.

THIS company is recognized as holding a foremost position as manufacturers exclusively of period furniture.

The company is equally well known for having made the period phonograph a commercial success, having developed twenty-one distinct models. All of these designs are patented and owned by this company.

Heretofore they delivered their entire output of cabinets under contract, but are now at liberty to manufacture for the trade in general.

They have on hand a number of distinctive models, which can be purchased at very reasonable prices, either equipped or unequipped, as desired.

These cabinets are of superior construction and are subject to minute inspection. They can be examined in the raw wood or finished state at our factory where you will be cordially welcomed.

The "ORSENIKO" Period Phonograph will soon be on the market. It will be of interest in price and design to the most discriminating buyer.

#### FACTORY

Skillman Avenue and Rawson Street  
Long Island City, N. Y.

#### SHOWROOMS

110-114 West 42nd Street  
New York City, N. Y.





# IN PITTSBURGH

*Music Week Discussed by Association—Industrial Situation Improves  
—Distributors and Dealers Display Activity—Trade Outlook Good*

PITTSBURGH, PA., February 6.—Talking machine dealers here are much interested in the proposed "Music Week" plans that are being formulated for an observance of the same under the direction of the National Bureau for the Advancement of Music. The movement was formally launched some months since at a meeting of the Piano Merchants' Association of Pittsburgh, and was followed by the naming of a committee in behalf of the Musicians' Club of Pittsburgh. At first it was intended to hold the Music Week last Fall, but owing to the unsettled business conditions that developed it was deemed advisable to hold the matter in abeyance.

At the January meeting of the Association the president, Wm. C. Hamilton, who is also president of the S. Hamilton Co., Victor dealer, again broached the matter and was given hearty endorsement by M. V. DeForeest, the president of the National Association of Music Merchants, who was a guest at the meeting and who has stores at Sharon and Greenville, Pa., and at Warren, O., in which he has well-arranged talking machine departments. It is now planned to have Robert Lawrence, of the National Bureau for the Advancement of Music, arrange to come to Pittsburgh during May and address a meeting of representative music men and others interested in music and fix on a date some time in the Fall for a Music Week in the Steel City.

Among the talking machine dealers who attended the meeting were: Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer; A. O. Lechner, of the Lechner & Schoenberger Co., Victor, Edison and Columbia dealer; W. C.

Dierks, of the C. C. Mellor Co., Victor distributor; Arthur O. Armbruster, of the Henricks Piano Co., Brunswick dealer; D. L. Aaron, of Kaufmann's, Victor dealer, and E. B. Heyser, of the W. F. Frederick Piano Co., Victor dealer. Another out-of-town guest was E. E. Schellhase, a Victor dealer of Waynesburg, Pa.

#### **Starr Line Making Gains**

H. C. Niles, secretary of the Starr Phonograph Co. of Pennsylvania, distributor of the Starr phonograph and Gennett records, reports a very satisfactory demand for the Starr and Gennett lines. The company has a very extensive territory, which is well covered by live-wire Starr dealers. One of the new places where the Gennett records are sold is a shoe-shining parlor in the concourse of the Pennsylvania station here. It is a very neatly fitted-up parlor, finished in white. In the showcase that adjoins the front of the shop is kept an assortment of Gennett records. The posters and other advertising matter of the Starr and Gennett lines are well displayed.

Jacob Schoenberger, president of the Lechner & Schoenberger Co., Victor, Edison and Columbia dealer, will leave this week for the South with Mrs. Schoenberger, to spend the greater portion of the remainder of the Winter in Florida.

#### **Business in Carload Lots**

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Graphophone Co., stated that trade conditions, as far as the Columbia line is concerned, were showing a good improvement over the same period last year. Mr. Nichols is quite optimistic over the outlook for the next quarter and believes that the

Columbia dealers in his territory will establish some new sales records. It is reported that features of the sales in the Pittsburgh district the past few weeks have been "carload lots." It was stated by one in a position to know that in a great many cities and towns in the territory covered by the Pittsburgh Columbia branch carloads of Columbia Grafonolas were sold and that in Wheeling, W. Va., a two-carload order was booked.

#### **Victor Wholesaler Is Confident**

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is optimistic concerning the Victor trade outlook in his territory and believes that with consistent effort and the employment of enterprising methods Victor dealers need not be alarmed as to the solidity of their future business. Mr. Evans is confident that the Victor trade will show a marked increase as soon as the stability of the industrial centers here is assured.

#### **Industrial Situation Improves**

Returning from a business trip to West Virginia and eastern Ohio, H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, had nothing but good words to say of the prospects for future business. In speaking with The World representative Mr. Brennan said: "The trade conditions, as I have observed them the past two weeks, indicate to me that there will be a slow but steady recovery of business in this district and the immediate vicinity. All indications go to show that the mills and mines will gradually resume and when they do their percentage of operation will increase rather than decrease. I have talked with a great many of the Pathé representatives in the various cities and towns that I visited and I have yet to meet one who took a discouraging view of business." Mr. Brennan stated that sales of the Pathé and Actuelle and the Pathé records for January were highly satisfactory and showed an increase over the same month a year ago.

Fire a few days ago did slight damage to the

## **Insure Your Prosperity for 1922**

By Securing an Agency for

# **OKeh Records**

OKeh Records are the equal of any made. They include the latest vocal hits and dance selections—also classical numbers by artists of world-wide renown.

We keep an ample stock of OKeh Records always on hand and can make quick deliveries.

Let us tell you about our Attractive Dealer Proposition for 1922.

## **STERLING ROLL and RECORD CO.**

137 W. 4th Street

Cincinnati, Ohio





Oh, play that Song of In-di-a' a - gait. There's some-thing so ap-peal-ing in each strain-

# PLAY THAT SONG OF INDIA AGAIN

YOU CAN'T GO WRONG WITH ANY FEIST SONG

LATEST DANCE SENSATION

ASK TO HEAR IT

East Liberty store of the S. Hamilton Co. The blaze originated in an adjacent building and later reached the Hamilton store, but luckily the firemen were able to control the flames before much damage was done.

**Health-builder Records Popular**

John Henk, the well-known proprietor of the Columbia Music Co., Columbia dealer, is specializing on the Walter Camp health records and is giving daily demonstrations in his demonstration rooms. Mr. Henk stated that the Walter Camp records were bound to make a hit, as a number of business men and others who had seen and heard the records were delighted with their simplicity and practicability.

The estate of Joseph Hardwick, of Uniontown, Pa., music dealer, is being managed by Joseph Hardwick and his sisters, the Misses Lena, Sylvia and Ethel Hardwick. The late Mr. Hardwick was widely known and just prior to his death took possession of a fine new music and talking machine store on South Gallatin avenue. The Aeolian-Vocalion is handled by the store.

In the talking machine parlors of the Joseph Horne Co., dealer in Victor, Columbia, Cheney and Pooley, a fine demonstration in the shape of an object lesson in the making of the Cheney phonograph is shown. All of the parts that go to make up a Cheney phonograph are displayed on a large board. From this exhibit a close-up and detailed view is given of the methods and material used in the construction of the Cheney.

**Pleased With Business Outlook**

I. Goldsmith, president of the Player-Tone Talking Machine Co., in conversing with The World representative stated that the outlook for business was very bright. He said: "I feel

as though we are about to enter a very satisfactory business era. Our sales the past few months have been most gratifying and we have placed new distributors and district agencies in various sections of the country. We are making what I term a talking machine that meets with the approval of the trade and also the man and woman in the home. We have no complaint to make regarding business conditions and we feel that the Spring season will be most satisfactory."

**Columbia News Happenings**

The Galperin Music Shop, exclusively Columbia, certainly deserves the success it is meeting in Charleston, W. Va. Every important sales plan put out by Columbia recently has been put over enthusiastically. It never misses a chance. When it booked the Happy Six Orchestra recently it had 1,500 people out to the dance. The Galperin Music Shop has a sales organization that knows no figurehead. Everyone is a hustler from S. H. Galperin, manager, throughout, including Dan Nicholson, record salesman; E. Glesancamp, musical instrument salesman; Miss Marcella Salomon, bookkeeper, and Miss Dorothy Hemings, in charge of the sheet music department.

Joseph Horne's phonograph department is worthy of the fine reputation it has earned in Pittsburgh. It has an atmosphere of wholesomeness which encourages parents to bring their children and a big business is developed.

E. G. Dudley's drug store, Columbia headquarters in Wilkinsburg, Pa., has a reputation of being absolutely up to date. Columbia enthusiasts will accept this statement as true when we tell them every menu has a Columbia monthly record supplement pinned inside of it.

M. Mosesson isn't always through for the day when he closes his exclusive Columbia shop on the North Side for the night. He's enjoying the coon-hunting season, and the other night he and his party bagged three coons and a terrible appetite for breakfast.

**More Music for the Schools**

Under the caption "More Music for the Schools" the Pittsburgh Sun, an afternoon daily newspaper, has this to say: "The announcement at the meeting of the Pennsylvania Educational Association that music is to be taught more generally hereafter will arouse no opposition from those who have investigated the subject. The move is in accord with the ideas of the foremost educators of the day. They find in the study of music mental training of the best sort; moreover, it serves better, perhaps, than any other study to inculcate in the children appreciation of the beautiful.

"Music is an anodyne to soothe the spirit when it is wounded or oppressed by the unpleas-

ant things of life. It is desirable that everyone should be able to call music to his aid when there is need of it. And that will be possible if it is taught generally in the public schools.

"Another reason why instruction concerning music should be given children is that they may be placed on guard against the degrading influence of jazz or similar atrocities now masquerading as music. This so-called 'music' is having a pernicious effect. It is corrupting the people's taste. And there can be no better way of counteracting it than by teaching the children in the public schools to enjoy the kind of music which has always been associated with ennobling and inspiring things."

**Developing Sonora Trade**

H. Milton Miller, manager of the Sonora distributing agency in the Pittsburgh district, is looking forward to a brisk Spring season. He is enlisting the interest of his dealers in keeping the period models of the Sonora before their customers. He is of the opinion that in time the period model will dominate the talking machine industry in popular favor.

**Some Trade Brieflets**

Ben Hammond, of the Talking Machine Co., of Birmingham, Ala., Victor distributor, was the guest of his brother-in-law, W. C. Dierks, of the C. C. Mellor Co. Mr. Hammond is a brother of Mrs. Dierks.

W. F. Beck & Son, music dealers, are now located at 155 North Fairview street, Lock Haven, Pa. They carry Pathé and Sonora phonographs.

Fred C. Bitner has opened a Columbia Grafonola Shop at 23 Baltimore street, Hanover, Pa.

The Manley Piano Co. of Welch, West Va., has been incorporated with a capital of \$20,000 and will deal in pianos and talking machines. W. H. Needham is the general manager.

**TO INTRODUCE NEW COUNTER DISPLAY**

The Reflexo Products Corp., New York City, will shortly present to the trade a new and improved counter display stand for the Reflexo Gilt-Edge needles. The needle boxes in this new stand, while being visible, are not available from the front of the stand. This feature will protect the dealer against minor thefts which occur from time to time. This stand will be tastefully decorated in colors and is expected to prove very efficient as a silent salesman.

**HIGH CLASS PHONOGRAPH RECORDING**

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Newark Recording Laboratory  
15 West Park St. Newark, N. J.

**PERRY B. WHITSIT**

**Records Make Ideal Gifts**  
Every Victor dealer should teach his community to accept this fact. It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

**COLUMBUS ~ OHIO**  
VICTOR DISTRIBUTORS

**COTTON FLOCKS**  
.. FOR ..  
**Record Manufacturing**  
THE PECKHAM MFG. CO., 238 South Street, NEWARK, N. J.



# S A I N T . L O U I S

*Business Shows Improvement—Association Activities—Firms Appreciate Work of Sales Forces—News Budget From the Saintly City*

St. Louis, Mo., February 9.—January business, taken altogether, has been only fair to middling. It was not that during the first half of the month, but the improvement the latter half helped to pull up the average. At that, though, it was up to expectations because nobody expects a great deal from January, and in some instances it appears to have been better than was expected. The foregoing refers more particularly to talking machines. The record business was very good, as it always is in January, partly due to the large number of new owners incidental to the holidays. While the machine sales have not been brisk, the recovery from the after-Christmas slump is proceeding normally and a pronounced improvement is expected this month.

#### Review of Columbia Activities

The local branch office of the Columbia Graphophone Co. has made a careful analysis of Columbia business done in this territory for the past year. One of the most striking results of this survey was dealer advertising. Without exception the dealers who have visibly increased their business have been the largest advertisers. These dealers have consistently advertised in the newspapers and have followed up their advertisements with a heavy distribution of circulars, supplements and attractive window displays to entice the public inside their stores. Their experience has been that the public, in buying records, is invariably habitual and that after a casual customer has come into the store several times there is a reasonable certainty that he will become a permanent buyer there. The dealer's real problem has been to sufficiently interest the public to come into the store. Hence the progressive dealer has turned to advertising as the

best medium of enticing new buyers to his store. Naturally, it has taken money to do this, but the added business which has subsequently resulted has more than paid for the advertising and has given the dealer large profits. As the year of 1922 advances it is to be hoped that the germ of clear vision as to the great value of advertising, with which many of the dealers have been gifted, will propagate and bring its rich reward to many others who sow it. Dealers who have had a foreign trade have discovered that the introduction to the public of the international records has resulted in a substantial increase in their record sales and the records have been acknowledged by their buyers as unusually good. The reduction of the price of 85-cent records to 75 cents has brought forth much enthusiasm from all the dealers in this vicinity who already see increased business as a result of this move.

#### Famous & Barr Co. Forces Banqueted

Nineteen twenty-one was a mighty good year in the talking machine department of the Famous & Barr Co. and Manager J. F. Ditzell, to show his appreciation of the good work of his organization, which helped to make it mighty good, gave a banquet for them at the Missouri Athletic Association. There was no formality about it. The guests ate to the music of a Victor and a Brunswick, one at each end of the banquet room, and after the eating they danced to the same music. The guests other than members of the organization were C. F. Jackson and Charles Shaw, of the St. Louis Brunswick branch, and Mark Duncan, of the Chicago Talking Machine Co.

#### To Manifest Appreciation

Another talking machine department that did

a good business last year is that of the Stix, Baer & Fuller Dry Goods Co. and the firm, to show its appreciation, will give a banquet soon to the members of F. J. Ennis' talking machine organization. At the annual dinner of the executives President Aaron Fuller complimented Manager Ennis on the showing made by the department since he had been at its head.

#### Manager Ditzell's Birthday Remembered

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, had a birthday February 2 and the employes of his department found it out some way and presented him with a beautiful potted plant for his desk. It gave him as much satisfaction as the inventory for the fiscal year ending January 31, which showed 1921 to have been the most successful year in the history of the department by a very safe margin.

#### A. W. Hosier Appointed Manager

A. W. Hosier is the new manager of the Scruggs, Vandervoort & Barney talking machine department, succeeding Miss Loraine Merritt, who resigned to get married. Mr. Hosier, who has been manager of the Victor department of the J. W. Jenkins' Sons Music Co., of Kansas City, Mo., for the past seven years, took charge here February 1. He has always been a Victor man, having been with the Schmelzer Arms Co. before going with the Jenkins house. The Vandervoort department handles both the Victor and the Brunswick. Mr. Hosier thinks the Vandervoort organization is wonderful. He plans to give most of his building-up attention to service. A large bunch of carnations from the employes was on his desk when he took charge.

#### Association to Be Active Force

Anxiety about the continuance of the Music Merchants' Association of St. Louis was allayed by a large attendance and an enthusiastic spirit at the annual meeting of the association at the Statler Hotel. The association had not been functioning very well for a few months and Secretary Ditzell felt so discouraged about it that he said as much in his letter to the members announcing the meeting, to this effect:



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

*The finest phonograph is appropriately encased in*

**AMERICAN  
WALNUT**  
*"The Cabinet-wood Superlative"*

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

*This is the "American Walnut Period"*

*Send for our valuable data for manufacturers—or data for dealers. Also the worth-while Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the*

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



**Two stirring marches by the U. S. Naval Academy Band, "Willow Grove March" and "Lights Out March," both on one record. Marches are always in demand—here are two unusually good ones. A-3523.**

**Columbia Graphophone Co.  
NEW YORK**



"We expect that this meeting will decide the future of the Music Merchants' Association. It is rather hard to admit failure, but, to be frank, I believe the St. Louis Music Merchants' Association, considering the past and what might be possible in the future, is a failure. This failure might be due to many causes, but nevertheless in my opinion it is absolutely unnecessary to continue as an association. The present directors have tried in every way to make a successful association and at a recent meeting it was almost unanimously declared that we have failed. However, we want the expression of the members, as each has made a substantial payment covering dues, etc., therefore at this coming meeting we will decide whether to continue as an association or disband."

He talked to the same effect at the meeting, but the members, faced with the alternative of quitting or going ahead, voted to go ahead. The social feature is to be stressed more in the future. There are as many talking machine men as piano men in the association.

By unanimous vote the officers and directors who served last year were re-elected, as follows: President, P. A. Lehman, Lehman Piano Co.; vice-president, Mark Silverstone, Silverstone Music Co.; Secretary, John M. Ditzell, Famous & Barr Co.; treasurer, J. J. Kleekamp, Kleekamp Bros.; directors, P. E. Conroy, Conroy Piano Co.; E. A. Kieselhorst, Kieselhorst Piano Co.; and Val Reis, Smith-Reis Piano Co.

#### Increasing Demand for Gennett Records

Manager Earl E. Fay, of the Connorized Music Roll Co., which handles the Starr talking machines, says business is picking up and dealers are beginning to send in orders, following a lull in the early part of January. The demand for Gennett records has been so good that orders have outrun the supplies, so that on February 1 thirty-five orders were on hand which could not immediately be filled, but the promise was that the situation would soon be straightened out by day-and-night work at the factory.

#### Silverstone Gave \$500 Additional

When Thomas A. Edison, Inc., offered \$5,000 for the best Edison slogan, Mark Silverstone, president of the Silverstone Music Co., Edison distributor for the St. Louis territory, offered an additional \$500 if the winner was in this territory. Henry C. Lawrence, of Webster Groves, a St. Louis suburb, won the \$5,000 and received an additional \$500 from the Silverstone company. His suggestion was "The Fireside Encore of the Artist."

#### Books "The Happy Six"

The Walther Furniture & Undertaking Co., Columbia dealers at Cape Girardeau, Mo., has succeeded in booking "The Happy Six," Columbia exclusive dance orchestra, for February 16. The "Happy Six" will give a concert followed by a dance. This performance represents the initial appearance of Columbia artists in this city and the Walther Co. is making energetic plans to capitalize this opportunity.

#### C. F. Shaw Goes to Baltimore

C. F. Shaw, who has been city salesman for the Brunswick Co., has been transferred to the

company's Baltimore branch, where he will be district manager. R. F. Novy, who has been Missouri and Illinois traveler, takes his place here. N. O. Fiske, formerly of Kansas City, takes the Missouri and Illinois territory.

Mark Silverstone, president of the Silverstone Music Co., and his wife went to Orange, N. J., to help Thomas A. Edison celebrate his seventy-fifth birthday, February 11, and to attend the jobbers' convention.

#### A Tribute to the Columbia Motor

May Stern & Co., Columbia dealers in St. Louis, have featured in their window this week a handsome period model phonograph, purchased abroad by Mr. Walheim, president of the company, and copied minutely from a cabinet masterpiece of Italian art. The cost of the cabinet alone was \$1,000. After a careful scrutiny of the various motors on the market Mr. Walheim finally decided upon a Columbia motor as one that he could thoroughly depend upon. Mr. Walheim has given this beautiful period phonograph to his daughter, who was recently married, as a wedding gift.

#### A Remarkable "Find"

Two Greeks, proprietors of a "Kandy Kitchen" on Delmare avenue, St. Louis, are the proud possessors of an imported "hurdy gurdy" piano from which many strange instrumentations issue when played. Upon investigation the interior of the piano disclosed among other instruments a small Columbia Grafonola, over twenty-five years old, and in perfect condition. The piano was originally constructed in Germany.

"Birmingham Blues," the latest Columbia special release, promises a run equal to the best of popular dance records in this territory.

#### Returns from Visit to Headquarters

A. B. Creal, Columbia branch manager, has returned from a sales conference in New York with Mr. Hopkins, general sales manager for the Columbia company.

The record department of the local Columbia branch reports unusually heavy record sales for the month of January.

#### Other News Brieflets in Sainly City

R. W. Jackson, manager of the Brunswick St. Louis branch, has returned from a business trip to Chicago.

R. R. Connor, who has been an outside sales-

man for the Silverstone Music Co., and R. G. Metcalf, who has been an inside salesman, have exchanged positions.

G. P. Ellis, of the Chicago Talking Machine Co., was in St. Louis recently.

Edward Schloss, of Schloss Bros., cabinet manufacturers, of New York, arrived here from Louisville, Ky., early in the month and left for Pittsburgh.

Manager J. F. Ditzell, of the Famous & Barr Co.'s talking machine department, has been carrying a crippled left hand, due to a misguided effort to remove a pasteboard protection from the front of his automobile radiator without stopping the fan.

Frederick Lehman, proprietor of Lehman's Music House at East St. Louis, has gone to Los Angeles for a month's stay.

J. A. Kieselhorst, of Alton, Ill., is beginning the erection of a new home.

## STARR PRODUCTS POPULAR IN IOWA

The Duning Co., Distributor of Starr Phonographs and Gennett Records, Gets Enlarged Territory—Reports New Agencies

DES MOINES, IA., February 6.—The Duning Co., of this city, distributor of Starr phonographs and the Gennett records, reports that its territory has been enlarged to include practically the entire States of Iowa and Nebraska.

Walter Duning, head of the concern, states that there is a more optimistic feeling among dealers in this territory and business generally seems to be improving slowly. The Duning Co. has been experiencing a fairly active business during the past few weeks, especially in connection with the distribution of Starr products. Among new dealers who have recently taken on a line of Starr phonographs and Gennett records are the Germain Music House, Webster City, Ia., and the Nelson Electric Co., of Ames, Ia.

The Pleasing Sound Phonograph Co., of New York City, is planning to double its present floor space during the next year. Increased business makes expansion necessary. Other plans of this concern include a dealer campaign.

## PHONOSTOP

5th Successful Year

ACCURATE—DURABLE

Reasonable Price

Nickel or Gold

Universal Standard

Guaranteed Fully

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

## NEED-A-CLIP

NEW FIBRE NEEDLE CLIPPER

Retails at

Popular Price

A Superior Tool

Guaranteed



## FEBRUARY MAKES GOOD SHOWING IN BROOKLYN

Business Getting Back to Normalcy—New Brunswick Ambassador—Jedlicka Expands—Leading Brooklyn Jobbers Getting Close to the Retail Trade—Weber Bros. in Bensonhurst

Despite the usual reaction of dull buying following the holidays in all retail lines, talking machine dealers in Brooklyn territory state that sales of records and machines have more than held their own. In the sales of machines the shopping and questioning type of prospective customer is in evidence. "This tendency brings us back to old times," remarked one old-established dealer, "which to me is a criterion that we are well on the way to a good, prosperous year of sound business." This statement reflects the attitude of all legitimate dealers in this busy section of metropolitan New York.

### Frank Elliot to Represent Brunswick

Frank Elliot, who formerly covered upper New York State, has been promoted to the more important section of Brooklyn, where he will now center his activities in the interest of the Brunswick phonograph and records. Mr. Elliot was very successful in his former territory and for this reason officials of the company promoted him to the more important post he now holds.

### Jedlicka Opens in Southampton

Reference is made elsewhere to the purchase by Jedlicka Bros., who conduct an exclusive Victor store at Bayshore, L. I., of the stock and good will of the store owned by Benjamin Rosen, at Southampton, an exclusive Victor agency. Many improvements are to be made in the store, among which are new record rack equipment and an enlarged show window. This store caters to many wealthy patrons and during the Summer months is extremely busy catering to a large number of Summer residents.

### Weber Bros. Open in Bensonhurst

The latest addition to the Victor dealer list is the store recently opened by Weber Bros. at Eighty-sixth street and Bay Parkway, in the Bensonhurst residential section. It has been equipped in the most approved style, with every known modern convenience to insure the efficient handling of the very best class of trade, to which this company plans to cater. Weber Bros. are brothers of the Weber Bros. who conduct a successful talking machine store on Broad-

VICTROLAS

## Opportunity

NEVER was the Victor dealer offered a greater opportunity for developing record sales than through the recent reduction of list prices of Victor records to pre-war levels.

Coupled with the substantial cuts in Red Seal list prices, there is offered the medium for a tremendous appeal to the public.

Are you taking full advantage of this great opportunity and getting your share of the business and profits?

VICTOR RECORDS

# G. T. WILLIAMS CO. Inc.

## 217 DUFFIELD ST. ~ BROOKLYN, N.Y.

way, where they received their first experience in the talking machine field.

### Practical Help for the Dealers

Helping the dealer become a better merchandiser of Victor products is the plan of the American Talking Machine Co., Victor wholesaler. This work is being done by Charles Offerman, traveling representative, under the supervision of R. H. Morris, general manager of the company. Each dealer is being loaned the services of Mr. Offerman, who is classifying the dealers' record stock by groups, according to the plan laid out by the Victor Co. in its Red Seal School. Each group represents a certain class of record and the different records in this class are listed by a system of card index, which enables the sales person to quickly suggest a substitute of any number called for, which may, at the moment, be out of stock, and thereby save many sales that might otherwise

be lost. Dealers are eagerly waiting their turn in this work and in consequence of this novel plan this wholesale establishment is a very busy place these days.

### George Martin With G. T. Williams Co.

George Martin, formerly connected with the Victor department of the Sterling Piano Co., has been added to the sales staff of G. T. Williams Co., Victor wholesaler. Just prior to coming to this new position Mr. Martin represented the Starr Phonograph Co. in Greater New York, where he was successful in placing many new agencies. In his new position he will be thoroughly at home, as he has had a long experience in the merchandising of the Victor product. He is to be assigned the New York territory, which he has covered for some time past.

## WINDOW DISPLAY PRODUCES SALES

Okeh Dealer in Brooklyn, N. Y., Features New Okeh Window Display Service—Sells Records as Result of His Very Attractive Display

One of the most enthusiastic Okeh dealers in local territory is the American Phonograph Exchange, Central avenue, Brooklyn, N. Y., which



Mr. Grumann's Attractive Window is owned by Mr. Grumann. This dealer is most enthusiastic regarding the new Okeh display service, which he states is an instrumental factor in producing sales for every record featured in the display.

The accompanying illustration will give some idea of the attractiveness of this display in Mr. Grumann's window. As soon as he received the January service Mr. Grumann arranged to display it effectively, and his enthusiasm was reflected in the direct sales which the display produced.

# CIRCULARIZE

YOUR RECORD CUSTOMERS WITH SPECIAL LISTS OF SELECTED RECORDS.

DRAW THEIR ATTENTION TO GOOD NUMBERS WHICH THEY MAY HAVE OVERLOOKED.

WE ARE ALWAYS WILLING TO HELP OUR DEALERS IN THE PREPARATION OF SPECIAL LISTS.

**GO AFTER THE RECORD SALES.**

## AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.  
VICTOR WHOLESALERS



# NEW ORLEANS

*Dealers Working Hard for Trade Are Being Splendidly Rewarded  
—Big Stores Are Expanding—New Piano House to Handle Talkers*

NEW ORLEANS, LA., February 6.—Satisfactory sales totals seem to be the reward of those dealers who are "on the job," who follow up every tip and who are constantly keeping their wares before their customers by means of circulars and extraordinary salesmanship. This, in brief, is the way the sales managers of the New Orleans music stores told their story about their business for the month of January.

It has been the smaller stores that have felt the January lull the most, though none seems to be disheartened, and the bigger stores report that they are satisfied with the results after everything is considered, especially when other lines are at a standstill.

Probably the best proof of their confidence is the fact that two of the big stores are planning the expansion and remodeling of their quarters. One of these is the House of Grunewald, the other is not quite ready to make public its plans, but promises news for the next issue.

The Harris-Loeb Piano Co. will open about March 1 and will be one of the largest stores in the city, handling a complete line of talking machines and records, as well as pianos. That is some indication of what the New Orleans dealers think of reported hard times.

To begin, R. A. Young, the new sales manager of the Grunewald Co., reports a very erratic business all through the month of January. At times the demand was so great that the force had to run to get around and serve all customers, while at other times it seemed as if there were a small-pox sign on the front door. This was true of both machine and record sales. An excellent business was done in the \$125 and \$150 Victrolas. A wonderful de-

mand prevailed for Red Seal records. At the Rampart street branch the Okeh records have been featured and the results have been very satisfactory. Mr. Young attributes the good showing made by his department to advertising and aggressiveness of his force. He regrets having lost Morris Thomson from his department. He was lured to the footlights and is now singing tenor with "Chu Chin Chow."

Plans for the improvement and expansion of the talking machine department of the Grunewald Co. have been definitely decided upon, said Mr. Young. These plans call for a concert hall in the front part of the fifth floor, for the office to be moved from the second floor to the back part of the fifth and for the second floor to contain about fifteen additional display rooms for talking machines. When finished it intends to have the largest and finest quarters in the South. Work will be started on the remodeling some time this Summer.

Manager Powell, at Philip Werlein, Ltd., is in an optimistic mood, for since New Year's Day he has not let up once. It has been a steady grind. Circulars have been sent out and the salesmen have been following up the slightest clue that might lead to a sale. Mr. Powell stated that he had passed the mark of last January by a good margin. The company gave a dance for its employes on the second floor of the store on a recent Saturday, to which all Victor representatives in the city were invited.

Mrs. Trembely, formerly Miss Jalenack, manager of the talking machine department of the Dugan Piano Co., though just returned from her honeymoon, has entered the business whirl with increased energy and reports that the higher-priced Victrola is coming into its own

since the holidays. One Victrola was sold to the Sacred Heart Convent recently.

There has been a big demand for Sousa's records since his appearance here January 25 and 26. Mrs. Trembely also reports a good business done through big exporters here with Latin-American countries.

It is not known where the marriage bug got its start, possibly at Dugan's, but, at any rate, it seems to be sweeping through the trade in New Orleans. The latest victim is C. E. Sadler, assistant manager of the Victrola department of Philip Werlein, Ltd. He married Miss Angela Viosca January 31. There are rumors of a few more.

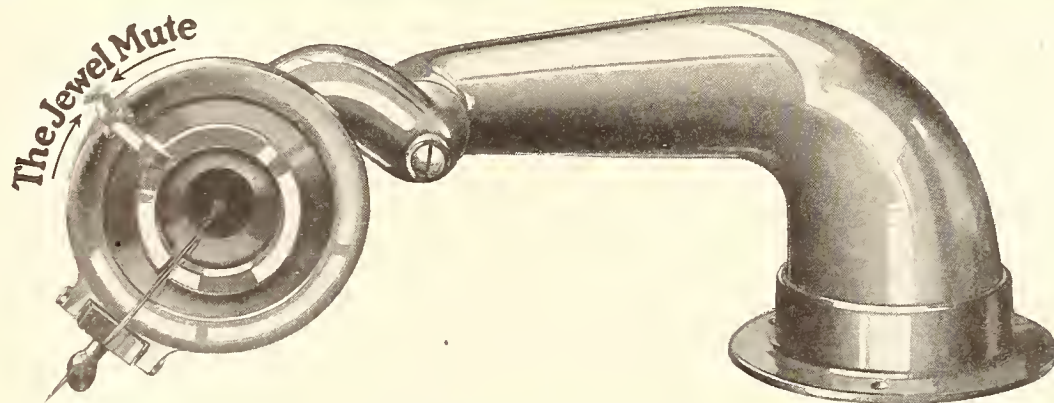
At the Collins Piano Co. E. J. Wilson, Jr., has been getting excellent results from a plan, which he got out of The Talking Machine World, of sending out circulars containing suggestions for customers in the record line. In many instances they have come in and asked for the entire selection, said Mr. Wilson. He has added two very attractive show windows in the Theatre Arcade, and while the amount of business done is nothing to become enthused over Mr. Wilson believes that the future will bring a better demand.

## BERT WILLIAMS A POPULAR ARTIST

Bert Williams, exclusive Columbia artist, scored quite a victory recently in a New York school on the East Side at a session of the Wednesday Afternoon Story Club. Miss Goldsmith, the teacher, thought she would vary the interest in the club by asking the children to bring their favorite records. She brought along her portable Grafonola, and twenty-one out of the twenty-eight children brought Bert Williams records along with them as their favorites.

## FILE PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed against Criterion Records, Inc., of 1227 Broadway, N. Y.



### FEATURES

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

**PLAYS ALL RECORDS**  
**No. 2 Round Tone Arm and Reproducer**



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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

### THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

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



# Van Veen Equipment at Pre-War Prices

Why buy inferior and unserviceable equipment when you must have real hearing rooms to properly demonstrate your talking machines and records?

*Van Veen* hearing rooms efficiently serve the purpose for which they are built:—to isolate sound; and they cannot be equaled at any price; that is what *we* call *cheap*. Buying worthless imitations is throwing money away.

“Hearing Rooms, Record Racks” and general equipment built the “*Van Veen*” way for musical merchandising.

*Write for Catalogue or Traveling Representative*

## VAN VEEN & COMPANY

*Principal Offices*

47-49 West 34th Street

New York City

### C. A. FULLERTON'S ACTIVITIES

Head of the Fullertone Phonograph Products, Inc., Identified With Many Important Undertakings—Prominent in Decorative and Architectural Arts—New Fullertone Phonograph Has Numerous Distinctive Features

The recent announcement in *The World* that the Fullertone Phonograph Products, Inc., of New York, would shortly place on the market a new instrument based on absolutely new principles attracted wide attention in the trade. This instrument, which is made en-



C. A. Fullerton

tirely of wood, with the exception of the needle-holder, is modeled on the graceful lines of the classic Greek lyre, and has the finish and charm of a rare violin. It will be known as the Fullertone and is the latest link in the chain of Fullerton enterprises.

Although Clarence A. Fullerton is a newcomer in the talking machine industry, his past record is replete with important accomplishments in other industries. Mr. Fullerton designed and superintended the first all-steel and bronze interior of architectural pretensions ever executed in this country and also produced what were probably the first designs prepared for the steel interior of a passenger car, from which has since evolved the present Pullman steel interior. This is also true of the decorative handling of steel interiors for battleships, and Mr. Fullerton was probably the first designer to employ a wood finish on steel interior work. Both as an architect and producer in the archi-

tectural and decorative metal arts, he has designed and been identified with many of the country's most notable buildings.

The Fullerton enterprises include a group of complementary art industries producing architectural, monumental, sculptural and art works in metal plastics, wood and even leather and ceramics. To this will be added the Fullertone phonograph, the invention of Antol Fodor, a Parisian engineer, whom Mr. Fullerton has known for a number of years as a man of exceptional creative ability.

### HERBERT A. BRENNAN RESIGNS

Tenders Resignation as Manager of Talking Machine Department at Wurlitzer's Which Will Take Effect on March 1

Herbert A. Brennan, well known in the talking machine trade in metropolitan New York, who has been manager of the Victrola department of the Wurlitzer Co. for the past year, has tendered his resignation to this concern, effective March 1. Mr. Brennan's wide experience in the Victor field qualifies him as one of the best informed men in the retail merchandising of the Victor product, and this experience, coupled with his knowledge of the Victor policy of selling this product, was responsible for the splendid showing in sales made during his regime as manager of this store. He leaves this post after a year's hard work with a well-planned and efficient organization that is prepared to pave the way for his successor.

Mr. Brennan's plans for the future are not ready for publication at this time, but plans are now under way which, when perfected, will establish him firmly in the talking machine trade.

### ISHAM JONES AT ELKHART

Famous Brunswick Artist Appears at Kiwanis Luncheon—Entertained by C. G. Conn, Ltd.

ELKHART, IND., February 4.—Isham Jones and his famous orchestra, exclusive Brunswick artists, playing at the College Inn in Chicago, appeared in this city recently at a luncheon given by the Kiwanis Club at the Elks' Temple. The orchestra came to Elkhart at the invitation of James F. Boyer, of C. G. Conn, Ltd., whose instruments this dance organization uses exclusively.

C. D. Greenleaf, president of C. G. Conn, Ltd., presented each member of the orchestra with a beautiful engraved medal and, as a mark of their appreciation, the Isham Jones Orchestra played a series of dance numbers with the exceptional skill and art that have made it nationally prominent in the dance entertainment field.

### TAKES NO HEED OF "HARD TIMES"

Schwartz Furniture Co., New London, Conn., Uses Effective Publicity to Feature Columbia Product—Sales Steadily Increasing as Result of Company's Progressiveness

NEW LONDON, CONN., February 9.—The Schwartz Furniture Co., of this city, exclusive Columbia dealer, apparently takes no cognizance of the so-called bugaboo of “hard times.” This enterprising dealer is utilizing every possible form of effective publicity, and as a result of this progressiveness its Columbia sales are steadily increasing.

An example of this company's progressiveness was shown recently when a waiting room for passengers using the trolley system in New London was being installed. The main furnishings consist of three large settees for the comfort of the public, and the Schwartz Furniture Co. hit upon the idea of carrying attractive signs on these settees telling the public that it carries a complete line of Columbia Grafonolas and records.

Various associations, private clubs, volunteer fire departments and private parties are supplied with bridge score cards, and the reverse side of these cards are devoted to advertising Columbia records over the signature of the Schwartz Furniture Co. Through this medium of advertising this dealer has had hundreds of people calling at its store in order to secure the cards.

Twenty-five metal signs, with steel frames, measuring 20 x 40 inches, have been installed on five main roads, leading to and from New London, designating the number of miles from the different points. Incorporated in these signs is the fact that Columbia products may be purchased from this dealer.

In connection with a K. of C. frolic the Schwartz Furniture Co., assisted by advertising in the program, then issued a special form of ticket, the main idea being that these tickets must be exchanged for the original reserved seats to be handled at the box office. Columbia advertising was featured on the reverse side of the ticket. Every piece of advertising leaving this dealer's store contains something pertaining to Columbia and each and every individual in the organization is sold 100 per cent on Columbia product.

J. H. Haeske, of Bartlesville, Okla., will open a Columbia shop in that town in the near future. Mr. Haeske states that his opening business drive will consist of a carefully considered house-to-house campaign.



# What'll You Do?

Latest Dance Hit by  
Isham Jones

"You cant go wrong with  
any feist' song"

HEAR IT  
- NOW -

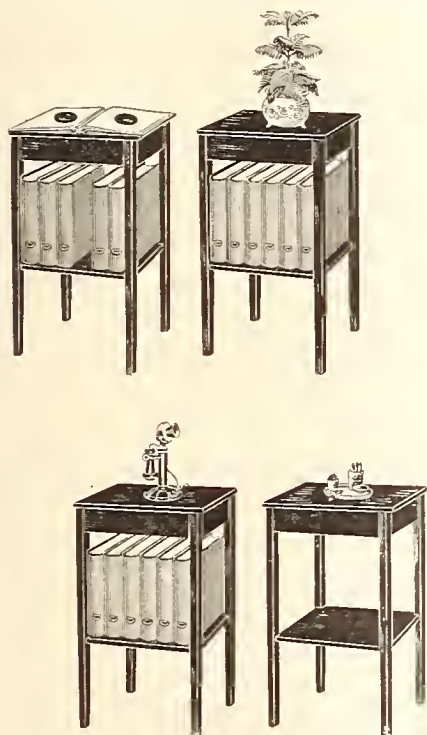
What-'ll you do, -when you are lone-some and blue, -

**OGDEN SERVICE TABLES POPULAR**

Favored in the Home as Well as in the Demonstration Booth

LYNCHBURG, VA., February 4.—J. B. Ogden, president of the Ogden Sectional Cabinet Co., reports that the Ogden service tables are steadily increasing in popularity. In a recent conversation with The World, Mr. Ogden stated:

"Of course, the talking machine dealer has found the service table in the demonstration



How Service Tables May Be Utilized

booth an indispensable adjunct. Many dealers are also finding, however, that these service tables are an excellent article for re-sale for use in the home. Following this idea we have prepared illustrations showing a few of the other uses to which the service table may be devoted. Dealers tell us that many of their customers already have accumulated a record library far in excess of the filing capacity of their talking machines. These same dealers are finding the service table solving this problem. Space is provided in these tables on a lower shelf for six extra albums and the top may be used for either an open book, vase, telephone or smoking stand; in fact, the uses are practically without limit. These stands have also attracted the attention of the furniture trade, which is selling them as bedside tables in large numbers. Our January ad in The Talking Machine World has brought many direct returns from all over the country, including a very substantial order from San Juan, Porto Rico. Another order was received from an old customer in Panama. We also heard from many talking machine dealers throughout this country."

The Ogden Sectional Cabinet Co. is making extensive plans for featuring these service tables during 1922 and expect to greatly increase the output.

**MILWAUKEE RANKS HIGH AMONG THE MUSIC-USING TOWNS**

Survey of Musical Conditions in Milwaukee Reveals Some Very Interesting and Remarkable Facts Which Are of Value Alike to Manufacturers, Distributors and Dealers in Musical Merchandise

MILWAUKEE, WIS., February 6.—A decidedly interesting survey of the Milwaukee market on music has been made by the merchandising service bureau of the Milwaukee Journal under date of January 15, 1922.

The facts and figures presented are taken from personal interviews with 10,000 Milwaukee housewives. In order that the territory should be covered with the greatest accuracy, the number of interviews in each part of the city was based on the respective populations of the twenty-five wards comprising the city of Milwaukee. The questionnaire was very complete, developing such facts as the number of children, if any, and, if so, of what sex. The statistics obtained included the number of families having musical instruments, the make of instrument, whether it were a stencil bearing the manufacturer's name, whether other instruments than pianos are owned, the number of homes in which children study music, etc., etc.

Some of the most important totals appearing in the general survey are here given:

Of the 10,000 homes interviewed there was some kind of musical instrument used in 7,942 homes, or 79.4 per cent.

Of the 7,236 homes having children it was found that 1,982, or 27 per cent, study music,

while the balance of 5,254, or 73 per cent, did not study music of any kind.

There are approximately 105,000 families in the city of Milwaukee. Based upon the reports obtained through the interviews from 10,000 families as a basis, we find the following:

45.9 per cent, or 48,205 homes, have pianos or player-pianos of 698 different makes or names.

42.43 per cent, or 44,551 homes, have talking machines.

6.96 per cent, or 7,308 homes, have violins.

.14 per cent, or 147 homes, have pipe organs.

The remaining homes have a miscellaneous assortment of musical instruments.

**STEADMAN MUSIC HOUSE ROBBED**

YONKERS, N. Y., February 7.—The Steadman Music House, Warburton avenue, this city, was robbed last week of stock valued at \$1,500. Among the things stolen were a number of Edison and Victor reproducers and about 200 records. Frank Steadman, senior member of the firm, is spending the Winter in Florida, where he is regaining his health, following an operation, and the business was in charge of Frank Steadman, Jr., at the time of the robbery. The police are now following up the matter.

*Our First Anniversary*



ONE year has elapsed since this firm began operation under the name of Curtis N. Andrews.

During this time, our cooperation and service to Victor dealers have been materially increased.

It is our intention to unceasingly bend our efforts to increase the efficiency of this service.

**CURTIS N. ANDREWS**  
BUFFALO, NEW YORK



# LOS ANGELES

*Many Big Days of Trade During January—New Recording Plant at Santa Monica—Sales by Carloads—Canadian Jobber Opens Stores*

LOS ANGELES, CAL., February 1.—January seemed comparatively quiet in the talking machine business after the great rush of December; however, as usual, there have been many surprisingly big days and the average showing for the past month will compare favorably with the first four weeks of previous years. Departments have run with full staffs of salespeople, many of the extra holiday assistants being retained, but there are a number of applicants for positions, many of whom are armed with first-class references showing previous experience and ability. Managers are making it a practice to retain employes who have been with them some time, and find it impossible to create new positions. This may serve as a warning to many who might be inclined to leave posts elsewhere, believing that new "jobs" can easily be obtained in Los Angeles.

#### Price Reduction in Records Surprises

The sudden announcement of the reduction of the price of the 85-cent record to 75 cents came as a surprise to all. The bookkeeping departments rejoiced whole-heartedly and unstintedly—it is so much easier to figure. Owners and managers looked a little thoughtful and wistful. Salesladies—especially those working on commission—were inclined to resent the reduction. The public made no comment, according to reports, but seemed pleased.

#### Eight Famous Victor Artists' Concert

The Eight Famous Victor Artists appeared in concert at the Philharmonic Auditorium on Wednesday, January 25. The concert, which was given under the auspices of the Victor dealers of Los Angeles and arranged for in detail by the Victor dealers' committee of the Music Trades Association of Southern California, was a complete success. A capacity house listened with delight to the series of old familiar songs given by the Sterling Trio and Peerless Quartet, as well as solos by Henry Burr and Billy Murray, funny stories by Monroe Silver and piano and banjo selections by Banta and Van Eps. The artists were generous with encores and the concert continued to a late hour.

#### Recording Laboratory in Santa Monica

What is claimed to be the first permanent recording laboratory put in operation on the Pacific Coast has now been in full swing at Santa Monica for some weeks. The Nordskog Phonograph Recording Co. has made a number of test records and recently made some of the famous Cherniavosky Trio. Special success has been attained in recording piano records, which are generally considered difficult. The record-

ing by students and private individuals is also being featured and meeting with great success. A second recording laboratory will be opened in Los Angeles. The management is under the direction of Arne Nordskog, who is a well-known impresario in the Beach City, maintains a studio and is an opera and concert tenor of wide experience.

#### Miss C. C. Irvin to Head Hamburger Dept.

Harry N. Briggs, manager of the music department of Hamburger's, announces the appointment of Miss C. C. Irvin as the manager of the Brunswick, Victor and Vocalion record department. Miss Irvin comes direct from Wanamaker's, New York, where she was formerly assistant to Louis Jay Gerson in the Wanamaker music department.

#### Former Canadian Jobber Arrives Here

John A. Sabine, formerly senior partner of the Music Supply Co., of Toronto, Canada, Columbia jobber and distributor for the Province of Ontario, arrived in Los Angeles early in the month. It is his intention to operate a chain of phonograph stores in Southern California, with R. L. Tamplin, a former associate. An exclusive Columbia store was opened by Mr. Tamplin in San Diego some months ago and plans are now being made to open stores in other towns.

#### New Victor Models Announced

R. P. Hamilton, special factory representative of the Victor Talking Machine Co., was the much-welcomed announcer of several new console or period Victor models. Mr. Hamilton smashed all previous walking records on Los Angeles streets while hurrying from one Victor store to another to spread the good news. He has been in Los Angeles for a few days only, but has already made many friends.

#### Barker Bros. to Move Soon

Work is progressing rapidly on the new quarters which will be occupied in the future by the music department of Barker Bros., which already extends for some two hundred feet on Broadway, and will have an additional seventy feet through this new frontage. No expense is being spared to put these new spacious quarters in shape as quickly as possible.

#### Columbia Sells by Carload

Charles Mack, assistant manager of the Los Angeles branch of the Columbia Graphophone Co., reports special carload sales by the following Columbia dealers: Bartlett Music Co., of Los Angeles; Columbia Stores Co., of San Diego; Elliot Music Shop, of Long Beach;

S. D. Frank, of San Diego, and San Pedro Furniture Co. Each of these houses sold a carload of Grafonolas during the holidays through special featuring of carload sales. Similar sales are now being made by the Sheahan Music Co., of Venice; Kenny Music Co., of Glendale, and the Linne Music Shop, of San Fernando.

#### Salt Lake Music Man Here

John Elliot Clark, Victor distributor of Utah, visited Los Angeles on private business. He took the opportunity of paying calls on the several Victor dealers of Los Angeles.

#### Ralph Freeman Expected Here

Ralph L. Freeman, director of distribution of the Victor Co., is expected to arrive in Los Angeles early in February. His visit is looked forward to by all the local Victor dealers.

## EDISON SCHOOLS FOR SALESMEN

**Much Interest Evidenced in the Plans for Series of Salesmanship Schools—Omaha Substituted for Des Moines, Week of April 17 to 22**

ORANGE, N. J., February 10.—There have been no changes in the itinerary of the Edison Schools for Salesmen, as announced in *The World* last month, with the exception that Omaha has been substituted as a school point for Des Moines, week of April 17 to 22.

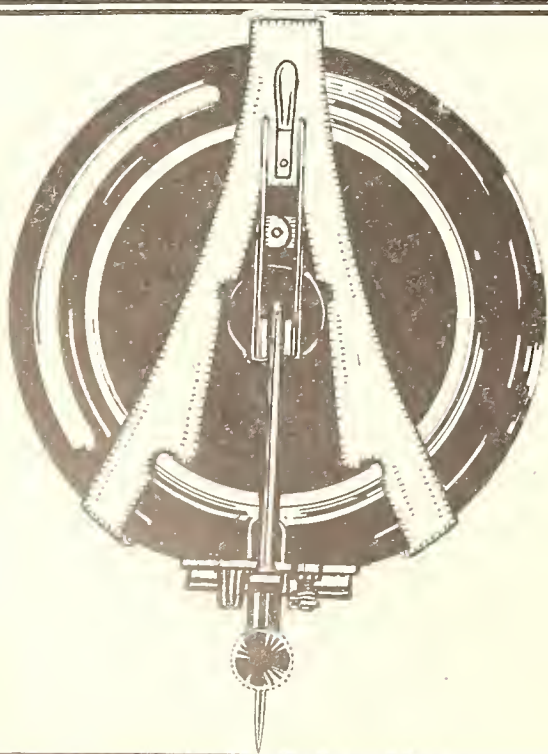
Interest in the Edison Schools for Salesmanship is not confined to Edison circles. Telegrams and letters of invitation have been received at the Edison Laboratories from the mayors of Syracuse, Cleveland, Dallas, Detroit and Atlanta, and from the Chambers of Commerce and other civic bodies at the various points where schools are to be given, insistently urging the establishment of schools in their cities. In many of the cities, too, the press has taken up solicitation of the schools. The result of this has been a lot of good newspaper publicity not only for the schools but for the New Edison as well.

William Maxwell has been invited to address prominent civic bodies and educational institutions along the route to be followed by the schools and plans to accept as many of these as his other duties will permit.

## C. K. HADDON SAILS FOR EUROPE

Charles K. Haddon, of the Victor Talking Machine Co., of Camden, N. J., accompanied by his wife, sailed recently on the S. S. "Caronia" for the Mediterranean, where he will spend the balance of the Winter. William T. Haddon, president of the Ohio Talking Machine Co., Victor jobber, of Cincinnati, O., visited New York to see his parents off.

Discussing human virtues, a talking machine man the other day said: "Some men grow so upright that they fall over backward."



## The PHON-O-MUTE

*"The Perfect Tone Regulator"*

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed. When ordering specify make of Sound Box.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

**PADDACK PRODUCTS, Inc.**

198 Broadway

New York



**NEW JEWETT UPRIGHT MODELS**

Jewett Phonograph Co. Has Three New Uprights—Another Model to Retail at \$90 Ready Shortly—New William and Mary Console Will Round Out Console Line—Factory Is Running at Full Blast—Outlook Is Satisfactory

DETROIT, MICH., February 4.—The Jewett Phonograph Co., of this city, manufacturer of the Jewett phonograph, is announcing a new line of upright designs, consisting of three models, retailing at \$125, \$150 and \$175. Jewett dealers who have visited this company during the past few weeks are keenly enthusiastic regarding the new line, and in all probability the new models will be ready for delivery about the 15th of the month. The company is also planning to announce very shortly another upright model retailing for less than \$100, with a probable list price of \$90.

The new upright model No. 5, retailing for \$125, is 44¾ inches high, 19¾ inches wide and 19½ inches deep. It is standard Jewett construction, as, in this instrument as well as in all others, only ¾-inch five-ply panels throughout are used, with the best veneers, finishes, etc., that the company can secure.

The new upright No. 6, retailing at \$150, is 45¾ inches high, 20 inches wide and 20 inches deep. This instrument is made in a two-tone effect in both mahogany and walnut, the front doors being paneled as well as the sides.

The new upright No. 7, retailing at \$175, is 46¾ inches high, 21½ inches wide and 21½ inches deep. This instrument is also made in two-tone effects in mahogany and walnut, and is paneled in the front and the sides with something new to the trade in that it is paneled in a two-tone effect in the back. This will enable the purchaser of this instrument to place it in the center of the room or any place where the back of the instrument may show, as the back is finished the same as the sides, with the same quality of veneer.

The Jewett Phonograph Co. will shortly announce a William and Mary console, which will retail around \$165, and with this addition the company will have four consoles, retailing at \$145, \$165, \$195 and \$225, thereby rounding out the complete list.

A. A. Fair, sales manager of the company, states that he recently added four new salesmen to his staff and the factory is running full blast. The company is endeavoring to co-operate with its dealers in every possible way, and the results of its efforts to date are emphasized in its steadily increasing sales totals.

**BRILLIANTONE FORCES ACTIVE**

United States and Canada Being Well Covered—Orders Indicate That Dealers Look for Bigger Business—Working for It Anyway

The entire sales force of the Brilliantone Steel Needle Co., New York City, is out on the firing line developing 1922 business. H. W. Acton, secretary of the company, reports that orders are coming in from all sections of the country and that he is kept very busy taking care of them.

Sidney Risser, in charge of metropolitan territory, is doing excellent work in the Greater City. V. C. Kent, one of the newer additions to the Brilliantone sales staff, is covering New England and reports conditions very favorable. L. J. Unger is back again in Canada and reports that the talking machine trade in the Dominion is very active and is proving his assertions through the substantial orders he is sending in. B. R. Forster, president of the company, is on the Pacific Coast and will work his way back to headquarters through the Southern States. Upon Mr. Forster's return Mr. Acton will immediately leave on a contemplated trip.

The go-getter wins business and cashes in on it while the timid and complaining keep on waiting for the horn of plenty to empty its contents upon them.

**NEW COLUMBIA CAMPAIGN**

Newspaper Advertising Being Used to Feature Popular Artists and Music—Dance Music Given Prominence in the Advertisements

The Columbia Graphophone Co. has just inaugurated a newspaper campaign that is nationwide in scope. The advertising draws attention to the tremendous demand for popular music, song and dance hits, also ballad, band music, vaudeville and comic opera tunes, and old familiar melodies. Many Columbia stars that are famous for their popular music are featured in the advertising, including Al Jolson, Ted Lewis, Nora Bayes, Dolly Kay, Bert Williams Van and Schenck, Frank Crumit and Marion Harris.

Included in many of the advertisements are lists of specially selected records, representing some of the best sellers in the newest and latest music. Dance music is particularly emphasized in this Columbia advertising campaign, several advertisements being devoted exclusively to a list of suggestions for dance entertainment.

**TO RE-ENTER COLUMBUS TRADE**

Goldsmith Music Co. Incorporated to Deal in Musical Instruments of All Kinds

COLUMBUS, O., February 6.—The closing out recently by the Goldsmith Music Store Co. of its stock in this city was reported to mean the retirement of the Goldsmith interests from the local music field. It is now stated that the Goldsmith Music Co. was recently incorporated to carry on a general music business, including the selling of pianos, talking machines and musical instruments of all kinds in Columbus. The company is chartered with \$30,000 in preferred stock and 500 shares of common stock with no par value, and a suitable location is now being sought in which to establish the business, temporary offices being maintained at 36 West State street. Those interested in the Goldsmith Music Co. include A. M. Taylor, A. M. Courtright and several other members of the old corporation, besides S. W. Goldsmith, who will assume active control.



*Durable — Clear Tone — Musical*

**NOW RETAILING FOR 75c.**

**FOR FEBRUARY**

The list contains a variety of vocal and instrumental selections, including the latest Songs and Dance Music as well as old-time standard melodies.

- |               |  |               |  |
|---------------|--|---------------|--|
| 3041<br>Inst. | { Ty-Tee (Bibo). Fox-trot...Lanin's Dance Orch.<br>The Sheik of Araby (Wheeler-Snyder).<br>Fox-trot.....Lanin's Dance Orchestra                                  | 3046<br>Vocal | { Aloha Oe (Liliuokalani). Song, Acc. by<br>Hawaiian Guitars.....Crescent Trio<br>One, Two, Three, Four. Song, Acc. by<br>Hawaiian Guitars.....Crescent Trio                     |
| 3042<br>Inst. | { Just a Little Love Song (Young-Lewis).<br>Fox-trot.....Lanin's Dance Orchestra<br>Blue Danube Blues (Caldwell-Kern). Fox-<br>trot .....Lanin's Dance Orchestra | 3047<br>Vocal | { Old Black Joe (Foster). Song...Criterion Quartette<br>Medley of Foster's Songs (Foster). Song,<br>Criterion Quartette  |
| 3043<br>Vocal | { Plantation Lullaby (Stevens-Gillette-Holmer).<br>Song.....Strand Theatre Quartette<br>Kentucky Home. Sung by Strand Theatre Quartette                          | 3048<br>Inst. | { Souvenir (Drda). Violin Solo. Orch. Acc.,<br>Scipione Guldo<br>Traumerei (Schumann). Violin Solo. Orch.<br>Acc. ....Scipione Guldo   |
| 3044<br>Vocal | { Arkansas Blues (Landa-Williams). Song, Acc.<br>by Her Jazz Boys.....Miss Lee<br>She's a Mean Job. Song, Acc. by the Con-<br>nORIZED Jazzers.....Billy de Rex   | 3049<br>Vocal | { When Shall We Meet Again? (Egan-Whit-<br>ing). Song, Orch. Acc.....Hart and Sbw<br>I Hold Her Hands and She Holds Mine<br>(Rose-Ryan-Bibo). Song, Orch. Acc.,<br>Arthur Fields |
| 3045<br>Inst. | { I've Got My Habits On. Fox-trot,<br>Bailey's Lucky Seven<br>In My Heart, On My Mind (Kaimar-Ruby).<br>Fox-trot.....Bailey's Lucky Seven                        |               |  |

**CONNORIZED MUSIC CO.**

ALSO MAKERS OF CONNORIZED MUSIC ROLLS


817 E. 144th St., - - - New York

**UNITED MUSIC STORES**

PHILADELPHIA

BALTIMORE





THE GREATEST MUSICAL HIT OF AGES

# The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

*"You can't go wrong with any 'Teist' song"*

### EXECUTIVE COMMITTEE TO MEET

Governing Body of National Association of Talking Machine Jobbers to Hold Two Meetings Next Month, One in Chicago and the Other in New York—All Members Welcome

Plans are now being completed for the regular mid-year meeting of the Executive Committee of the National Association of Talking Machine Jobbers, which, as was the case last year, will be divided into two sessions, one of which will be held in Chicago on March 12 and 13, and the other in New York on March 15 and 16. As has been the practice during the past few years, the meetings will be open to the general membership of the association, and it is expected that practically all the members will find it possible to attend either the Chicago or New York meetings. In the Spring of 1921 executive meetings were held in St. Louis and Boston, and over 90 per cent of the membership were present at one or the other of the meetings.

After the meetings in Chicago on Sunday and Monday, March 12 and 13, members of the Executive Committee will travel to New York on a special car attached to the Broadway Limited of the Pennsylvania line, arriving in Gotham on the morning of March 15 in time for the first meeting here.

A reputation for square dealing is the best advertisement a merchant can have.

### BIG VICTOR CONFERENCE IN PHILA.

Local Distributors Co-operating With Victor Co. in Preparing Elaborate Program for Business and Educational Conference Next Month for Benefit of Victor Dealers

PHILADELPHIA, PA., February 6.—Plans are being completed rapidly for a big combined business and educational convention to be held in the Rose Garden of the Bellevue-Stratford Hotel on Monday, Tuesday and Wednesday, March 6, 7 and 8, under the auspices of the Victor Talking Machine Co., supported by Victor distributors in Philadelphia. The meetings will be open to all Victor dealers in the greater Philadelphia territory and the program arranged is of unusual interest and value.

During the course of the sessions sales talks will be given by J. S. McDonald, sales manager of the Victor Co.; John G. Paine, of the legal department; Ernest John, advertising manager, and F. A. Delano, director of the Red Seal School. Mrs. Frances Elliott Clark, director of the educational department of the Victor Co., will be present with a corps of assistants, and will give a number of talks on the educational phases of the Victor business.

The talking machine department of the Connor Furniture Store, of Rialto, Cal., recently installed a complete stock of Pathé machines and records.

### BUBBLE BOOK PRICES REDUCED

Popular Little Volumes Now Offered at Old Retail Price of \$1 Each—Bubble Book Division Offices Removed to Harper Building—Two New Releases Just Announced

The Bubble Book Division of Harper & Bros. has removed from 130 West Forty-second street to the Harper building in Franklin Square, New York, where it will be under the same roof with the other Harper activities, which is expected to result in greater efficiency in operation. There is now being conducted a nation-wide campaign among talking machine dealers in the interest of Bubble Books, the list price of which has been reduced from \$1.25 to the old price of \$1. The price reduction is being announced in national advertising and is expected to have a distinct effect in increasing sales.

W. R. Richardson, in charge of the Bubble Book Division, states that there is now being prepared a most complete series of dealer helps designed with the special idea in mind of stimulating the sale of the books in talking machine stores. Two new Bubble Books will shortly be released to the trade. The first of these, No. 13, will be known as "A Child's Garden of Verse," and will contain three familiar verses by Robert Louis Stevenson. The other, No. 14, will be known as "The Chimney Corner Book."

### THE EDISON SCHOOL IN BOSTON

Sessions to Be Held at the Hotel Copley-Plaza, That City, Starting February 23

BOSTON, MASS., February 12.—The Edison School for Salesmen, which is to be held in this city February 23, 24 and 25, will take place at the Hotel Copley-Plaza. Paul L. Stinchfield, a graduate of the Carnegie Institute of Technology, will direct the school. Local Edison jobbers, the Pardee-Ellenberger Co. and the Iver-Johnson Sporting Goods Co., have, through energetic effort, enlisted a dealer attendance that insures the success of the school. The dealer attendance will be increased by a delegation of about fifty students from Harvard University. William Maxwell, together with Gene Lockhart, the well-known actor, will play an important part in this Salesmanship School.

### H. W. ACTON'S LATEST PURCHASE

H. W. Acton, secretary of the Brilliantone Steel Needle Co., New York City, recently purchased property adjoining his home at East Williston, L. I., which makes his holdings now include practically a whole city block. He plans to improve this property, making his home one of the show places in this community.

The Coffing Music Store, of Attica, Ind., has added a talking machine department to its establishment, in which Victor and Edison machines are featured.

## New Automatic Stop

But Two Working Parts

Sets Automatically—Nothing to Touch But the Tone-Arm

This stop may be attached with but three screws to any make of machine. It does away with the usual brake. Starts the machine automatically as the needle is placed on the record. Brakes on either the turntable or governor-disk. Acts as a switch for electric motors. Cannot wear out or get out of order. Is absolutely fool-proof and trouble-proof. Is the best and simplest device of its kind. It is the only stop satisfying both manufacturer and user; and—

It is the Lowest Priced Stop on the Market

*Sold Direct to Manufacturer and Jobber.*

**FENTON MANUFACTURING COMPANY**

FENTON, MICHIGAN



# BALTIMORE

*Trade Is Steadily Developing Toward Permanent Improvement—  
New Accounts Opened by Leading Companies—The Latest News*

BALTIMORE, MD., February 5.—The talking machine business here is gradually emerging from the usual after-Christmas quietness and dealers generally are looking forward to a normal business from now on. The slump for the past six weeks is a natural aftermath of the holiday trade and is more than offset by the volume of business which was done during December, which, as a rule, went away ahead of 1920, making the year's business, as a whole, very satisfactory.

**Carload Sales Boom Columbia Business**

This was attributable, to a large extent as far as his company was concerned, according to Manager Parks, of the Columbia agency, to the carload sales idea, which was taken advantage of by many dealers in this territory with very satisfactory results. This is considered very gratifying when it is taken into consideration that sales were made only to the very best-approved credit and a considerable number of sales were rejected on investigation.

**New Columbia Agencies**

Among new Columbia accounts is that of the United Phonograph Stores, Inc., which conduct two stores in Washington and will shortly open four stores in Baltimore. The local stores will be managed by Leonard C. Welling, who is now here supervising the remodeling of the establishments which have been leased.

**New Victor Accounts**

The reduction in the price of records will be a great stimulus to business in this territory, according to H. T. Bosee, sales manager of Cohen & Hughes, Victor distributors. Record sales have already shown improvement, he said, and he looks for a big increase right along now. New Victor dealers in this territory include Wm. M. Muller, who is opening up a new music shop at 3052 West North avenue; the Shevitz Piano Co., 746 Columbia avenue, and the McCready Co.

**M. Nathan Co. to Open Branch**

The M. Nathan Co., of Cambridge, Md., recently held an employes' co-operation meeting, at which H. T. Bosee, sales manager for Cohen & Hughes, made an interesting talk on salesmanship, which was not only very instructive, but entertaining as well. It was announced at this meeting that the firm planned to open a branch house in Salisbury, taking the place of the Salisbury Music Co., which is going out of business.

**L. A. Randall Completes Victor Course**

L. A. Randall has just returned from a trip to the Victor factory, where he spent a week under instruction, and Cohen & Hughes plan to use him along new lines in sales-promotion propositions.

**C. F. Shaw Gets Important Post**

C. F. Shaw, formerly of the St. Louis branch, has taken charge of the phonograph department of the Brunswick agency here, which embraces Maryland, District of Columbia, Virginia and parts of Delaware, Pennsylvania, West Virginia and North Carolina. Mr. Shaw, although still a young man, has spent thirteen years in the business and intends to go after sales in this section. As he put it: "I am satisfied there is business in this territory and we intend to get it, if the best of efforts and a high-class product count."

**Phonolamp Co. Starts Ad Campaign**

One of the most striking advertisements of talking machines seen in Baltimore is that of the Monumental Phonolamp Music Stores Co., 108 North Eutaw street. It consists of a handsomely finished truck, with Phonolamps in operation on each side, and has attracted considerable attention in its trips through the city, playing the latest music and illuminated at night. S. Clayman and H. Kippnes, who are

the distributors of the Phonolamps for Maryland and the District of Columbia, are undertaking a big campaign of advertising in introducing this novelty in this section and meeting with good results, according to Mr. Clayman. In addition to newspaper and other advertising they have closed a contract for a booth at the "Better Homes and Building Exposition," which will be held at the Fifth Regiment Armory from April 29 to May 6.

**C. S. Jones Succumbs to Influenza**

C. S. Jones, for many years superintendent of the Columbia warehouse here, died on January 22, after a short illness of influenza. Mr. Jones was one of the best-known and liked

men in the Columbia agency and his death was a shock to the whole force. A. S. Cross, who was assistant for some time, was appointed to the position of superintendent.

**Sickness Cripples Local Trade**

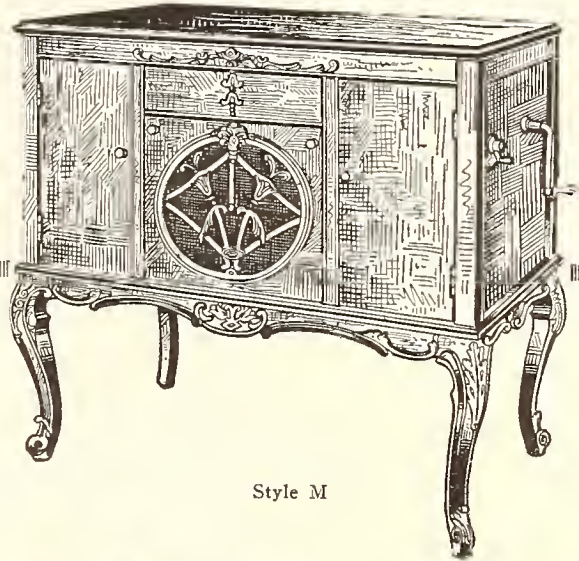
L. E. Larman, of the Washington branch, and Z. A. Jones, of the Baltimore house, have been confined to their homes, suffering with attacks of grip, while P. W. Peck, of the North Carolina house, is convalescing from illness.

**News Brieflets**

Visitors to Baltimore the past month included Ernest Thompson, of Warsaw, Va.; J. Davis, of Havre de Grace, Md.; H. W. Yeager, J. V. Morris and Myer Goldman, of Washington.

C. D. Cogdill is going to open a talking machine shop at Goldsboro, N. C.

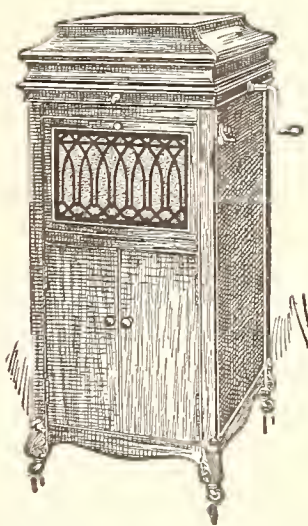
The Scott & Kennedy Music Store, at Willows, Cal., has added the Brunswick line of phonographs and records to its stock. Victor machines and records are also handled by this establishment.



Style M

## KIMBALL Phonographs

### Are Business Builders



Kimball prestige—long established—and a reliable guaranty are the foundation on which the dealer can safely build.

Variety of Design; Superior Construction; Attractive Appearance; Truth of Tone—these qualities command the attention of Dealer or Customer.

*Write for Agency Terms*

### W. W. KIMBALL CO.

306 So. Wabash Ave. Kimball Bldg.  
CHICAGO



*Manufacturers of Phonographs, Pianos, Player-Pianos,  
Pipe Organs, Distributors of Okeh Records*



# OKeh Records

## *Latest Hits and Quick Releases—*

Always something new and your orders are filled with the utmost dispatch.



OKeh Records combined with Consolidated Service, make an OKeh Agency the most to be desired. Write us and our representative will be glad to explain our attractive dealer proposition for 1922.

*Wholesale Distributors for OKeh Records*


## Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.





**THE RESURRECTONE**  
"Even pressure fulcrum"  
Trade-Mark Registered

Patented June 15th, 1915  
June 22nd, 1915  
Jan. 21st, 1919  
June 21st, 1921

Patents Pending  
Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality—increased volume. Order sample, return if not satisfied. Reasonable prices.

HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City  
Makers of the "air-tight" Tone-arm and Hoffay Phonograph

**COLUMBIA SECURES AL HERMAN**

Prominent Vaudeville Artist to Record Exclusively for Columbia Graphophone Co.

The Columbia Graphophone Co. announced this week that it has secured Al Herman, the well-known vaudeville comedian, as an exclusive Columbia artist. This comedian is perhaps one of the most popular vaudeville artists in the country to-day, and his records will no doubt be looked for by record enthusiasts everywhere.

The first records to be released appear in the February list and consist of numbers which Mr. Herman has featured in this year's production of the "Greenwich Village Follies" and the "Music Box Revue." The first number is "I Hold Her Hand and She Holds Mine" from the "Follies" show and the second is "They Call It Dancing," from the "Music Box Revue." In the March list the company is to release a double-faced record by Al Herman of "Which Hazel" and "You're Outa Luck." Well-known artists on the vaudeville stage whose records appear in the February list are Vernon Dalhart, tenor, and Al Bernard, baritone, who are represented by a duet record. The first number is entitled "I Want My Mammy," a new lyric written around the theme of home and the South.

**NEW TONE ARM WINS FAVOR**

Wm. Phillips Pays Tribute to The World as a Real Business Getter

Orders for the new throw-back octagon tone arm, with octagon sound box, are increasing steadily in popularity. In speaking of the demand for this tone arm Wm. Phillips, president of Wm. Phillips Phono-Parts Mfg. Corp., New York City, stated: "The Talking Machine World is keeping true to form in its remarkable ability in developing business. My first ad of this new sound box and tone arm appeared in the January issue of the Talking Machine World and I can directly trace fifty replies to this one ad so far. Samples of the tone arm sent out have resulted in orders in almost every case. The exceptionally attractive appearance of both the arm and box catches the eye and when the tone value is demonstrated the sale is usually completed."

**NATIONAL ALBUM LINE IN NEW YORK**

James E. Maguire Appointed New York Representative With Offices at 54 Franklin Street

James E. Maguire has been appointed New York representative of the National Publishing Co., manufacturer of albums for talking machine records, with headquarters in Philadelphia, Pa. His offices are at 54 Franklin street. He intends to cover the trade in this territory very thoroughly and inasmuch as the National products are well and favorably known throughout the country he should have little difficulty in extending the sale of these products.

A recent caller at the executive offices of the Columbia Graphophone Co., New York, was W. C. Thomas, president of the Tampa Hardware Co., Columbia distributor at Tampa, Fla. Calvin Anderson, owner of the Columbia Grafonola Parlors at Wilmington, Del., Columbia dealer, was another recent caller at the executive offices, bringing with him excellent reports of the holiday trade that he closed in 1921.

**VIRGINIA BURT NEW OKEH ARTIST**

New Okeh Artist Possesses Rare Ability to Imitate Steel Guitar—Well Known in Musical Comedy Field—Has Quite a Following

The General Phonograph Corp. has just announced as a part of a recent Okeh record list several records by Miss Virginia Burt, featuring the selections "Dreamy Hawaiian Shore," "Hawaiian Chimes," "Ka-Lu-A" and "Hawaiian Starlight." Miss Burt is well known to theatre-goers throughout the country, and she possesses the unusual gift of being able to produce in her throat tones resembling with marvelous accuracy the notes of a steel guitar string. When



Virginia Burt

producing her melodies of the guitar in combination with the famous Hawaiian guitar artists, Ferera and Franchini, it is almost impossible for the hearer to believe that it is not a third guitar playing.

For two seasons Miss Burt was featured in all the Keith and Orpheum vaudeville houses. The musical comedy field then attracted her attention and in the ranks of "Glorianna" she found a small part which she quickly outgrew and later was asked to play the lead in support

of Miss Fritzi Scheff, star of the production. It was during the following Summer that Miss Burt, decided, half in earnest and half in fun, to write a musical play in which she could bring the happy family of "Glorianna" together again. She went to work immediately to write the necessary songs. While her manager was having arrangements made for the musical numbers of the production which will shortly be produced, he discovered Miss Burt's ability to imitate a Hawaiian guitar, and her Okeh records emphasize her unique gift to splendid advantage.

**"MARION HARRIS WEEK" A SUCCESS**

Sale of Records of That Popular Artist by Cluett & Sons Greatly Stimulated Through Timely Publicity—Visitors to Troy

TROY, N. Y., February 4.—The local store of Cluett & Sons, which in addition to pianos handles Columbia Grafonolas, Aeolian-Vocalions and both makes of records, has just completed the celebration of "Marion Harris Week," coincident with the appearance at Proctor's Theatre of that popular comedienne and Columbia record artist. Miss Harris visited the Cluett store and autographed a number of her records, the sale of which was stimulated materially as a result of the publicity.

A. E. Russell, manager of the talking machine department of the company, reports that sales during January showed a substantial gain over those for the same period last year and that February is starting off exceedingly well.

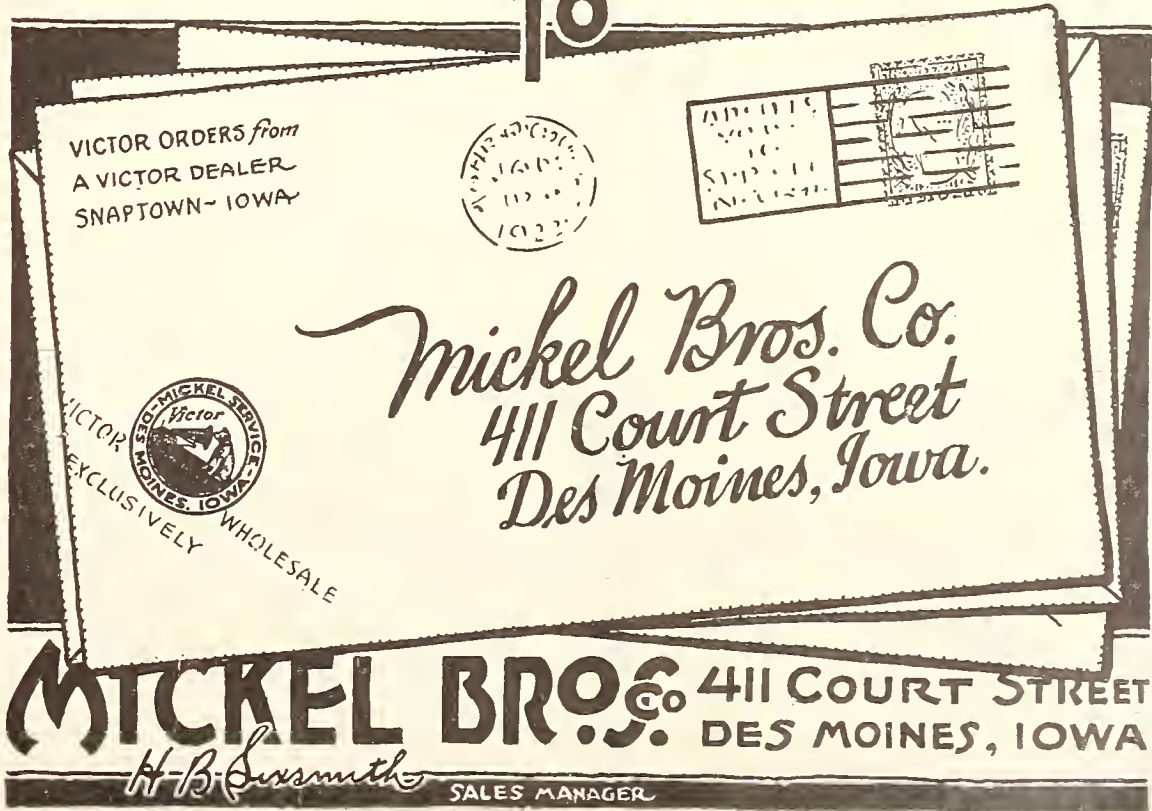
Among the recent visitors to the Cluett store were Arthur Olsen, of the Jones-Motrola, Inc., and Neal Lynch, of the traveling staff of the Aeolian Co.

**DEALER USES TIMELY PUBLICITY**

The advertising department of the Columbia Graphophone Co. recently received from M. T. Chapman, Columbia dealer of Holdenville, Okla., a copy of an artistic gift catalog which this dealer issued around the holiday season. Besides handling the Columbia line, Mr. Chapman is one of the most successful dealers in jewelry and optical goods in his section of the State, and he utilized the back cover of his gift catalog to feature Columbia Grafonolas. The advertisement was noteworthy for its typographical attractiveness, and also conveyed an effective sales appeal.

**ADDRESS YOUR VICTOR ORDERS**

TO



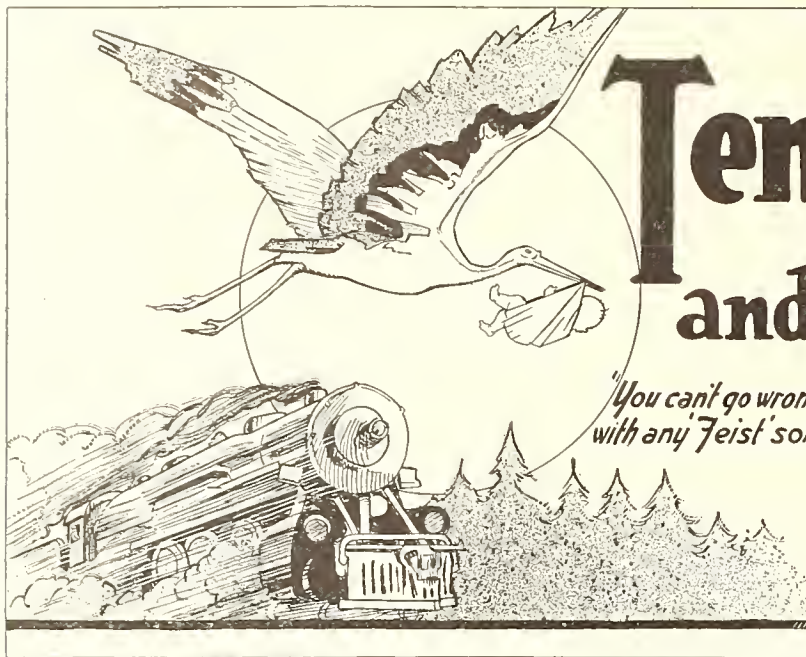
VICTOR ORDERS from  
A VICTOR DEALER  
SNAPTOWN- IOWA

MICKEL BROS. CO.  
411 Court Street  
Des Moines, Iowa.

MICKEL BROS. CO. 411 COURT STREET  
DES MOINES, IOWA

H. B. Sussman SALES MANAGER





# Ten Little Fingers and Ten Little Toes

*"You can't go wrong  
with any Feist song"* **A "Peach" of a song!**

**ASK TO HEAR IT!**

### OPENS ELABORATE NEW STORE

Over 2,000 Visitors Attend Formal Opening of New Victor Establishment of Chas. M. Zitzer in Mansfield, O.—A Successful Event

MANSFIELD, O., February 4.—It was a real event in this city when Charles M. Zitzer, Victor dealer, opened his new store at 35 North Main street, considered by many as one of the best locations in that city. According to conservative estimates fully 2,000 people attended this premier opening.

Yuncker's Orchestra played throughout the evening and vocal numbers were rendered by Prof. R. A. Chubb and Eddie Fisher. It was the consensus of opinion of all the visitors that this store is not only one of the most modern in the city of Mansfield, but one of the most up-to-date stores in the entire State of Ohio.

Floral tributes were sent by the Perry B. Whitsit Co., Victor wholesaler, of Columbus, O.; the Phonograph Co., of Cleveland; the management of the Opera House, the Mansfield News and other friends of Mr. Zitzer's. Narcissus and jonquils were among the favors given to the numerous guests. A banquet at the Southern was the culminating feature of the opening.

Out-of-town visitors included W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co.; W. P. Miller, Newark, O.; F. L. Fritchey, district representative, and Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co.; F. H. Smith, Ashland; Donald Slaybaugh, Crestline; Don Johns, Lima, O.; O. E. Soderburg, Sandusky; John E. Saum, Dayton; Henry Ackerman, Marion; Merle Phillips, Mt. Gilead, and Henry Doran, Detroit, Mich.

### GOVERNOR TO AID CARUSO DRIVE

Governor Channing Cox will head the Massachusetts State Committee, which will co-operate in the national campaign to erect a practical memorial to the late Enrico Caruso, world-famous tenor and Victor artist, according to a letter received in the New York headquarters of the Caruso American Memorial Foundation.

The Northern Music Co., Inc., Berlin, N. H., has moved into the Pickford Building on Main street.

**HEADQUARTERS**  
For  
**Single Spring Motors**  
and  
**Mica Diaphragms**  
**WILLIAM BRAND**  
27 East 22nd St., New York City

### LONDON SHELLAC STOCKS INCREASE

Despite Material Increase in Warehouse Holdings Stock Is Still Below Pre-war Days—Little Possibility of Price Reduction

Advices that have just come by mail state that there had been a material change in the statistical position of shellac in London within the past month, as indicated by the unusually big increase of 4,000 cases in warehouse holdings. Commenting on this development a London authority says:

"The total stock of about 11,000 cases is still very low. It is not surprising that the market has not been much affected by a replenishment which was very badly needed in order to protect consumers against the usually aggressive views of actual holders. The December arrivals happened to be rather liberal, and this coincided with some restriction on the outgoings incidental to the holiday period. The deliveries proved much short of those for November, but it is probable that trade needs will this month call for more important quantities. In contrast to the increased stocks the supplies afloat, to this side especially, are limited, while the bulk of the supplies on the way from Calcutta is going to the United States, as usual.

"Assuming that the London stocks will remain comparatively light for an indefinite period it is obvious that holders would be able to continue to exact a substantial premium for the shellac on the spot. While the December deliveries were only about 3,000 cases, the fact deserves notice that the monthly average for the past year represents 4,450 cases, which shows a moderate excess over the average for the previous year. The total receipts for the year were 52,463 cases, thus showing an increase of nearly 5,000 cases as compared with 1920, and the stocks are some 1,200 cases less than a year ago. There is no mistaking the fact that the outcome of the war has revolutionized the aspect of the market in this commodity, and it is difficult to imagine that the stocks will for some years to come reach anything like the dimensions that existed before the war, and the result is that prices are now still four to five times higher than they were before the war."

### BROOKS BUSINESS GROWING

SAGINAW, MICH., February 6.—In a chat with the World, A. W. Seeley, general manager of the Brooks Mfg. Co., of this city, stated that the talking machine business is gradually coming back and that December sales were exceptionally gratifying. The company is, at the present time, receiving many inquiries and is laying the foundation for a much larger business than it has had for the past eighteen months. Mr. Seeley feels certain that ultimately the Brooks Mfg. Co. will secure sufficient business to keep the plant going at a maximum capacity, owing principally to the automatic inbuilt repeating device, a special feature of the Brooks phonograph.

### A CARUSO MEMORIAL RECORD

New Record by Dead Tenor Released by Victor Co. on Occasion of Caruso Week

In honor of the celebration of the forty-ninth anniversary of Caruso's birth by a country-wide observance of Caruso Week, beginning February 27, under the auspices of the Caruso American Memorial Foundation, the Victor Talking Machine Co. has announced as an addition to the March supplement a new record by Caruso, namely, "Messe Solennelle—Crucifixus" (Crucified to Save Us). It is considered that the record is particularly timely, not only in view of the Caruso celebration, but from the fact that the Lenten season is approaching when music of that character is much desired. A special window card featuring the new Caruso record has been provided and is to be placed on sale on March 1.

### NEW PLAYER-TONE DEALS

Geo. Seiffert Will Represent Player-Tone Phono. Co. in Metropolitan Territory—Weil Bros. Appointed Representatives for New Jersey

PITTSBURGH, PA., February 4.—I. Goldsmith, president of the Player-Tone Talking Machine Co., 967 Liberty avenue, announced recently that arrangements had been completed whereby Geo. Seiffert, 929 Broadway, New York, would represent the company in the New York metropolitan territory. Mr. Seiffert is one of the best-known members of the wholesale talking machine business in the East and numbers among his personal friends dealers throughout the entire territory. He has made a specialty of giving his clientele efficient service, and his enthusiasm regarding the Player-Tone line is substantiated by the fact that he has already closed important agency connections for this instrument.

Mr. Goldsmith also announced that arrangements had been made whereby Weil Bros., well-known furniture manufacturers' representatives, at 220 Mulberry street, Newark, N. J., would be sales representatives for Player-Tone phonographs in the State of New Jersey. The company has placed a good-sized order and is planning to institute an aggressive campaign in behalf of this line.

### THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

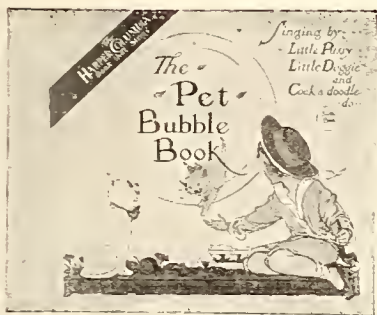
For descriptive folder address the

**TRIPLEX ARTISTIC PHONOGRAPH CO.**  
-Pershing Road and Ridgeland Ave.  
BERWYN, ILLINOIS



# Have You Heard the Good News?

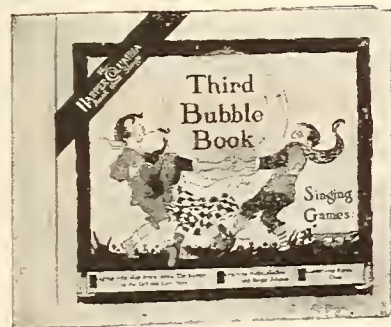
**BUBBLE BOOKS** are back  
to their old price



They are now back to the original price of \$1.00—a better value than ever.



This means that there will be quicker sales, quicker profit, quicker repeat.



And don't forget when you sell one you sell a habit and when you are selling a habit you are building business.



## BUBBLE BOOKS "that Sing"

**HARPER & BROTHERS**

*Bubble Book Division*

Franklin Square

New York



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., FEB. 10, 1922.

EVERYBODY continues to be interested in the state of business, and almost everybody continues to be on the fence when it becomes a question of advice or opinion. Yet, as a matter of fact, the inquiries which the mid-West staff of The Talking Machine World have been making during the six weeks past show conclusively that a good deal of what was anticipated two months ago has failed to materialize, while much has materialized which was not anticipated. For instance, there was a general belief throughout the trade two months ago that the Christmas betterment would be in the nature of a sort of flash-in-the-pan, and that it would not last over the middle of January. Moreover, our inquiries developed the fact that the reduction in prices came at the right time to improve a situation already better than had been anticipated. Orders were given during the month of January for delivery during April, May and June, some of which were booked even before the reductions were announced. Furthermore, it appears that manufacturers in general are not at all feeling blue. They have written down their inventory and to-day they know where they stand. Dealers also are struggling to the surface, looking around them and again seeing the familiar landscape which they had thought they would never see again. Inquiry among retail stores in this district reveals some interesting facts. During the last two years the housing situation had compelled many families to "double up," so that two groups would be occupying an apartment designed for one. The recent depression in business caused this condition to be even intensified, for thousands of families found that they must, at all costs, economize on rent expense. Now there is a process of separation and splitting-up going on. Apparently the people are getting tired of living in discomfort and are coming out of the shell of depression in which they have been wintering. The Superintendent of Banks of the State of Illinois has issued his annual report, which shows savings bank deposits of staggering magnitude. The money is there, the fine weather is coming on and the manufacturers are taking time by the forelock. What more can we ask for?

PRESIDENT BOND, of the Packard Piano Co. of Fort Wayne, Ind., is a wise man. He does not manufacture talking machines, but he fully

recognizes that they are an integral feature of the music industries. He would like to see the retailers in the piano industry taking a more potent interest in the talking machine and its records. In the course of an instructive article from his pen, which appeared in the holiday number of The Music Trade Review, he points out that piano dealers often overlook the opportunity to make their stores the music-merchandising centers which they rightly are and always ought to be. In fact, piano dealers are often narrow-minded in this respect and make the mistake of overlooking the steady every-day opportunity to sell smaller lower-priced items when the high-priced ones, like the piano and the player-piano, are for the time being going slowly. Indeed, this is only one way of looking at the matter, though we agree that the gospel is thoroughly sound. Whether times be good or bad, whether pianos are selling fast or not, the piano dealer who does not seize the opportunity of making his store a center for all music merchandise is simply refusing to take advantage of the logic of his own position. That is only another way of saying that every piano dealer should handle a line of good talking machines and records. He should take as much trouble in proportion to these as he gives to pianos and player-pianos. Thus fortified he will find himself financially and economically stronger. For this is a case where it is eminently much wiser not to put all one's eggs in one basket. Whether, indeed, talking machine dealers who have not before dealt in pianos should take on such lines is another question entirely. It is, as may be seen at once, quite different from the first one. But piano dealers, if we may venture to advise them, will be better piano dealers for handling the best in talking machines and the best in records.

AND this reminds us that the typical mid-West product known as the Piano Club of Chicago to-day numbers among its most active members many able and energetic talking machine men. Harry Bibb, William Wade, Harry Schoenwald and the ever-hustling John McKenna, secretary of the club, and local boss for the Columbia Co., will at once come to mind, but the owners of the other names which might and should be remembered will simply have to take the intent for the deed, since we cannot possibly find space for them all. There have been many noticeable results flowing from the injection of this current of talking machine mentality into the deep stream of the Piano Club's existence. Perhaps the most apparent have been the remarkable entertainments which the members have enjoyed week after week, through the courtesy of their fellow-members who have been in a position to command the services of musical artists. Singers and instrumentalists, many of them highly distinguished, have appeared before the Piano Club at the instance of members who represent in various capacities the interests of leading companies. For all this the other members of the club are appreciative.

WHICH again leads to the thought that the National Association of Music Merchants would certainly be the stronger if it had more talking machine merchants among its members. President DeForest, of that Association, himself a music merchandiser of widest interests, has recently spoken very definitely on this subject. He thinks that more talking machine merchants ought to be in the National Association of Music Merchants, which should not, he rightly says, be composed of piano men only. The National Association of Music Merchants, in fact, offers to the talking machine man many advantages, some of which were clearly set forth by President DeForest at the Executive and Advisory Boards' meetings held on January 12 in New York City. These include legal, business and legislative helps. The Association is endorsing the Stephens-Kelly bill for price maintenance and is performing other services to every talking machine man, of direct and immediate benefit. To our mid-West talking machine trade friends, then, we pass the word: Get into the N. A. of M. M. You need it and it needs you!

SPEED. This is not intended as a funny title. It is quite literal and means just what it says. We are referring to plain, ordinary, physical speed, otherwise velocity; and our reason for so doing is, we believe, worth while. A representative of The World's Western Division was visiting a certain wholesale office in Chicago the other day and happened in just when a well-known tenor of our opera had come in to listen to one of his own records, which was being put out by this company for January. The World man took up a modest position in the rear while the entire sales force somehow got into the room, and as the singer sat down in front of the machine a salesman stepped forward and put on the new record. Hardly had the first chords of the accompaniment begun to sound when our artist began to wriggle in his chair and look uneasy. The very moment his first voice-tones sounded out he literally jumped up and, as we say, figuratively "hit the ceiling." "That is not my voice," he cried and, stooping over the turntable, he changed the speed regulation. Then he listened again, looked satisfied and said, "Now *that* is my voice." Exactly! All very simple and no doubt the result of a mere accident. But how very significant! There was a roomful of expert salesmen who did not sense the fact that a record is simply not genuine unless it is played at the right rotational speed of the turntable. Every salesman knows that pitch varies with speed, but how often is the knowledge put to good use? Just suppose that that salesman had been trying to sell this singer a talking machine which was in a similar maladjusted condition. He would simply have lost his sale. Any singer, in fact, would have detected the nasal imperfections of the vocal sounds and would at once have blamed the machine. Which emphasizes that those who sell talking machines should know their product.

Not  
Booming,  
but Better

Our  
Trade in  
"The Club"

Get  
Into  
N. A. M. M.!

Talkers  
in Piano  
Stores

Multum  
in  
Parvo



From our **CHICAGO HEADQUARTERS**  
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., February 8.—With no exception wholesale and retail concerns in this city have been able to report that the year 1921 closed in a more satisfactory manner than was expected. These facts were brought to light when the annual inventories were made and in several instances some of our most ardent howlers of "rotten business" received the surprise of their life when they found out they had fewer goods than they thought they had and had sold more than they imagined they had. These facts caused them to desert the blue ranks and come over to the optimistic side, so that to all intents and purposes everyone in the Chicago trade today is feeling in better spirits and looking forward to exceptionally good business throughout the whole of 1922.

The month of January was exceptionally good. Everyone was out, working hard and getting orders. Moreover, an increase was brought about toward the latter part of the month and the first week or so of February, when the reduction announcements came thick and fast. The first was made by the Victor Co. regarding its records, followed in short order by all other companies. However, the reduction did not stop here. It included part of the hardware, motor and accessory trade, but was not general at the time. One peculiarity about this reduction was that it had the desired effect. It increased business. It was not like the reduction of several months ago that knocked the bottom out of business, so to speak, and brought about a sort of industrial stasis. This reduction turned the trick; and that is what was wanted of it. It increased business to a great extent in all phases.

The retail men were the first to feel the effects

of it and soon began reporting increased activities and calling for more goods. This had the desired effect on the manufacturers and caused them to begin opening all departments and putting on more help in order to take care of the sudden and increased demand. Nor was the activity confined to regular customers. Inquiries came pouring in thick and fast from all directions from men who had been practically out of the game for some time, and many were from well-rated concerns who heretofore had been in no way connected with the talking machine industry. Some, when looked up, were found to be from commercial firms of high rating, particularly from this section of the country. We may, therefore, expect, before the end of 1922 to see some new instruments on the market, for apparently these expected new faces are strongly entrenched financially and capable of turning out good instruments once they begin.

All of which augurs well for the men handling hardware, such as motors, tone arms and accessories, nor can the trade here be blamed at this rate for expecting a good business year. The retailers are taking advantage of every possible tie-up that presents itself. For example, whenever theatrical stars, grand opera, legitimate or vaudeville, make their appearance, the dealers are not hesitating in notifying their clientele of the fact, provided, of course, these particular headliners have recordings on the market. In the past nothing like this was taken advantage of—that is to say, not for the last couple of years at least. It was unnecessary. Business came without trying to get it, and, therefore, headliners came and went unnoticed, so far as those dealing in records were concerned. However,

the appearance of a star nowadays brings forth great activity among the record dealers and these activities are rewarded by good sales. In many instances some of the very dealers who are now doing this tie-up work report that even though their record sales in the past were very satisfactory their sales today are even more so, and quite a few of them are wondering what would have happened in the past if they had done some tie-ups on top of their easy business.

**Music in the Air**

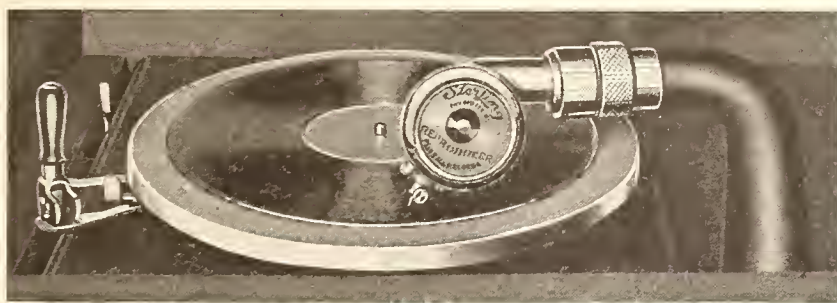
One of the latest fads to interest Chicago and vicinity is "radio-in-the-home." The original impetus came when transmitting antennae were installed at the Auditorium Theater during the grand opera season. The daily papers began publishing data about Hertzian waves and the wireless stations throughout the country were permitted to operate for the purpose of public entertainment.

Of course, all sending stations are under government control and have specified times during the day when they are permitted to work, and for this reason the locations of the various stations and the time of their program is printed. There is no governmental control over the receiving equipment and as a consequence wireless telephone antennae are daily seen rising in increasing numbers over the housetops of Chicago.

Perhaps the most popular radio-in-the-home instrument is manufactured by the Westinghouse Electric Mfg. Co., of East Pittsburgh, Pa., for which the National Radio Sales & Service Co., of Chicago, has been appointed sales agent. This latter company is located in one of the

(Continued on page 109)

**STERLING REPRODUCER with EDISON ATTACHMENT**



**PLAYS ALL RECORDS**



Write for New Prices on Sterling Tone Arms and Reproducers.

**Sterling Devices Co.**

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

The Sterling Reproducer with Edison attachment not only harmonizes in appearance with the Edison machine, but harmonizes with it in its perfect adaptation to all Edison requirements.

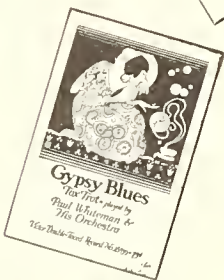
To say that the Sterling Reproducer plays all records and plays them beautifully is no idle statement. It is based on scientific facts which talking machine experts will appreciate.

The Sterling Reproducer when used on the Edison absolutely synchronizes when playing both hill and dale and lateral records. The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.



## *four salesmen in your window*

If you could afford to hire four salesmen to stand in your display window and hold up new records, you would probably sell a good many of the records, wouldn't you? The passers-by, of course, could not hear through the glass what your salesmen might tell them was the name of the record. And unless the salesmen were willing to fox-trot for the benefit of the onlookers or to move their lips as though singing, no one could know what kind of a record it might be. The salary of these four salesmen would be prohibitive. *But they would sell a tremendous lot of records.*



Lyon & Healy offer you four new salesmen each month. The salary for all four will be only two dollars. They will shout the name of the record clear through the window. And they will clearly tell whether it is a dance record or a song or a violin solo.

They are the L & H Victor Record Window Display Cards.

This service was instituted for the benefit of our merchants who wanted a card service that would be high-class, attention-compelling and low in cost. The L & H service is of all of these.

Four cards are issued each month, two of them 14 by 22 inches; two are 11 by 14 inches. They feature the four best numbers of the monthly Victor release. They attract attention because, being printed in several colors, they are very striking. The drawings are of the finest character done by a high-priced commercial artist.

There is no similarity between these cards and the average gaudy lithographs. The L & H Cards are individual, different, and of the highest standard.

You can use the Lyon & Healy Display Cards equally well in your windows, about your store, in your booths or under the glass of your counter.

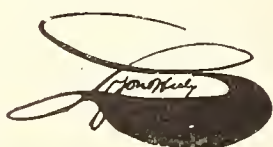
*The price is only \$2.00 a set each month.*

*Write for free samples*

# LYON & HEALY

*Victrola Distributors*

CHICAGO





FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

large Loop buildings and has been instrumental in popularizing talking machine-record concerts via wireless telephone daily at 4 o'clock, continuing for about fifteen minutes, during which time a series of talking machine records are played at the K. Y. W. radio station, located in the Commonwealth Edison building. At this time amateur radio operators, located for hundreds of miles around Chicago are listening in on the concert, and many talking machine dealers report a great number of record sales traceable to these concerts. At 8 p. m. sharp during the recent grand opera season in Chicago performances were also "listened in."

The little Westinghouse instruments sold by the National Radio Sales & Service Co. vary in price and the literature put out by this company pertaining to these outfits contains the following paragraph of appreciation:

"Radio history is being written broadcast in opera. It is only right that acknowledgement should be made to the Chicago Opera Association, Mary Garden, general director, and the Commonwealth Edison Co. for making such a program a reality."

**Columbia and Kerekjarto**

Under the auspices of L. L. Sebok, of the international record department of the Columbia Graphophone Co., Chicago branch, Duci de Kerekjarto, violinist, appeared in concert at the store of the Winter Piano Co., Columbia dealers, 516 Grand avenue, Milwaukee, Wis., recently. Upon his return to Chicago Mr. Sebok said that evidently Kerekjarto Columbia records have built a large following for this artist in Milwaukee, judging from the select audience of professional musicians and amateur music-lovers gathered for the occasion. The audience kept Kerekjarto playing selections which he recorded for the Columbia Co., and after the concert the audience expressed its gratitude and appreciation for the artist's work by purchasing his records in large quantities.

**Souvenir Memo Books**

A recent addition to Columbia's long line of dealer service articles is the Columbia souvenir memo book and yearly calendar, which consists of 106 pages. These little books are intended primarily to appeal to women who, according to the opinion of the Chicago sales force of the Columbia branch, purchase 80 per cent of all records bought. The service department believes that housekeepers as a rule never possess, and always have a need for, an attractive memorandum book in which to keep track of their household or personal needs, engagements, recipes, etc., which they can carry with them for ready reference. By presenting an attractive and useful gift such as this Columbia dealers are expected to meet with immediate response, for most women value such courtesies highly.

A new idea is said to have been incorporated in the making of these books. A number of the pages are for personal data, while the remaining pages are ruled with the heading, "Records I Want to Hear," and at the bottom of each sheet some Columbia record is suggested by title, artist, number and price.

**"The Sheik" Tie-up**

"The Sheik," a Paramount picture which met with tremendous success, proved a wonderful tie-up for the record of the popular song, "The Sheik," in Chicago. Columbia dealers especially reported unusual sales of the Columbia record of "The Sheik," played by Ray Miller's Black and White Melody Boys. The method by which the Columbia dealers tied up was not elaborate or expensive, but very effective. Many of the dealers rented Arabian costumes and hired colored men to impersonate "The Sheik." It was the duty of "The Sheik" to parade around the vicinity of the retail stores. While doing his stunts he passed out a card which on one side bore the simple statement "The Sheik is out," and on the other side was the dealer's name and address. Needless to say this method of tie-up created considerable interest while "The Sheik" was fresh in the minds of the public.

Another tie-up was made through the assist-

ance of Dan Roache, publicity manager of the Lasky Film Corp., Chicago branch, who made arrangements to tie up with every Columbia dealer in town who has a place in the vicinity of the theatre where "The Sheik" was shown.

**January Furniture Market**

The January furniture market was the means of bringing many talking machine dealers to Chicago from all parts of the country. The local branch of the Columbia Co. used a special register for the enrollment of Columbia dealers only, which, at the end of the show, contained numerous names, showing that dealers had come here from all parts of the country. A brief canvass of the furniture manufacturers exhibiting at the Chicago branch of the Furniture Show this year shows that there is a very optimistic trend to business in general for the coming year.

**Coming and Going**

T. W. Williams, of the sales department of the Chicago Talking Machine Co., left Chicago recently for a two weeks' vacation to Little Rock, Ark., where he is visiting his folks. During the summer months Mr. Williams was unable to take his regular vacation, owing to business activities. From present indications, beginning with the first of February, there will

be necessity for intensive activity in the Chicago trade, and Mr. Williams is, therefore, making preparations.

One of the recent visitors to Chicago was Frank Ashworth, of Weber & Ashworth, Victor dealers, of Cadillac, Mich. He reported that the holiday season proved exceptionally good and that all indications are for a very prosperous year.

**W. W. Clarke, of London, Visits Chicago**

The Chicago trade was recently visited by none other than Walter W. Clarke, assistant general manager of the Gramophone Co., of London, England, who is in this country studying American business methods with a view to getting ideas from us that will be applicable to British and European business.

In making a comparison of the British retail business with ours, Mr. Clarke mentioned that they had not adopted over there the American idea of demonstrating booths. When a person comes in to hear a record in the British Isles he purchases several slugs similar to those used in telephones. He is then given a seat and a list of the records with numbers. The seat he is given is before a prepared dial which has an indicator. He then deposits the slug in the slot,

(Continued on page 110)

# The Oro Tone

**QUALITY FIRST**

Just Say—

## "Send Samples on Approval"

For the EDISON

**WHAT THIS DEALER SAID**

"I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order."

**ANOTHER DEALER SAYS**

"Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument."

**WHY DON'T YOU ORDER SAMPLES TODAY?**

Made in Canada by  
W. H. Banfield & Sons, Ltd.  
Toronto

**THE ORO-TONE CO.**

For the EDISON



**No. 1E ORO-TONE**  
For Playing All Records on the Edison  
Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
Retail price, Nickel Plated, \$7.50.  
Highest Grade Gold Plate \$10.50.

For the VICTOR



**No. 1S-V ORO-TONE**  
For Playing All Records on the Victor  
Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
Retail price, Nickel Plated \$6.50.  
Highest Grade Gold Plate \$9.50.

For the COLUMBIA



**No. 1C ORO-TONE**  
For Playing All Records on the Columbia  
Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
Retail price, Nickel Plated \$6.50.  
Highest Grade Gold Plate \$9.50.

ASK FOR COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

The Oro Tone Co.

**QUALITY FIRST**

1006 GEORGE STREET  
CHICAGO, ILL.



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 109)

sets the indicator dial and places two listening tubes to his ears. The indicator dial automatically operates a similar one downstairs in the basement, and the employe in attendance there puts the desired record on a small machine and sets it in motion. Therefore, it will be seen that a charge is made for the hearing of each record, but whether or not this charge is deducted from the purchase price of the record was not mentioned by Mr. Clarke. He did mention that the Unit Construction Co. has fitted up two splendid stores on the American plan for the Gramophone Co. in London.

Another interesting topic he touched on was that in the British countries the dealers have not as yet adopted the deferred payment plan so popular in this country. Their business has been done on a strictly cash basis.

**W. C. Griffiths Likes Indianapolis**

Dame rumor has it that W. C. Griffiths, assistant sales manager of the Chicago Talking Machine Co., will soon become a Benedict. At this writing we do not know who the fortunate young lady is, but we have every reason to suspect that her home is in Indianapolis. Putting two and two together we have come to the conclusion that this is probably the cause of his recent trips to that city.

**Hoot! Mon!**

The appearance of Sir Harry Lauder at the Great Northern Theatre on January 23 brought about a great increase in the sale of his Victor records. Dealers in all sections of the city reported tremendous sales on all of his numbers, especially the latest releases.

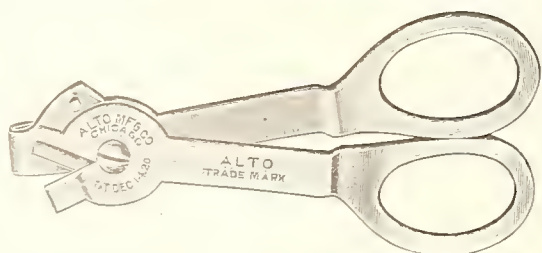
**Why Victor Dealers Are Optimistic**

While the first of the year showed every indication of a normal increase in business, according to W. D. Geissler, of the Chicago Talking Machine Co., the Victor Co.'s reversion to pre-war prices acted as an incentive which brought about a tremendous increase in volume of sales. These pre-war prices are applicable to the records only. Every Victor dealer in Chicago is exceptionally happy and active. They all report an increased and steady demand for all Victor goods and a feeling of optimism maintains throughout their ranks.

**An Interesting Attachment**

A new company has just been formed in Chicago which bears the name of the Myers Mfg. Co. The offices are in the Manhattan Building, near Van Buren street, on Dearborn. Papers of incorporation bear the following names: B. Myers, president; Irving J. Dorf, vice-president; R. Graebert, second vice-president; J. G. Kaso, secretary and treasurer. The sales manager is Ernest Zietler. The amount of the incorporation is \$25,000.

This company has just put on the market a little instrument which they call the Universal record re-cutter. Their claims for this little instrument are very interesting, as they state their invention was perfected only after years of study and expenditures of large sums of money. The purpose of the instrument is to renew old, worn-out records by simply attaching them to the sound box and allowing the device to run through the record grooves, just as though it were playing. When the last groove has been reached the record is practically recut, and in better condition to play than was the case before the operation was commenced.



MANUFACTURED BY

**ALTO MFG. CO.**

1801-1803 Cornelia Avenue

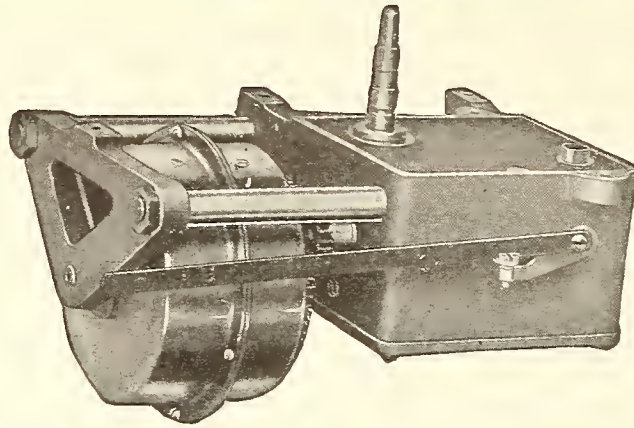
CHICAGO

**THE ALTO \$1.00 Retail**

A high-grade fibre needle cutter made entirely of steel, hardened, ground and nickel-plated. Will cut as well as any cutter at any price.

**The Alto Superior \$1.35 Retail**

Of the same general design as the \$1.00 cutter, but somewhat heavier; hand-polished and heavily nickel-plated.

*Carry the Alto Cutter; it is a good line***Price Reductions on Enclosed Motors**

We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

**REMEMBER**

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive CHICAGO

The instrument is of metal, cylindrical in form, one end being closed off and the other end pointed, having a set screw and a small hole for the insertion of a needle. The second part of the instrument is a collar, held in place by a threaded arm which, when screwed into the opening of the collar, causes a wedge between the collar and the cylinder. The other end of this arm is cut to fit into the regular needle-slot of the sound box. Within the hollow cylinder is a small piece of machined steel, which is oscillatory in an up-and-down direction within the cavity.

In operating, the following procedure is carried out: A very hard steel needle is placed in the cutter. The cutter, in turn, is attached to the sound box, its position being such that when ready for playing it will ride the record in a horizontal position. The record is started and the needle in the cutter, traversing the grooves, causes the little piece of steel within the cylinder to vibrate, which vibration in turn acts, as it were, like a trip-hammer. This trip-hammer effect causes the needle to plunge through the dirt and other particles which have been ironed into the record grooves, and to dig out all foreign material. After the operation the re-cutter is detached and the record can then be played in the ordinary way. Of course, objection will be raised by those unfamiliar with this instrument that it will cut and destroy the record grooves, but the instrument must be actually seen in operation before its merits can fully be appreciated.

**Reduction in Tonofone Prices**

The recent reduction in price of Tonofone needles, made by the Tonofone Co., proved to be quite a stimulus to business, and the reaction was greater than anticipated. This reduction benefits dealers greatly in that the retail list price remains the same, which brings them a greater profit and at the same time does not affect the consumer. The reduction in needles

was brought about by a reduction in costs of raw material and labor. The increased profit to dealers is especially noticeable on the twenty-five cent packages and the trade as a whole has been taking advantage of this as may be seen by the number of orders which have been coming in daily.

J. F. Johantgen, president of the Tonofone Co., tells The World that there have been several changes made in packing recently, which, when put into effect, brought about a marked saving in advertising expenses and this saving was one of the items which went for making the reduction in the price of needles possible. The saving was effected by making their parcel post mailing cartons a trifle larger, and this permitted the insertion of leaflets and samples of needles to be used for advertising purposes by the dealers. Heretofore this went out packed in separate envelopes, and plus the cost of mailing, proved very expensive at the end of the year. It was then that Mr. Johantgen got the idea of weighing the carton of Tonofone needles, in doing which he found that the weight was considerably under two pounds but that the charges for mailing were the same nevertheless. He, therefore, hit upon the idea of making the carton a little larger and enclosing the samples and advertising leaflets, so as to make up two pounds, but at the same time eliminating extra cost of mailing and packing.

The Tonofone Co. is also getting out a large quantity of dummy cartons for dealer show purposes, and the printers are now working on a variety of little easel-backed showcards. All of these items are being sent to dealers as quickly as received from the printers and the dealers in turn are sending back many congratulatory letters showing their appreciation of these helps which are being given them by the Tonofone Co.

**Preparing New Models**

The Federal Phonograph Co. of this city is preparing to bring out a new line of console talking machines. The new styles, which are to be placed upon the market early in March, will be medium-priced, and especially attractive for jobbers. The models will be of the Queen Anne, Adam and Sheraton periods, and will be furnished in mahogany and walnut. The sizes of these new models will be 35 by 38 by 21 inches.

**Welcome Patricola**

Loop-hounds in Chicago are a happy bunch nowadays because they can get, and take home with them, the voice of their favorite songbird, Patricola. This was made possible by her debut



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

into talking machine land by way of Victor record No. 18838. This is Miss Patricola's first appearance on Victor records and her offerings are two vocal selections, "I've Got My Habits On" and "Happy Hottentot." Miss Patricola made her first hit in Chicago years ago as an entertainer. Her voice, plus her ability as a violinist, brought her almost immediate recognition, and when she made her first vaudeville appearance in Chicago it is said by old-timers that she proved one of the biggest hits that ever showed in the big Loop houses.

**Funny Fanny Brice**

Another Victor artist to make her initial bow in February is funny Fanny Brice, of the Ziegfeld Follies. It surely was a happy idea to release her records right at the time she was making such a tremendous hit at a local theatre, and it was a still happier idea that the record embodied two of her songs with which she has been making this hit, namely, "Second-Hand Rose" and "My Man." All told, therefore, the personal appearance of Miss Brice at one theatre and of Sir Harry Lauder at another ought to be the means of getting in a great deal of record business for Victor dealers in Chicago.

**Important Brunswick Announcement**

The Brunswick-Balke-Collender Co. has just made the announcement that it has appointed John L. Du Breuil as district manager of the phonograph division in the territories covered by the Cleveland, Pittsburgh and Buffalo branches. Mr. Du Breuil was formerly connected with the Columbia Graphophone Co. at its branch in Cleveland and his many friends in that district will be glad to welcome him back to his old territory. After personally meeting the entire personnel of the executive offices of the Brunswick-Balke headquarters in Chicago, and after a visit to the motor and cabinet plants of the Brunswick Co., he became greatly enthusiastic over the possibilities of Brunswick and assured all members of the Brunswick Co. with whom he came in contact that he was going to make them all sit up and take notice.

**A Suggestion for Use of Windows**

Over in one of the big show windows of the Peoples' Gas, Light & Coke Co., on Adams and Michigan, will be seen one of the prettiest and most cleverly gotten up displays depicting a modern kitchen seen in these parts in many a long day. The most interesting feature of it all is a sign on one of the small white tables which says that Edith Mason and her husband, Maestro Polacco, of the Chicago Grand Opera Co., had purchased this particular kitchen and that it had been sent to their villa in Milan, Italy.

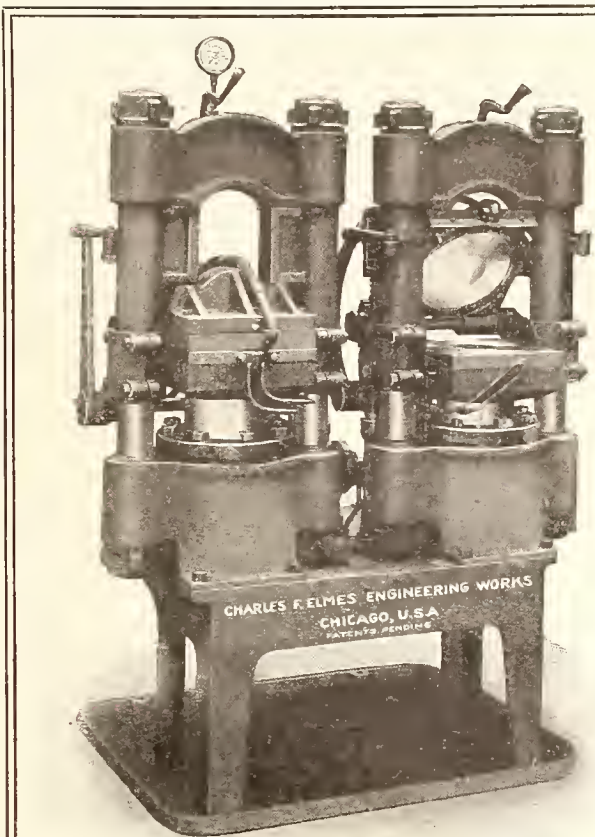
The reason this particular item is mentioned is merely to give readers of The Talking Machine World a little idea of how other lines of activities tie up to possibilities. Surely it is a far cry between the opera and the kitchen, but nevertheless if it weren't for the kitchen there would be no opera. Maybe this is how the gas company's window decorator figures it up.

**Change Line of Operations**

The firm of C. W. Howe & Co. have made the announcement that they are closing out their interest in the talking machine business and have just been appointed agents for the Harsha tire storage battery. In the future this company will confine their activities to this line. C. W. Howe & Co. were one of the oldest concerns in Chicago to place on the market tone arms, sound boxes, motors and other items. Their tone arms and motors were patented in the United States and other countries, and the patents are being disposed of. Negotiations have just been closed for the manufacture of the motor under foreign patent-rights and domestic negotiations for these rights are now under way. The same procedure applies to their rights on tone arms and other accessories controlled by them.

**Sterling Devices Activities**

The Sterling Devices Co. reports a very great increase in January business for Sterling Edison attachments and No. 41 tone arms. The report comes from W. O. Miessner, who states that this increase indicates to him that dealers and manu-



**1 2 0 0**  
**RECORDS A DAY**  
 WITH  
**ONE OPERATOR**  
 ON AN  
**E L M E S**  
**AUTOMATIC**  
**DUPLEX RECORD PRESS**

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

**CHARLES F. ELMES ENGINEERING WORKS**  
**224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.**

facturers are exceptionally busy in all parts of the country. "There is no reason why our trade should not be busy," says Mr. Miessner, "and the fellows who are doing good, conscientious, hard work, getting out and getting after the business, are those who are sending in orders for attachments. This is not because of any work on my part, but is merely a summary of the letters that I have been receiving recently from these dealers. I furthermore gather from these letters that this activity is not a spasm but a long-thought-out plan which these dealers have put into effect. That plan is: 'If you want it, go out and get it.'"

Besides the activity at the headquarters of the Sterling Devices Co. there are several other interesting happenings which will be announced in forthcoming editions of The Talking Machine World, which Miessner says will cause a whole lot of favorable comment because of their filling

a long-felt want. Just what these coming events will be has not been stated as yet, but it is needless to add here that The World representative is just as anxious to find out what it is all about as is the general trade.

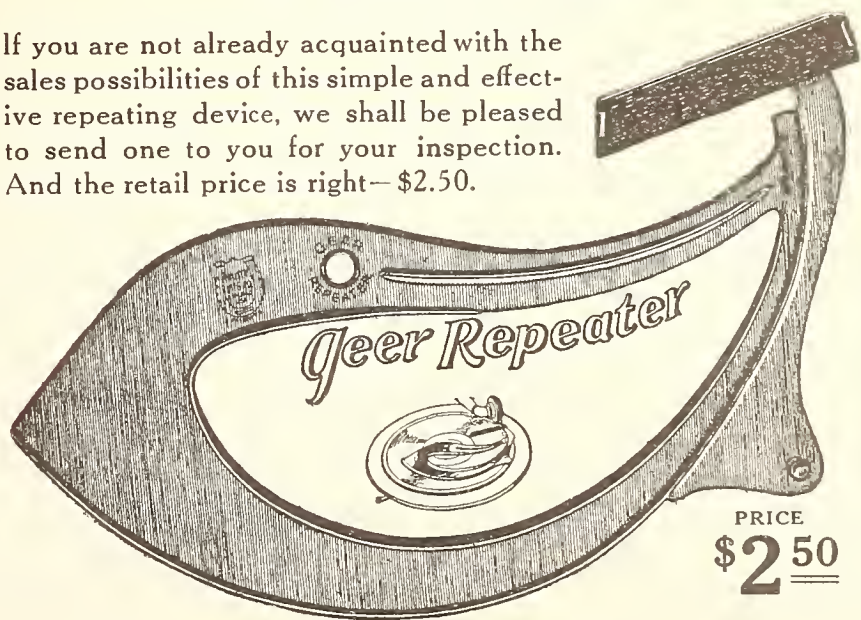
**On Western Trip**

H. L. Mills, secretary and treasurer of the United Mfg. & Distributing Co., left Chicago the latter part of January for an extended western trip which will carry him to the Coast, and upon his arrival on said Coast it is his intention to pay a visit to Los Angeles for a short rest before returning to his desk in Chicago. Before leaving Chicago Mr. Mills stated that the price reduction on enclosed motors, as announced in recent issues of The Talking Machine World, has brought innumerable inquiries from all parts of the country and many new names, which, when looked up, were found to be names of firms of

(Continued on page 112)

**THE IMPROVED GEAR REPEATER**  
*Is Now on Sale*

If you are not already acquainted with the sales possibilities of this simple and effective repeating device, we shall be pleased to send one to you for your inspection. And the retail price is right—\$2.50.



PRICE  
**\$2.50**

*Regular Dealer Discount*

**THE SYMPHONY MUSIC COMPANY**  
**1020 WILSON AVENUE CHICAGO**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

high standing in the commercial field. A great number of the inquiries were from the Middle and Far West, which was the primary reason for his trip west which will take him to the Coast.

Hold Annual Meeting

The annual meeting of the stockholders of the Wizard Talking Machine Co. was held on the evening of January 27, and all the officers were re-elected. Sales Manager Hadley, who will remain in charge of the sales, stated that they had an exceptionally good business year during 1921 and that plans were now well under way for even better business in 1922. There is a possibility that the price of their instrument, the Valuephone, will be increased, as it is planned to put out a machine of exceptionally high workmanship, finish and value.

In New Quarters

The Nupoint Mfg. Co. has moved its quarters from Fifty-ninth street and Racine avenue to 630 South Wabash avenue. This company took up its headquarters on the South Side about a

year or so ago and in a short time has grown to be of considerable importance in the supply branch of the talking machine industry. In its new headquarters it will occupy practically the entire second floor.

Changes Managers

S. F. Patchin has been appointed manager of the retail Victrola department of the Cable Company, to succeed Lionel Tompkins, who has officiated in this capacity for several years. Mr. Tompkins is now managing the retail piano department at Jackson and Wabash avenues. Mr. Patchin is widely known in the talking machine trade in the mid-West, and for several years was in charge of the Victrola department of the J. B. Bradford Co., of Milwaukee, Wis.

Remodeling Store

The Woodlawn Phonograph Co., at 1314 East Sixty-third street, has just finished remodeling its place of business. Proprietor Richard Randall, who opened this retail shop several years ago, has been quite successful in making it one

of the best-known and busiest retail shops in that section of Woodlawn. He formerly had six demonstration booths, but during the remodeling of the store he increased this number by three.

A Visitor From Australia

G. H. Horton, of G. H. Horton Co., Sydney, Australia, spent the last two weeks of January visiting the Chicago trade. He is making a tour of the United States in the interests of his company, visiting manufacturing plants, with the idea of gaining information pertaining to manufacture. The Horton Co. puts out a talking machine of its own make, and while in Chicago Mr. Horton signed up quite a number of contracts for motors, tone arms and accessories for talking machines.

Swiss Yodeler Visits

Charles Schoenenberger, said to be one of the world's foremost yodelers, visited Chicago recently, in company with Edwin C. Ingold, vice-president and sales manager of the Ferdinand-Ingold Import Co., of Monroe, Wis. The aforementioned company is marketing a new record known as the "Helvetia" Swiss and German yodeling records, which are produced in the original German-Swiss and German tongues.

The Ferdinand-Ingold Co. was recently formed in Monroe, Wis., for the purpose of marketing exclusively these German and Swiss yodels and have been fortunate in securing such international artists as Mr. Schoenenberger and Mme. Schneckenbuehl. The officers of the company are: Ferdinand Ingold, president; E. C. Ingold, vice-president and sales manager, and Walter W. Ingold, secretary and treasurer.

Speedy Publicity Department

Some of the quickest publicity that we have seen turned out in many a day was recently accomplished by the advertising department of Lyon & Healy. On Friday afternoon, January 27, they received an announcement from the Victor Talking Machine Co., with illustrations showing the new line of console Victrolas. By Saturday night a large folder of this announcement, together with electrotypes showing the five new Victrola consoles, was being mailed out. These folders were in the hands of the Chicago trade on Monday morning. Where the speed came in was in the matter of getting out the electrotypes. The photographs which Lyon & Healy received from the Victor Co. were retouched by their artists and immediately sent to the electrotypers. These cuts show models Nos. 240, 260, 280, 300 and 330, and range in price from \$115 to \$350.

Joins Brunswick Staff

Robert W. Churchill, who for the past year or so has been looking after a part of the Chicago trade for the Emerson Phonograph Co., has severed his connections with that company and is now associated with the wholesale sales force of the Brunswick-Balke-Collender Co. He will look after the North Side territory for this concern.

Takes a Long Lease

H. I. Mirick, president and general manager of the University Music Shop, Inc., 508 State street, Madison, Wis., when in Chicago recently announced that he had just signed a five-year lease for the building in which his store is located.

Good for Electric Motors

There is an association in Chicago known as the Electric Club, which occasionally gives out news that should interest dealers and manufacturers of electric talking machine motors. One piece of information recently given out was that there are 21,000,000 homes in the United States, of which 8,000,000 are already wired for, and using, electricity, and that all these are located in electric zones; that is, in districts easily accessible to electric current. During 1921 1,700,000 of these homes were electrically equipped. The fact that there are 8,000,000 prospects for electric talking machine motors ought to be good news to the trade and give it something to think about should it begin to won-

FEDERAL ELECTRIC SIGN



"The Business Magnet That You Need Now"

Dark winter days are here—your place of business is lost in the cold, gray appearance of the street. Prospective customers are hurrying here and there in the cold.

Suddenly—

In front of your store there appears a bright sparkling, cheerful Federal Electric Sign—out of

the dreary street flash rays of inviting light. Your location and the nature of your business are stamped indelibly on the mind of the passerby—the impulse to buy is instantly aroused.

People can't resist the drawing power of your Federal Electric Sign—the business booster that pays for itself over and over again.

12 MONTHS TO PAY

A small payment brings you this wonderful new sign—it pays for itself while you pay for the sign—beautiful blue and white porcelain enameled background—the big letters are of snow white Silveray glass, smooth and very easily read from a great distance in each direction. Only two bulbs are required for each letter—ten bulbs for the sign shown above—costs very little to maintain—only 3 or 4 cents an hour for electricity.

A wonderfully attractive 24-hour a day salesman that will bring in business and new customers for years to come—long after it has more than paid for itself. Remember—a Federal Electric display is the cause of a busy store—not the result. Employ this unusual business booster without delay. You need it now. Send coupon for full information and prices as well as free sketch showing how your Federal Electric Sign will look. No obligation—do it NOW.

FEDERAL ELECTRIC COMPANY  
Representing Federal Sign System (Electric) at 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

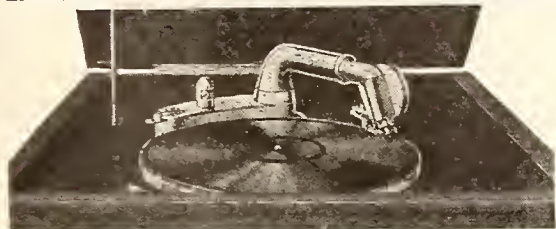
Name..... City..... State.....  
Street and No..... Business.....  
Store Frontage..... No. of Floors.....

Federal Electric Signs are the cause of a busy street; not the result.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

**GOING LIKE HOT CAKES**



For Prices and Further Information, Address  
**STERLING DEVICES CO., 534 Lake Shore Drive, Chicago**

**STERLING**  
No. 31 NON-SET  
**AUTOMATIC STOP**

Never Misses No Matter What Size Record—Always Sets the Brake When Record Is Finished.

der whether or not there is a field for electrically driven talking machines.

**Quigley Back With Witmark**

A short time ago we reported that Thomas J. Quigley, one of the most popular sheet music publishers' representatives in the mid-West, had resigned as manager of the Chicago house of M. Witmark & Sons, to become the head of his own newly organized concern, the Quigley Music Co. Now, however, Tom announces that he has already severed his relations with the Quigley Co. and is back at his old desk with M. Witmark & Sons. There are a whole lot of people in the trade who always wish Tom the very best thing that can happen to him, just because he is not only a fine fellow, but a man of distinguished ability in his line. M. Witmark & Sons are certainly to be congratulated to again have at the head of their progressive Chicago business and offices a man of such long experience in the trade and who knows their own business so thoroughly.

**Phil Deterling in Chicago**

Phil Deterling, head of the Deterling Phonograph Co., of Tipton, Ind., was in Chicago the latter part of January, both buying and selling. Mr. Deterling's plans indicate that a big year is expected by the Hoosier organization. An impressive assortment of new and improved styles is in the course of preparation and dealers in the Deterling line will be well equipped for 1922.

**Happy Six Entertain**

The recent appearance of the Happy Six, exclusive Columbia artists, at the Chicago and Tivoli theatres, registered that organization very favorably in the minds of Chicagoans. The Happy Six used numbers in this act which they have recorded for Columbia and played them with the same combinations and variations as in the records. It is announced by the Columbia office here that this dance orchestra is available for concert work by any Columbia dealer in the country, and that bookings are being arranged for their appearance through all Columbia branches.

**Vaughn De Leath Drops In**

The entertainment committee of the Chicago Piano Club put on a number at their recent meeting, January 23, which went a great way toward making up one of the best shows they have ever had. This number, which was none other than Miss Vaughn De Leath, prominent stage favorite and Okeh record artist, was made possible by the quick work of E. A. Fearn, of the Consolidated Talking Machine Co., and Charles M. Neumeister, sales manager of the Okeh Western division. Miss De Leath had been en route from California to New York and had stopped off between trains. While waiting for her train she called on Messrs. Fearn and Neumeister and arrangements were speedily made. Although Miss De Leath was in the city only a few hours, she succeeded in making a tremendous hit with members of the Piano Club by her singing.

**Open New Department**

Under the direction of L. C. Wiswell, manager of the Victrola department, Lyon & Healy have just opened a new service department which they believe will be of great benefit to their dealers. The purpose of this new department is to get out and help dealers in all phases

of selling, stocking and canvassing. This "dealers' building department," as it is known, will be looked after by Joe Gannon, who formerly had charge of their retail canvassing force. Mr. Gannon is now engaged in instructing his men who are to call on the dealers, teaching them to keep track of their stocks of machines and records and to order supplies of all sorts, keep

after prospects, get up prospect lists, and, if necessary, get behind the counters and instruct sales people.

**New Columbia Store**

A new Columbia store has been opened at 1221 East Forty-seventh street by N. H. Shoukair. The formal opening on the first of the month was attended by a large gathering of local residents. Favours were presented, and besides the musical entertainment rendered by Columbia Grafonolas some of the best local talent helped make things merry. The new store is up to the minute in equipment, having six modern hearing rooms and up-to-date record racks. The color scheme throughout is white enamel.

**Now Have Los Angeles Office**

The Walbert Mfg. Co. announces the opening of a Western office in Los Angeles. The office will be directed by P. E. Snell, who is well known to the Chicago trade. Mr. Snell will cover everything west of the Rockies, but will

(Continued on page 114)



This window display is used by the Brunswick Phonograph Shop, 225 S. Wabash Avenue, Chicago, Ill. It has increased sales of Geer Repeaters more than 200% and is proving an exceptional window attraction.

**Put This In Your Window and Watch Results**

HERE is an idea that will increase the attention value of your window at least 200 per cent. Many stores have put in similar displays and, without exception, the sales of Geer Repeaters and records have jumped from the day the displays were put in.

**Why Geer Repeaters Sell Quickly**

The Geer Repeater is as near fool proof as a repeater can be made. It fills a real want. It can be put on or taken off as easy as a record. For dancing, dining, or when working or resting, this repeater doubles the joy of owning a phonograph.

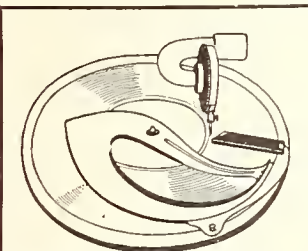
Geer Repeaters repeat instantly and as often as desired, without injury to the needle, the record or the machine.

**Our "Demonstration Package" Now Ready**

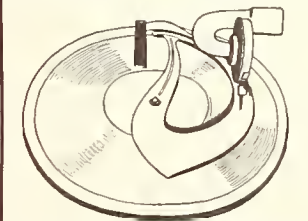
Send for our "Demonstration Package" and make a window display similar to that shown in the above cut. You will be surprised at the increased value of the window and the quick sales which result.

**Read This Letter.**

Enclosed find order for one gross of Geer Repeaters. Our books show that this is the third time we have reordered these repeaters since the first of the year. A few weeks before Christmas we placed an electric machine in the window demonstrating this repeater, and the sales tripled at once. This demonstration is still running and we are convinced that it has increased our business considerably in all departments. You might be interested in sending a representative to our store to see a record that has been playing continuously in this demonstration since the beginning. We estimate that it has played some three thousand (3000) times and outside of minor surface noises the reproduction is almost as good as a new record. Wishing you success, we beg to be considered, yours truly, Brunswick Phonograph Shop, Arnold B. Stoll, Manager.



Showing the Geer Repeater at the moment of release of needle. The rubber slide (black) is adjustable to end of music.



Showing how the repeater picks up the needle and carries it back to start. The glass-hard surface protects the needle.

**WALBERT MANUFACTURING CO.**

Home Office  
925-41 Wrightwood Ave.,  
Chicago, Illinois.

Eastern Office  
200 Fifth Avenue,  
New York, New York.



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

not fill orders from his headquarters in Los Angeles. However, he will carry an emergency stock for quick service should occasion arise. His duties will be to call on all dealers and offer sales helps and service that will go for boosting the sales of the Geer Repeater.

He recently purchased a home in Hollywood and intends to live there permanently. On his way to the Coast Mr. Snell stopped off at numerous points en route and called on quite a number of dealers in the interests of the Geer Repeater.

## Big Victor Night at Marigold

Monday evening, January 30, was Victor night at the Marigold Gardens. The Victor dealers and jobbers of the city were there in full force to enjoy one of the best shows ever put on at this famous café. The show included more good music, more good dancing and more pretty girls than ever before. One of the biggest hits of the program, which will be continued during the ten weeks of their engagement, was an exclusive Victor "stunt."

Number six on the program was entitled "My Victor Record Girls." From the doors of a huge Victrola some ten feet high emerged girls dressed to represent various well-known popular song hits brought out during the last decade. Each girl, as she came out of the Victrola, sang the particular hit which she represented and, as a finale, all of them sang Will Rossiter's song, "Music Is Wonderful When You Are Lonesome." In our opinion, number six was the hit of the program.

Not only Victor dealers, but habitués of the Marigold, were on hand to hear and enjoy. The affair was an excellent advertisement for the Victor line and decidedly appropriate at the Marigold, where Roy Bargy and his Benson's Orchestra hold forth.

The orchestra that has made so many popular Victor dance records was there in all its glory to furnish a brand of dance music not excelled in any part of the United States.

This was one of a series of meetings of Victor jobbers at the Marigold since the Benson Orchestra has been making Victor records. If we are to judge by the enthusiastic appreciation by the Victor merchants present the dance records by Benson's Orchestra have a group of energetic supporters in this city.

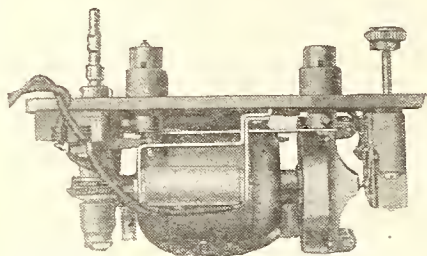
Will Rossiter, the Chicago publisher, was on hand to hear his songs, "Music Is Wonderful When You Are Lonesome" and "Crystal Gazing," go over big. The first number has been officially endorsed by the Chicago Piano Club as highly valuable musical propaganda. We extend to Mr. Rossiter best wishes for its success and congratulate him upon placing it with the Marigold Revue.

## An Attractive Music Shop

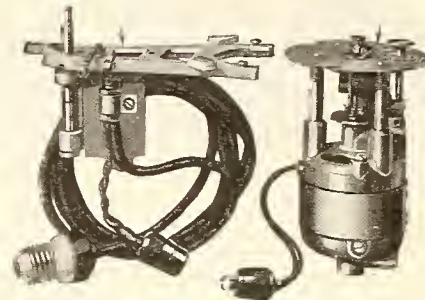
One of the most attractive little talking machine shops in Austin is that conducted by Charles Wolf. It is located at 115 North Cicero avenue, next door to the West End Art Shop, which is conducted by Mrs. Wolf. Both these places of business have attracted considerable attention in that locality for their extreme beauty and it seems as though there were a happy competition between Mr. and Mrs. Wolf for honors in interior decoration. At night the talking machine shop, which is confined to Kim-

## ELECTRIC MOTORS GOING BIG

### Both for Complete Machines and Replacements



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**BOTH  
MOTORS  
RUN ON  
D.C. OR A.C.  
CURRENT**

We can supply parts and make repairs on

**MANDEL, WORLD, ELTI-NOLA, MORGAN  
CORPORATION, GREAT EASTERN,  
STEINBURN CORPORATION**

or any other phonographs. Motors, Tonearms, Hardware and Accessories always on hand.

**LAKESIDE SUPPLY COMPANY, Inc.**

416 SOUTH DEARBORN STREET

CHICAGO, ILL.

TELEPHONE HARRISON 3840

ball and Pathé talking machines, presents a very beautiful picture. The lighting effect is obtained by the indirect ceiling system and numerous little polychrome incandescent candles with varicolored art shades are placed artistically on top of the numerous talking machines



Interior of Wolf Display Room

on the floor. The windows are illuminated by floor lamps, which cast a pretty reflection on the various models shown in the windows. The color scheme of the walls and ceiling is carried out in old ivory and blue. Besides the aforementioned talking machines this store carries a fine library of Okeh, Emerson and Pathé records.

## Attends Milwaukee Convention

Charles W. Neumeister, Western sales manager for the Okeh division of the General Phonograph Corp., has just returned from Milwaukee, where he went to attend a joint convention of Okeh and Sonora dealers, which was held under the auspices of the Yahr & Lange Drug Co., in that city. The convention was held at the Milwaukee Athletic Club, with Fred E. Yahr presiding as chairman. Mr. Neumeister said that the convention was one of the most successful of its kind ever held in Milwaukee. An elaborate program was given after the banquet, during which Mr. Neumeister told how Okeh records are made and explained the mysteries of master and mother records.

## Visited New York

John McKenna, manager of the Chicago branch of the Columbia Graphophone Co., has returned from a short visit to the executive offices of the Columbia Co. in New York.

## Moves Offices

The Templar Mfg. Co. has just moved to a new location at 3225 Lexington street, where the main sales office and assembling department

are now under the same roof. Heretofore these two departments have been separated, but it was found that the work could be more efficiently handled by having them together.

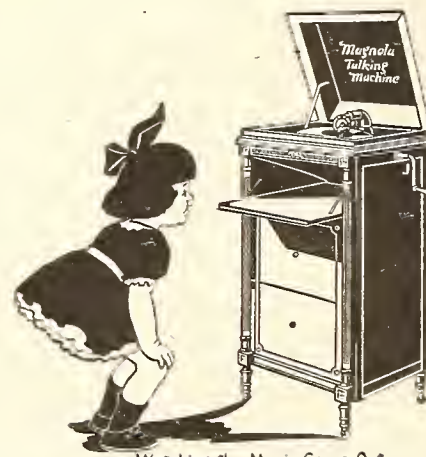
About two months ago some radical improvements were made on the Templar automatic stop and the company now feels that it is offering to the trade something extremely simple and efficient, to say the least. A new model which will be ready for delivery about the middle of February has just been perfected.

The business of the company has grown remarkably in the last six months and the salesmen have opened many new accounts and gained considerable new friends. A new inspection department has been installed recently, where every part is carefully tested before and after assembly, as it is the aim of the company to

## Why Break Records? Just File Them!

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

### The Marvelous MAGNOLA



Watching the Music Come Out

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

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO  
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.



**Edison Diamond  
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
Formerly Jas. I. Lyons  
17 W. Lake St. Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

have every stop reach the customer in perfect condition.

The manufacturing and sales of this company since its founding have been in the hands of A. J. and R. R. Foute, but recently another brother, George, became associated with the concern and is now handling much of the detail work of the concern.

**In New Headquarters**

A. C. Hoffer, of the A. C. Hoffer Music Co., Vincennes, Ind., was a recent visitor to the Chicago trade and while here gave out the news that his store had been moved from 118 Main street to 429 Main street, across from the new Pantheon Theatre. The Hoffer Music Co. is said to be carrying one of the largest lines of musical instruments in that part of the State. The new store was formerly occupied by L. E. Wanke Music Co., which has ceased to operate. The Hoffer Music Co. is strictly a Vincennes concern, in which a number of local business and professional men are interested. When the new store was taken over numerous improvements and alterations were made in addition to repainting and redecorating the interior and installing six new demonstration booths.

**Symphony Music Co. Expands**

C. B. Cordner, head of that energetic wholesale and retail music house, the Symphony Music Co., located at Sheridan and Wilson avenues, the "uptown" of Chicago, has plans in mind for the swift expansion of his wholesale branch. He announces that Thos. G. Leddy, for five years with the Commonwealth Edison Co., in charge of one of its retail stores, has been secured as manager of the retail department of this company. This appointment will give Mr. Cordner much more time for the jobbing activities of the concern.

A. E. Nelson will continue in active charge of wholesale sales and during the next few months will direct most of his attention to cultivating the States of Illinois and Wisconsin. The

Symphony Music Co. has advanced with rapid strides in the jobbing field since it entered it a short time ago. Its small talking machine in particular has attracted wide attention in the trade. It has been found necessary to add two road men to the wholesale force for the purpose of covering the territory adjacent to Chi-



Thos. G. Leddy

cago. Activities in the wholesale end of the business during the month of February will be concentrated on the Geer repeater and the Efficiency electric motor.

**Fuhri Visits Chicago**

W. C. Fuhri, general sales manager for the Okeh division of the General Phonograph Corp., spent three days in Chicago recently visiting the Okeh trade. Mr. Fuhri stated that he was well pleased with the business Chicago's Okeh jobbers and dealers were doing, and predicted that ere long Chicago's Okeh family would grow to

be one of the biggest factors in the Western trade. "Our dealers are fast taking advantage of the progress Okeh is making," said Mr. Fuhri, "and down at our plant we are doing everything humanly possible to make Okeh records absolutely faultless." After his visit to the trade here, Mr. Fuhri boarded a train for St. Louis and points West. From there he goes to Kansas City, thence southward to Texas, Atlanta and finally, after about one month, he will travel up the Eastern States to Okeh's home office.

**New Fibre Needle Envelope**

The Hall Mfg. Co. has just changed the design and coloring scheme of the small envelopes in which it packed its needles for the retail trade. The new envelopes are printed in four colors, something on the order of the display literature which it put out to the trade some time ago. This same color scheme is carried out in a new display carton which it is also about to send to the trade. This carton is to be used by the dealer for counter purposes and when set up it makes a very attractive layout.

**Dream Pictures at Lyon & Healy's**

During the past week or so visitors to Lyon & Healy's recital hall have been given a treat by means of Branson De Cou's Dream Pictures, described as "a musical visualization of nature's moods." The pictures are in reality photographic slides which were made from views taken by Mr. De Cou in his travels. The pictures were transferred to stereopticon slides, beautifully colored by some of the country's foremost landscape painters. A picture is thrown upon the screen and simultaneously music is started either by a Victrola or a Duo-Art reproducing piano, as the case may be. The picture is allowed to remain on the screen for a certain length of time, and then, by means of a dissolving apparatus, slowly fades out, while another scene takes its place. For example, when a Victrola rendition of "From the Land of the Sky Blue Water,"

(Continued on page 116)



MODEL 600  
35" Height  
40" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

**OUR JOBBERS FACTORY PLAN**

QUALITY VALUE SERVICE

We operate a plan that makes

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

**WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES**

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
126 WEST 3rd STREET  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

sung by Alma Gluck, is given a series of finely colored pictures of the lake of the Sky Blue Water (Lake Tahoe) is shown. Each bit of music has its own particular series of slides and the combination is offered for the use of intimate gatherings where such imaginative programs appeal. There is no lecture beyond a brief preliminary description of each number. There is perfect synchronization to the music and pictures. As Mr. De Cou says, he does not attempt definitely to illustrate program music, but rather to visualize its mood by the impressions called forth in the imagination.

#### Local Gennett Publicity

Spread in every nook and corner of Chicago, and especially on the busy elevated platforms, one sees on every hand posters ranging in size from one sheet to twenty-four sheets announcing the latest releases of Gennett records. The placing of these posters is done according to zones. All Gennett dealers in each zone come in for a share of the publicity. The posters are printed in the following manner. The numbers and names of the records are printed with their retail prices and immediately under the tabulated list are the words "Get Them at These Stores." Then comes another tabulated list giving the names and addresses of each Gennett dealer in that particular zone. This method of publicity has been in effect for some time now, and Gennett dealers in Chicago assert that this method of exploitation has great pulling power, and numerous sales of Starr phonographs and pianos are traceable directly to these record posters.

#### The Penalty of Hustling

A lot of people make haste by running around in circles and never getting anywhere. Still others "make haste slowly" and accomplish everything they tackle. The latter method is the one to which the Fricke "Twins," over at the Lakeside Supply Co., adhere. And that they accomplish lots of things is readily acknowledged by everyone in the Chicago trade. One of their greatest accomplishments has been to keep their customers satisfied, not only by giving them the goods they order, but by shipping the goods when the customer wants them. And to do that one must hustle to get the right kind of goods and, after this is done, to get them ready for shipment on time. Carrying on business according to this plan has been the keynote of both Bill and Gus Fricke, proprietors of the Lakeside Supply Co. They started out this way several years ago, and have been doing it ever

# W. W. KIMBALL CO.

*Distributors*

## Okeh Records

Earliest releases of "hits" in popular songs and dances; Standard and Classical; Opera numbers by singers internationally celebrated.

Our service in Okeh Records will mean **rapid turnover** and **quick profit**.

*Write for Agency Terms*

### W. W. KIMBALL CO.

*Established 1857*

306 So. Wabash Ave., Kimball Bldg. CHICAGO

*Manufacturers of Phonographs, Pianos, Player Pianos and Pipe Organs*

since. Once before they paid the penalty for doing business in this way, and now they must pay the penalty again. And, the penalty again is "Get out and look for larger quarters." The Fricke boys now find that after two years of business in their present location they are getting cramped for room and this necessitates their looking for larger quarters. Just where they are going on May 1 is not as yet definitely settled, but, we are assured of one thing, the new location must be in the Loop.

#### New Boston Album

The Boston Book Co., of this city, has just brought out a new album which has already met with the approval of a great number of the Chicago trade who have been fortunate enough to secure samples.

The new album is made along entirely new lines. Instead of a metal back it now has one of wood, which performs the function of giving

the album more rigidity and prevents the cover from becoming loose. This solid wood back also enables the new albums to be of loose-leaf construction. The purpose of the loose leaf is that if one of the envelopes becomes loose or torn it may be easily taken out, and a new one inserted in its place. Heretofore the envelopes or leaves were permanent affairs, but with this new loose-leaf arrangement they can easily be changed at will, so that an owner may have both ten-inch or twelve-inch envelopes, if he so desires, in the same album.

#### A Victor Visitor

Ralph L. Freeman, general manager of the Victor Talking Machine Co., Camden, N. J., was a recent visitor to Chicago, calling on the Victor trade here. During his short stay Mr. Freeman was very busy, and as soon as possible left for Omaha for a short call, after which he will journey to the Pacific Coast.

#### Clarence Campbell Calls

Clarence Campbell, of the Knight-Campbell Co., Denver, Col., stopped in Chicago for a short call en route from an Eastern visit.

#### Visits Victor

W. P. Roach, assistant manager of the Victrola department of Lyon & Healy, is spending a week or so visiting the Victor factory. The purpose of his visit is to attend the Victor school of instruction.

#### Printing Immense Catalog

Barnhart Bros. & Spindler, who enjoy the reputation of being one of the biggest, if not the biggest, type foundries in the country, are getting up a catalog which, upon its completion in three to four months, will certainly create much comment throughout printing and advertising circles.

For over two years R. N. McArthur, manager of the advertising department, has been working on this immense volume of more than 600 pages. The dummy shows that the book will be large and handsome. The estimated cost of publishing is \$100,000. It will be of special interest to advertising men in the talking machine industry, all of whom are invited to apply for a copy when the announcement is made that it is finally off the press. An idea of what the catalog will be like may be gleaned from the single fact that every known type face will be displayed in it, as well as borders, decorative materials and other effective accessories to typography.

Mr. McArthur states that the talking machine

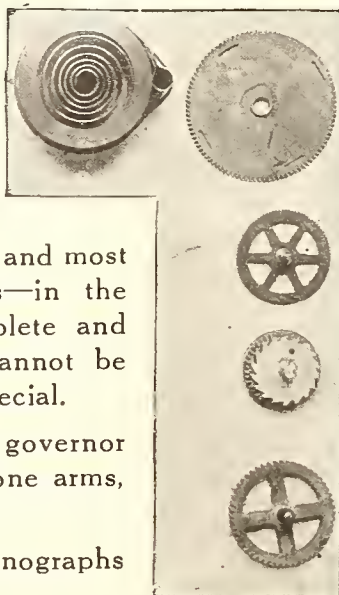
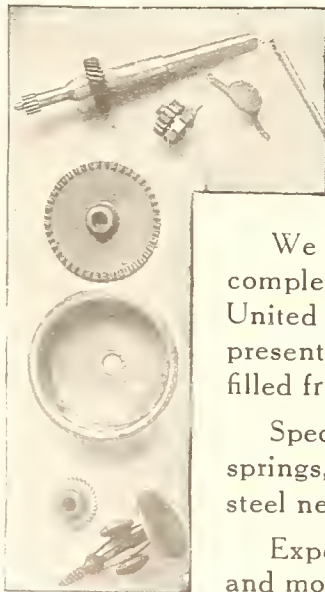
## Repair Parts

For All and Every Motor  
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE  
LAWS OF ILLINOIS

# Consolidated Talking Machine Co.

*Manufacturers of*

SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aretino Co.

High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK  
"CONSOLA"

CABLE ADDRESS  
"CONSOLA"



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

specialties department showed an excellent condition during November and December and that the new year started strong. He further remarked that, even though his company has not pushed sales in this department for the past year, it has, nevertheless, enjoyed a fine business. Just as soon as this large catalog is disposed of it is the intention of Barnhart Bros. & Spindler, through Mr. McArthur, to direct a great deal of publicity to their talking machine department. In the course of a few months they feel they will be justified in launching a big drive for these products.

**WHAT BRUNSWICK CO. THINKS ABOUT 1922**

A. J. Kendrick, Sales Manager of Phonograph Division of Company, Shows How Success Lies in the Hands of the Dealers Themselves

The Brunswick-Balke-Collender Co., so far as its phonograph and record interests are concerned, regards the prospects of 1922 from quite an optimistic viewpoint.

Business is rapidly steadying down. Sensational skyrocketing ascensions, succeeded by marked and sudden declines, have given way to far healthier growths and developments.

We are advising conservatism, spiced with energetic effort—the kind of effort which seeks a market only to be found as a result of careful, steady and constructive activity.

For a new company we occupy the unique position of being closely related to all American markets. Our distributing system is countrywide and is a fixed part of this company's organization. In the five years since Brunswick phonographs were first introduced, followed three years later by Brunswick records, our approach to the United States market has been broadcast and in no sense sectional.

The same relative activity is pursued in each section of the country. In that experience we have found the human element in our organization the determining factor in result-finding.

By this same token the retail phonograph dealer can determine his commercial destiny for the forthcoming year.

There is seldom an economic problem in any field which cannot be successfully met, especially in this land where "resourcefulness" is a watchword.

We find the trade in a different position than in the early months of 1921, namely, now with insufficient stocks to meet even ordinary demands, whereas in the early months of 1921 merchants were carrying overloaded stocks, if not of phonographs, of other merchandise, and so were confronted with a house-cleaning problem of more than ordinary proportions. The liquidating process necessary to the reduction of these stocks took longer than has been true in many commercial periods. But now the



**Are You Buying Discounts?**  
OR  
**Are You Buying Value?**  
*When You Buy Value Then Only Can You Sell Quality*

Hiawatha commands  
Instant Approval  
And Complete Satisfaction of  
Whoever looks or listens.  
And the greater value  
That is only found in  
Hiawatha Phonographs is  
Always productive of sales.

CABINET      FINISH      SUPREME

**HIAWATHA PHONOGRAPH CO.**  
209 South State Street      Chicago, Ill.

house is clean, the stocks are fresh, the public is exhilarated by the holiday business of buying, the banker has again, in many localities, put the old "Welcome" mat, with the readable side up, on his door-step.

These clouds seem all cleared away; we are pushing our factories to capacity, are extending our sales plans to meet and obtain the results which will now surely be forthcoming in response to earnest and serious effort.

**SONORA SIGN AT BUSY CORNER**

Immense Sign Gives Sonora Valuable Publicity  
—Dominates Corner Where It Is Located

The Kansas City Sonora sign, at the southeast corner of Grand and Twelfth streets, Kansas City, Mo., is in one of the most effective locations that could be found in that city or its territory. It faces diagonally so that it can be seen by persons approaching this busy center from two directions, and, being on top of the two-story building, is seen against the sky, so that no eye can miss it.

Kansas City is the metropolis of that part of the West in which it lies. Therefore, this sign gives publicity to Sonora not only to the people of Kansas City but to large numbers of people from the far West, Southwest and other localities

who come to that city constantly on business or for pleasure.

This is only one sign of an endless chain of Sonora posters and billboards, stretching from



Sonora Sign in Kansas City

coast to coast and from the Gulf to Canada, repeating day and night the Sonora story.

A charter of incorporation was recently granted to the Mark Sales Co., 11 S. LaSalle street, Chicago, under the laws of Illinois, to manufacture and deal in talking machine supplies, with a capital of \$10,000. Incorporators are Harvey L. Happer, Albert L. Wilbur and Mark S. Porter.

**THE MANDEL TONE ARM AND REPRODUCER**

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

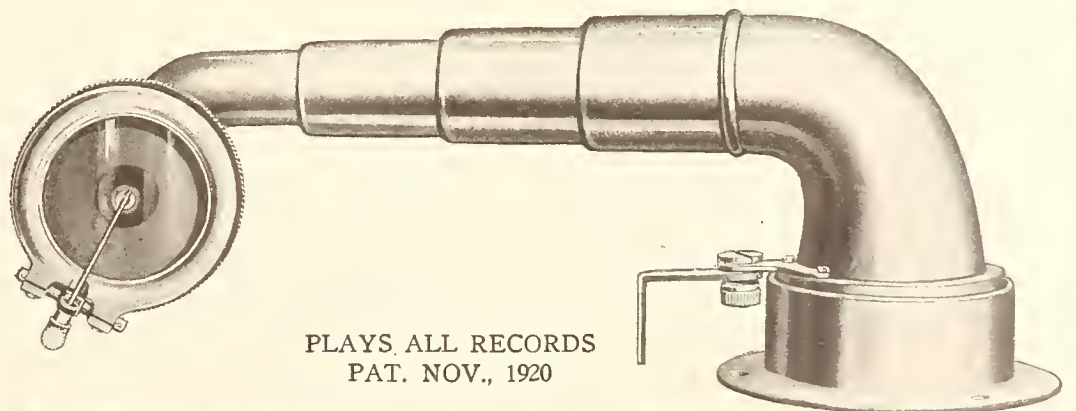
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

**MANDEL PHONO PARTS CO.**  
1329 W. LAKE ST.      CHICAGO, ILL.



PLAYS ALL RECORDS  
PAT. NOV., 1920



**HALLET & DAVIS IN HARTFORD**

Open Attractively Equipped Talking Machine and Piano Warerooms on Asylum Street—Will Feature Brunswick Phonographs and Records in Artistically Arranged Quarters

HARTFORD, CONN., February 9.—The Hallet & Davis Co., well known in New England as piano and talking machine merchants and who conduct a prosperous establishment in Boston, have recently acquired one of the most desirable locations in this city, where they have opened a very attractive talking machine store. This new store is located on Asylum street, in the heart of the retail business section, and two entire floors will be occupied, which have been equipped with the most modern fixtures, designed to harmonize with the general scheme of

decorations. Two large show windows have been specially constructed, which reflect the high-class character of the store. The second floor, according to present plans, is to be devoted to a spacious concert hall, where artists well known in the talking machine trade will be heard from time to time, a feature that has never been promoted to any extent in this city and one which will greatly interest patrons.

This beautiful new store will feature Brunswick phonographs and records exclusively, which will give this company one of the most up-to-date and most progressive representations in the East. Chester Abelowitz, of the New York Brunswick office, negotiated this important deal, and it is one more addition to the already large list of notable agencies opened by his efforts since becoming a member of the Brunswick organization.

**ORDER 500 SHELTON ELECTRICS**

International General Electric Places Order for Shipment to South America

The Shelton electric motor is growing steadily in popularity, not only in this country but in many foreign lands as well. W. Gentry Shelton, president of the Shelton Electric Co., New York City, recently received an order from the International General Electric Co. to ship 500 of these electric phonograph motors to South America. The shipment was made in record time and is expected to be the forerunner of big business south of the equator.

A little more persistence, a little more effort, and what seemed hopeless failure may turn to glorious success.

**The Original Emerson Phonographs at a Big Cut in Price**



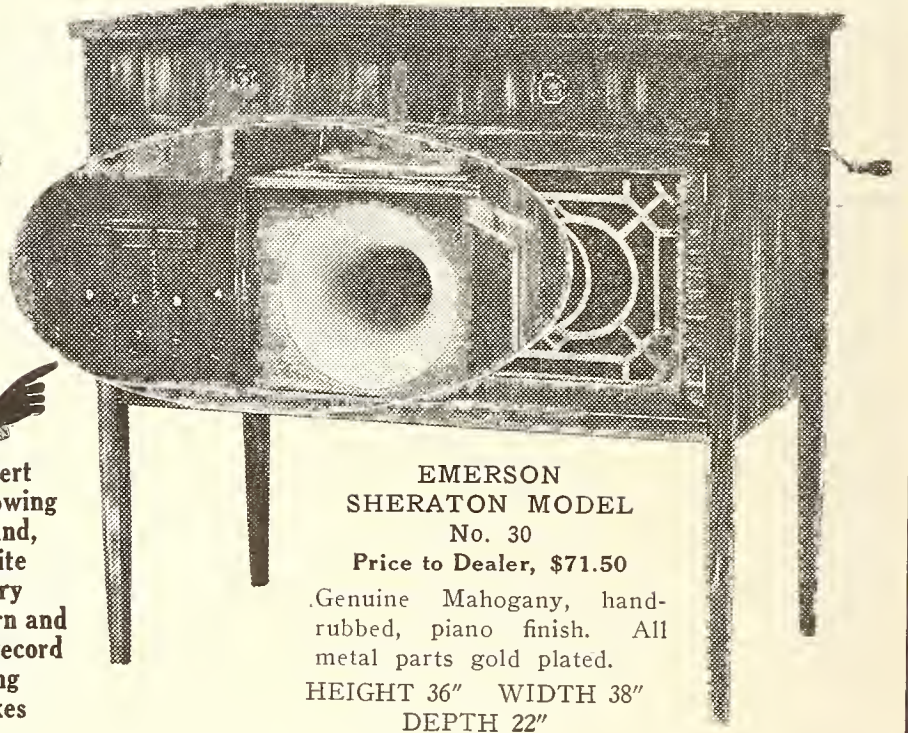
EMERSON  
QUEEN ANNE MODEL  
No. 40

Price to Dealer, \$78.50

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

HEIGHT 36" WIDTH 38"  
DEPTH 22"

Insert showing round, white ivory horn and 5 record filing boxes



EMERSON  
SHERATON MODEL  
No. 30

Price to Dealer, \$71.50

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

HEIGHT 36" WIDTH 38"  
DEPTH 22"

EMERSON No. 17  
Price to Dealer, \$50.00



Height, 47" Width, 21"  
Depth, 21"

We Also Sell Cabinets Only.  
Write for Quantity Prices.

**FIVE SALES TALKS**

1. Unusually attractive prices.
2. Big profits to the Dealer.
3. Perfect Cabinet Work and Finish.
4. Exclusive Designs of Latest Type.
5. Unsurpassed Tone Quality.



HEIGHT, 51½"  
WIDTH, 24"  
DEPTH, 25"

**Player-Tone Talking Machine Co.**

967 Liberty Avenue

Pittsburgh, Pa.

New York Representative

George Seiffert

929 Broadway, New York



# THE TWIN CITIES

*Records in Greater Demand Than Machines—Console Types Favored—Stocks Rather Low—Important Events of the Month*

MINNEAPOLIS and ST. PAUL, MINN., February 6.—Much interest is being shown in talking machines and the indications are that the dealers in them will not have a great deal to worry about, despite the fact that sales are not as numerous as they would like. Records are going like hot cross buns on Easter, but not so the machines. And yet there is a lively interest in machines, particularly the better grades, and the sales will appear later. Dealers are keenly interested in the new models and they doubtless reflect the sentiment of the purchasing public. In the meantime the demand for records continues very strong.

George A. Mairs, head of the Victor department of W. J. Dyer & Bro., states that the

dealers are keenly interested in the new console types of Victrolas and predicts that they will jump into public favor at once. Dealers generally appear to be satisfied with conditions and predict that they will be on an even keel by next Fall. It is necessary to fight for business, he says, but it is worth fighting for.

#### Sommers & Co. Open Many New Accounts

New accounts are being opened by G. Sommers & Co. for Pathé phonographs and records. Old dealers are showing considerable activity and the call for supplies is much better than had been expected. Particular interest is being exhibited in records. Samuel Levinson is making the rounds of the trade in the Northwest and is expected to make an interesting report on his return to headquarters.

#### Stone Piano Co.'s Vocalion Campaign

The advertising campaign conducted by the Stone Piano Co., in behalf of the Vocalion phonographs and records, has produced excellent results, according to Manager Gerlick. He is more than proud of the record sales, which have increased several hundred per cent.

#### Foster & Waldo Report Increasing Cheney Sales

Foster & Waldo Co. is having splendid success with the Cheney phonographs, which constitute one of the four lines carried by this well-known house. The phonograph department still leads the piano department and will continue to do so for some time to come if the present conditions are any indication.

#### Forty Billboards Feature Starr and Gennett

Forty billboards in Minneapolis exploit the fame of the Starr phonographs and Gennett records. M. L. McGinnis & Co., who distribute both, state that the increase in business has been almost phenomenal. Fred Megson now devotes his entire time to the wholesale department and is one of the busiest men in the Twin Cities. Many of the old dealers who have conducted exclusive houses in the past have taken on the Gennett records, because of the public demand for them.

#### Stocks With Victor Dealers Are Low

Old Victor dealers are satisfied with conditions, says Eugene F. O'Neill, of the Beckwith-O'Neill Co. The stocks at present are lighter than they have been for some time and the dealers show a keen interest in filling up. At the same time, they are buying on a sounder basis than formerly and as a consequence they and the distributors are on a more satisfactory footing.

#### Sewall D. Andrews Honored

Sewall D. Andrews, of the Minneapolis Drug Co., which distributes Sonora phonographs and Okeh records all over the Northwest, has been elected president of the elite Minneapolis Club. But this is not interfering with his pushing Sonoras, which are very popular.

#### J. J. Davin Visits Twin City Trade

James J. Davin, secretary of the Reincke-Ellis Co., Chicago, has been visiting with the Twin City dealers for a few days. He tells The World that everything is working out satisfactorily. He is an optimist and believes that the man who works will win.

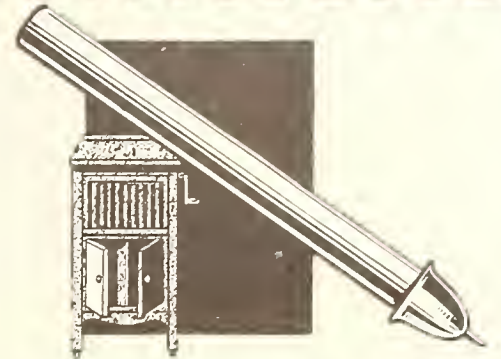
#### OPENS HIS OWN REPAIR SHOP

John H. Becker Establishes Business of His Own in Milwaukee—A Veteran of the Trade

John H. Becker, well-known talking machine and piano man of Milwaukee, Wis., and formerly connected with the Hoeffler Piano Co., has gone into business for himself at 1207 Chestnut street, that city, where he repairs talking machines and sells various makes of records.

Mr. Becker started in the talking machine business almost at the time of its inception with

# Tonofone



## NEEDLES

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

They compel a true tonal response—make of the *Talking Machine* a real musical instrument, do away with constant

needle changing and surface noise, and perpetuate the life of records.

Other needles sold under various names have come and gone, but



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

## TONOFONE NEEDLES

please the most discriminate and are here to stay.

Write for samples and reduced price list showing big **increased profits to dealers.**

*The Tonofone Company*  
Makers

110 S. Wabash Ave., Chicago, Ill.

Lawrence McGreel, and then went with the Hoeffler Co. He has a wide acquaintance among Victor dealers and among Victrola owners, and



J. H. Becker's Novel Business Card

has the ability to capitalize that acquaintance through some clever publicity, his business card being reproduced herewith.

There's one bigger fool than the man "who knows it all"—that's the man who argues with him.

Have you the

## JONES MOTROLA GEER REPEATER RECORDOLA CIROLA OUTING

all of which are attractive enough to bring customers into your store—and pay you big profits.



Write for our 100-page encyclopedia containing illustrations and prices of

Attachments for Edison, Victor and Columbia.

Albums and Album Sets

Bubble Books

Cabinets

Record Carrying Cases

Corrugated Boards

Moving Covers

Dust Covers

Dancing Toys

Envelopes, Record Delivery Stock and Supplement

Needles, Steel & Tungsten

Fibre Needle Cutter

Display Fixtures

Record Lights

Lubricants

Motors

Nameplates

Phonographs

Portables

Piano and Duet Benches

Player-Piano Cleaner

Polishes

Record Cleaners

Tonearms & Sound Boxes

Springs

Strings

The Cabinet and Accessories Co., Inc.

OTTO GOLDSMITH, Pres.

145 East 34th St. New York



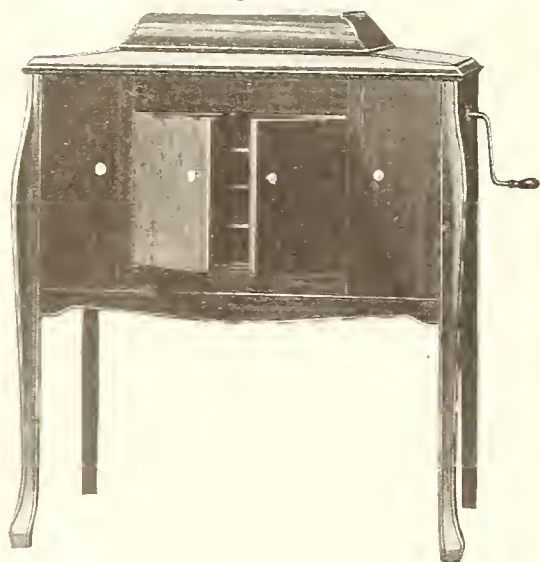


## FOUR NEW CONSOLE MODEL VICTROLAS ARE ANNOUNCED

Victrola 240, Listed at \$115; 260 at \$160; 280 at \$200, and 330 at \$350 to Supplement the Popular Victrola 300—Shipments to Begin From Factory at Early Date

The Victor Talking Machine Co. late last month made formal announcement of the fact that there are now in process of manufacture four new instruments to be added to the Victrola line and which will be ready for delivery to the trade in limited quantities within the next

couple of months. The four new models are of the console type and the designs follow along the lines of the design of Victrola 300, which proved so distinctly popular during the past year. The new instruments are most attractive in appearance and are offered at list prices that



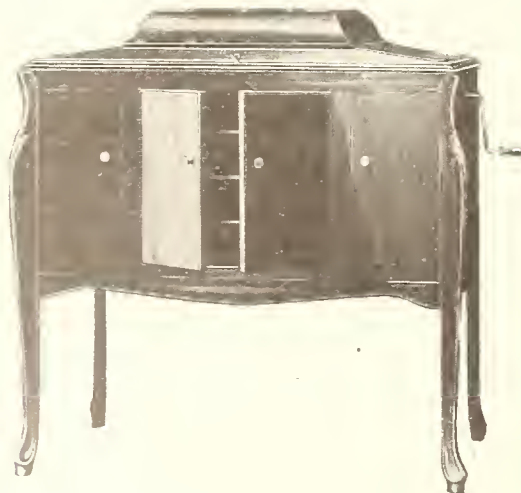
Victrola No. 240

couple of months. The four new models are of the console type and the designs follow along the lines of the design of Victrola 300, which proved so distinctly popular during the past year. The new instruments are most attractive in appearance and are offered at list prices that



Victrola No. 260

The present popular model Victrola 300, together with numbers 280 and 330, may be had equipped with electric motor for \$65 additional. Victrolas 240, 260 and 280 may be had in mahogany or walnut; number 300 in mahogany, oak or walnut, and number 330 in mahogany.



Victrola No. 280

should provide for them an immediate and strong demand.

The coming of the new models has been heralded for some time past, but the actual announcement of their approaching readiness has been received with much enthusiasm by Victor wholesalers and retailers.

The new instruments are to be known as Victrola 240, listed at \$115, an attractive instrument measuring 34 $\frac{3}{4}$  inches high, 29 inches wide and 21 $\frac{1}{2}$  inches deep, fitted with nickel-plated parts,



Victrola No. 330

Following the advice of the Victor company the dealers are already advising their wholesalers of their requirements in the matter of the new models, and according to reports the estimates of the dealers have been liberal.

The new Victrolas represent actual additions to the Victrola line and do not serve to replace any existing models.

Let us be citizens first, and not merely bankers, lawyers, merchants and manufacturers.

## FRENCH NESTOR'S TIMELY ADVICE

Manager of Standard Talking Machine Co., Pittsburgh, Contributes Interesting Article to Rotary Club Magazine—Timely Suggestions

PITTSBURGH, PA., February 6.—There appeared in a recent issue of "Live Steam," the official publication of the Pittsburgh Rotary Club, the following article entitled "Service and Profits," written by French Nestor, manager of the Standard Talking Machine Co. of this city, Victor wholesaler, and one of the recognized leaders in the Victor wholesale industry.

"No man ever said more, nor in fewer words, than 'He profits most who serves best.' As a classic business and social proverb this simple sentence will stand, unequaled to the end of time. Profits and service are inseparably linked together. You cannot create one without creating the other, nor can you impair or destroy one without impairing or destroying the other. Society rewards a man richly for whatsoever he gives in a spirit of true service, but robs him in the end of whatsoever he withholds in a spirit of selfishness. Unless the service of a man, or a business, renders honest value or permanent good, society will find out and repay that man or business with distrust and dubious profits.

"In business we must actually benefit the people with whom we deal. In exchange for the money they pay us, we must serve them honestly and reliably with something they actually need or want. The commercial pedestal on which a man may elevate himself above his fellows will stand only if builded upon some form of helpfulness to those from whose shoulders he climbed upon it. The earth was not created and blessed with abundance for one man, or for little groups of men, but for the great family of mankind in its entirety. We prosper in proportion to our usefulness in supplying to that family some one or more of its myriad human needs, and our reward at the end will be found to reflect the kind and quantity of service rendered."

The stock of musical instruments of the Mt. Pleasant Music Co., Mt. Pleasant, O., has been purchased by the Sawkins Piano Co. The line will be given a strong representation.

# ACME-DIE

## CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago





# Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

## Enterprise Is What Will Count

THERE'S a fascination about numbers, and here's a way to use them for the benefit of your cash register. Take the number only of a new record you wish to feature—for example, such as "66014." Get a local showcard writer to fix up this number in the exact style of an automobile license of your State—same colors, same lettering and all. Put one in your window, with no explanation, one near the front of your store, and one in each record booth. People seeing the license "66014" in your window will wonder what it is. When they see it the second time inside your store they'll wonder still more, and the third time they'll ask your salesman, "What does '66014' mean?" Then he comes back with "Oh, that's the greatest record hit you ever heard, 66014. The title is 'O! Carlina'." (Use popular numbers only.) At reasonable time intervals feature a different record number in the same way. You'll sell records and start people talking, because curiosity is a great moving force.

\* \* \*

A LEADING dealer of New York has had much success with a window display which takes the form of an entertainment program for the current week. A handsome, permanent frame encloses a changeable card, on which is lettered "Entertainment Program For This Week." Then follows a list of ten records, beginning with an overture or other appropriate number, then a soprano record, a violin selection, a baritone solo, an orchestra record, and so forth—varying the records so as to form a suitable program. The manager of the store says that many people come to the store without any definite record in mind, and they are given a suggestion by the list shown in his window. He chooses records of which he has an ample stock, and in this way is able to get rid of records which otherwise might remain on his shelves. After the sign is removed and a new one inserted the old sign is displayed on the counters inside the store and continues to create sales. The frame enclosing the sign includes electric lights, which are illuminated at night.

\* \* \*

DON'T forget that the thing you are selling to the people is "music," and everything which helps to sell them the idea of music is helping your business as well. Many famous writers, poets and philosophers have expressed themselves on the subject of music in quotable phrases. Select a half dozen of these musical mottoes, have them lettered attractively by your local showcard writer and frame them. They may then be hung on the walls of your store, in the record booths, or occasionally displayed in your window. Any good bookstore can furnish you with a volume of musical quotations.

\* \* \*

CLIP out the manufacturer's advertisements of national character bearing on your talking machine or records. Mount them on sheets of black paper, and display them on your counters or in your record booths. Many of these ads are in colors, and all are extremely useful in helping to impress upon your customers the prestige of your line. Customers like to feel that the instrument or records they are buying are nationally known and accepted as leaders. These attractive and inexpensive counter-cards and hangers will strengthen your selling talk enormously.

\* \* \*

EVERY dealer has had trouble in cold weather on account of a coating of frost forming on his display windows, thus temporarily destroying their value. The cause of this is the unequal temperature on the opposite sides of the window, and it can be corrected by the right kind of ventilation. Warm air carries more water than cold air and when it comes in contact with the cold window-pane its water vapor deposits on the glass and immediately freezes. The remedy is to keep the temperature on both sides of the window approximately the same. If no ventilation was provided when your windows were built a successful solution is to bore a row of half-inch holes at the top of the window and another at the bottom. This will allow sufficient air to pass over the inner surface of the glass. A metal tube should be inserted in these holes to make them more slightly. There should also be a filter or fine wire cloth to prevent dust and dirt from blowing in off the street. In warm weather clogs may be placed in the tubes to keep out all dust.

A NEW ENGLAND dealer has been successful in selling talking machines to photographers for use in their studios. His sales argument is that most people come to the studio with an expression far from that which the photographer would prefer to appear on the photographic plate. But if the camera man puts on a record of a type suitable for the client and lets its strains be heard while the client is getting ready to have his picture taken the right expression is forthcoming and the photograph stands a much better chance of being successful. This plan, he claims, works equally as well for children as for older people.

\* \* \*

THERE are many dealers who are taking advantage of the plan of keeping track of requests for records which are out of stock, then selling the record when it comes in. The plan is operated as follows: If a customer asks for a record which is not in stock he is given a printed card on which there is a space where he can insert the number of the record he wants, also its name, and his own name and address, and the date. On the same side of the card there are three spaces headed "Notice Sent," "Hold Until" and "Record Claimed." This card is kept on file. As soon as the record is in stock a notice is sent as follows: "Your record is here. We have just received a supply of Record No. \_\_\_\_\_. One of them is being reserved for you and will be held for three days." The date when this notice was sent is entered on the card in the file. When the record is claimed another check is made on the card and this completes the transaction. One retailer in New York City reports that its file of record requests never numbers less than a thousand, and these records are as good as sold. The filing system is handled by one young lady who devotes part of the quiet morning hours to this work.

\* \* \*

IN some modern talking machine booths a bench is built along the rear wall. When upholstered and covered with tapestry it makes a comfortable, attractive seat, which will hold three people without crowding, yet takes much less space than three chairs.

\* \* \*

IF your window has a dark background you can secure a very striking effect by adapting the principle illustrated by the dress shirt-front, which, being a gleaming white, stands out against its dark frame like the headlight of an engine. Get half a dozen pieces of white cardboard 14x20 inches in size. A border of gold and red will enrich these cards. In the center at the top of each card fasten the record you wish to display. Below it paint a red star outlined in gold, and at the bottom of the card show the title of the record. Half a dozen of these set in your window in a semi-circle, with no other wording or signs to distract attention, and no other white surfaces to compete with them, will give you a window that will stop the crowds and make them look.

\* \* \*

SUCCESSFUL selling comes from giving your customer a favorable impression, and often a very little thing will go a long way toward giving the impression you desire. A small article that counts a lot is a coat tree in one corner of each record booth. During Winter, when heavy wraps are worn, your store guests are likely to make short calls unless you can get them to remove coats and wraps, and your coat tree gives you an excellent excuse. Moreover, your patrons are impressed by your hospitality and your evident consideration for their comfort and convenience. And this attitude means that you will make regular customers out of all the new ones that drift in. Don't neglect the little things. They mark the difference between success and mediocrity.

\* \* \*

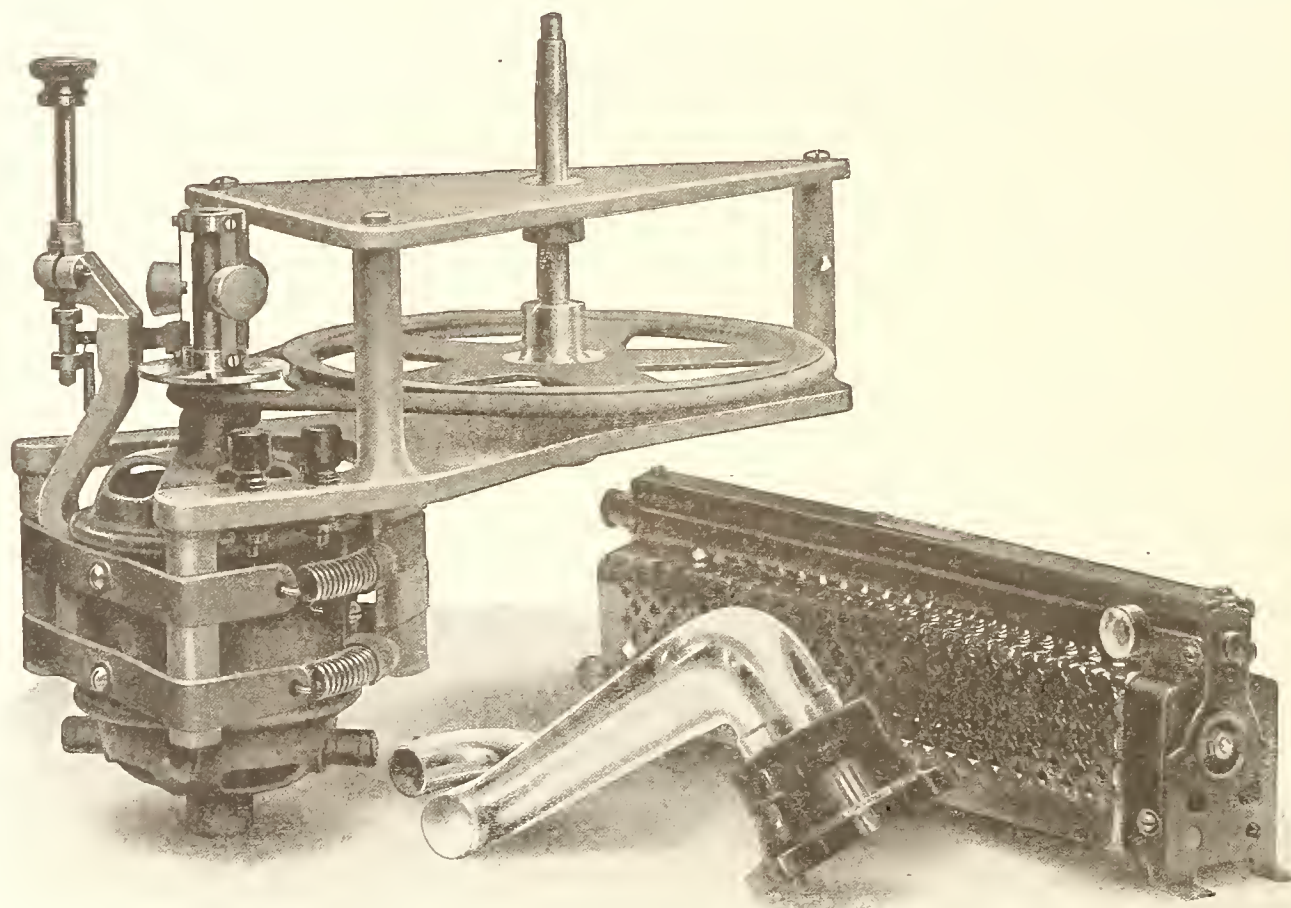
FOR Washington's Birthday, cover the floor of your window with white crepe paper. Upon a raised mount to one side of the window, place a small cherry tree and a little hatchet (these may be purchased at any souvenir store). At the opposite side of the window group several records on racks so that their labels show. Place a card under the cherry tree and hatchet bearing the words "Symbols of a Great Patriot." Place another card under the records bearing the words "Symbols of a Good Time." Decorate the back of your window with red, white and blue crepe paper, or any other type of patriotic material.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## The Electromophone

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD

LONDON, E. C., ENGLAND



# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO TRADE OPPOSES THE REGISTRATION OF LIENS

Appear Before the Public Service Commission and Tell How Industry Would Be Affected—Proof That It Pays to Tie Up With High-class Concerts—Post-holiday Trade Has Been Favorable

TORONTO, CAN., February 7.—Representatives of companies selling pianos, talking machines and other products on lien notes, under the Conditional Sales Act, appeared recently before a special session of the Public Service Commission to protest against the suggestion, previously submitted to them at a meeting some time ago, that the Conditional Sales Act be changed to make it compulsory that all lien notes covering articles sold in this manner should be registered with County Court clerks. The Canadian Manufacturers' Association and its Ontario division were also represented and opposed such a change.

The Public Service Commission had previously suggested that all notes be registered in order than when a sheriff was instructed to seize certain goods he could ascertain before going to make the seizure whether or not there was a lien against them. It was also suggested that some legal process should be provided whereby a merchant who had ordered goods seized could have his claim satisfied by disposal of the debtor's equity in the goods under lien, despite the fact that the lien was undischarged. Such procedure, the commission had pointed out, would have to be subject to the full satisfaction of the claim of the seller of the goods covered by the lien.

For the purpose of determining what price and what class of records enjoy the most active demand, a dealer of your correspondent's acquaintance has established an effective card system. A rack above the cash register holds a series of cards in assorted colors. Each time a record sale is made a card—black for popular song records, yellow for dance records, green for band selections, red for the better class of records, such as operatic, oratorio and symphony, and so on—is placed in the till. The dealer is therefore in close touch with local record demand and can order accordingly from his jobber.

J. C. Pickard, Columbia dealer of Thamesville, Ont., has rented a store in the local Parks Block, where he is carrying a large-sized stock of Columbia Grafonolas and records.

A survey of the Canadian advertising field by Marketing, Toronto, shows that for 1922 30 per cent of advertisers will spend more, 60 per cent will spend the same and 10 per cent will spend less for advertising than they did in 1921.

Bruce Beattie, the well-known dealer who conducts three stores in various parts of this city, has changed the location of his Danforth avenue store slightly. He has moved into fine large premises a few doors farther east on the same side of the street, the address now being 575 and 577 Danforth avenue. The other two stores are in the Yonge street Arcade and at the Beach, respectively. His Master's Voice and Sonora lines are carried in the new store.

The Apex phonograph, to retail at \$100, is being announced by the Sun Record Co., of Toronto, Ontario distributors of Apex records.

The Flonzaley Quartet, the well-known His Master's Voice string organization, attracted a capacity audience to Massey Hall, this city, recently—an event worthy of special mention, because it serves to show how the cream of music will draw the public when it is offered at a price within the average person's reach. The event was an experiment on the part of the newly formed Toronto Chamber Music Society to bring chamber music of a high order to as large a number of citizens of Toronto as possible. So successful was the experiment that

no doubt other organizations of a similar character will be brought to the city more frequently in the future. Such concerts can have no other effect than creating more popular interest in the better-class music—a condition which will certainly benefit phonograph and record dealers.

One or two advertisers this year carried their Christmas copy past the holidays and attempted to take advantage of presents in the form of cash in the hands of the consumer. "I'm going to buy a Brunswick with my Christmas check" was the heading of one advertisement put out by the Musical Merchandise Sales Co., Canadian distributor of the Brunswick.

The Columbia Graphophone Co. has increased the price of Blue Label twelve-inch records from \$1.25 to \$1.50 and twelve-inch Symphony from \$1.50 to \$1.65. Model X Grafonola in mahogany only has been increased in price from \$95 to \$97.50.

Proof of the wide recognition attained by Vocalion records, for which the Scythes Vocalion Co., Ltd., is Canadian distributor, is seen in the inquiry for Vocalion records this firm has

received from "Heaven." Readers must not be misled, however. "Heaven" does not refer to "that land beyond the sun" we read about in Scripture, but to a gentleman by that name who has become fascinated with the delightful tonal qualities of Vocalion records as a whole.

Hector Garand, manager of the Columbia Gramophone Co.'s branch at Montreal, who visited the local headquarters recently, is planning for an active business year.

C. J. Pott, Canadian manager of the General Phonograph Corp., has returned from spending several days in New York in conference with the firm's president, Otto Heineman, Mr. Ribolla, of the Chicago district, and Eastern sales managers of the General Phonograph Corp. The spirit of optimism prevailed and reports from every district were most gratifying. The outlook for business in the future was considered bright, and it was the general opinion that 1922 would produce a good volume of sound business.

Aldermanic candidates for the City of Toronto Boys' Council included two representatives from the firm of I. Montagnes & Co., the well-known Sonora distributors. The young son of Mr. Pickering, of that firm, was elected, while Mr. Montagnes' son, who made an excellent run in the most difficult part of the city, was fourth in the running in his ward.

## MONTREAL REPORTS BIG POST-HOLIDAY RECORD TRADE

Sales of Records Remarkably Active in January—Advertising Through the Theatre Curtain—Many New Concerns Open—R. L. Chilvers Resigns From Berliner Co.—Live News of the Month

MONTREAL, CAN., February 6.—The large number of new converts to the use of the talking machine through sales made during the holiday season had its effect on the sales of records, which were particularly active during the month of January. The plan of one aggressive dealer in particular, already made mention of in these columns, had a stimulating effect on the sale of not only records but talking machines as well. He suggested newspaper publicity which would advocate the spending by the public of Christmas gift money in an investment of a phonograph. It had telling results to the trade in general.

The severance of his connection with Berliner Gramophone Co., Ltd., Montreal, is announced by R. L. Chilvers, since 1910 general sales manager for that firm, and who latterly acted as recording manager.

The firm of Carette & Lesieur, one of Quebec's most progressive music houses, have recently added the Brunswick agency to their line and reports a most satisfactory volume of business since assuming the representation.

A very beautiful and unusual theatre curtain has attracted much attention at the Auditorium Theatre, Quebec City. The Lee, Lash Studios are responsible for the ingenious idea, depicting an attractive home interior, with a Brunswick phonograph much in evidence. Through a large French window you look out on a well-laid-out residential street, on one corner of which is shown a billboard advertising Brun-

wick phonograph dealers in Quebec City—Marceau & Fils, Lavigueur & Hutchison and Carette & Lesieur. These firms report this curtain has a real business-pulling power and sales have been traced directly to this unusual form of advertising.

George S. Layton, manager of the phonograph department of Layton Bros., the well-known music house of Montreal, called on a number of his Toronto friends in the trade on the occasion of a honeymoon visit to the Queen City.

The Starr Phonograph Co., according to reports of Manager Beaudry is enjoying a period of prosperity and a healthy tone to business exists at this branch. Manager Beaudry is most optimistic as to the future. The past month's volume of sales in Starr phonographs and Starr-Gennett records has been most gratifying.

Mr. and Mrs. P. E. Layton have left on a two months' pleasure trip to Bermuda.

George O'Reilley, for ten years manager of the St. Catherine street branch of C. W. Lindsay, Ltd., passed away recently after a two days' illness of pneumonia. He has been succeeded by Mr. Trudeau, who has been in charge of the Three Rivers branch.

Through Layton Bros. a Brunswick phonograph was recently sold to Prof. J. J. Goulet, a musician of local and national fame.

Lamoureux & Mercier, 568 St. Catherine street East, have opened phonograph parlors and are

(Continued on page 124)

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 78



## NEWS FROM DOMINION OF CANADA

(Continued from page 123)

handling Columbia Grafonolas and records, also Starr machines and Gennett records.

The handsome show window of C. W. Lindsay's, Ltd., West End store recently contained a display of Columbia Grafonola models and was the center of much interest, particularly the decorated Adam type, which attracted considerable attention.

The Berlin Phonograph Co., Ltd., was recently acquired by the Mount Royal Exchange, Decorated Adam type, which attracted considerable attention on St. Catherine street East.

B. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, was in this city recently, and we understand Brilliantone needles and Brunswick phonographs and records and other lines handled by this progressive firm have increased in favor considerably since his visit.

S. J. O'Donnell, Montreal manager of the Musical Merchandise Sales Co., is at present in the Maritime Provinces, opening up many new

accounts for Brunswick phonographs and records among prominent dealers.

Norman F. Rowell, since assuming the management of Goodwin's, Ltd., phonograph department, reports increased sales in Brunswick phonographs and His Master's Voice records.

Layton Bros. have taken on the representation of Brunswick records.

Madame Elly Ney, the noted pianist and exclusive Brunswick artist, gave to Montreal the past week one of the red-letter recitals of the present season. Brunswick dealers report most gratifying sales of her records.

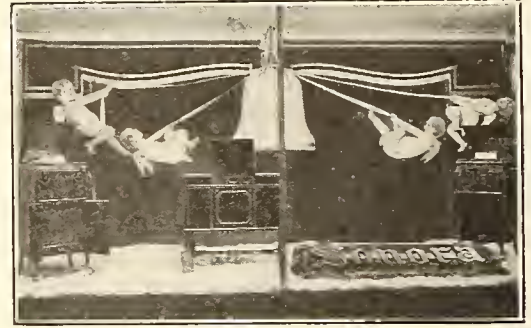
When Clara Butt, the world-famous contralto, arrives in Vancouver, B. C., next month on her farewell tour of the world, she is to be presented with a petition in which all inhabitants of Prince Edward Island will ask her to sing there.

Walter C. Kelly and John Steel, Victor artists, recently appeared at the Princess Theatre and sustained their reputation as high caliber artists.

New companies registering here during the past month include the Beaver Phonograph Co.

## SONORA DISPLAY AT VICTORIA, B. C.

The photograph below shows a novel window display prepared by Fletcher Bros.' music store at Victoria, B. C., Canada. The color scheme was blue and silver, the bell being entirely covered with silver and pulled by ropes of blue silk ribbon. The lighting was unusually effective, and the ap-



Fletcher Bros.' Attractive Window

pearance of the window excited widespread comment, besides being the means of making many sales and new customers for the Fletcher Bros.' store. The large Sonora trade-mark shown against a background of imitation snow gives unusual unity and strength to this display.

## NEWS HAPPENINGS IN WINNIPEG

Lectures on Musical Appreciation by Misses Skilling and McKee—Apex Records at Potters—Howe Publicity—Fowlers' Big Trade

WINNIPEG, MAN., February 6.—The phonograph department of Potters, Ltd., has acquired the distribution of Apex records. R. B. Knox has assumed charge of this department.

Commencing very shortly and continuing for six Monday evenings, a series of lectures on musical appreciation is to be given by Miss Mae E. Skilling and Miss Ethel McKee, both of the educational department of the Columbia Graphophone Co., in the small recital hall of the Toronto Conservatory of Music. The lectures will be illustrated by records from the Columbia educational series, especially recorded for such purposes. Both Miss Skilling and Miss McKee are to be congratulated for having undertaken such splendid work, which will have the effect of stimulating more public interest in music and musical appreciation generally.

A page advertisement appeared recently in the Morning Albertan by W. M. Howe, proprietor of Willis and Knabe Warerooms in Calgary. The growth of Mr. Howe's business is shown by the fact that ten years ago he occupied very modest premises in the Hope Block comprising about 700 square feet, whereas to-day the store gives 10,000 square feet for display, demonstration and storage purposes. The Columbia line is featured.

The Fowler Piano Co., of this city, has just completed a successful Brunswick week. Tastefully decorated window, store displays, and messages being sent direct to the homes through the medium of circulars helped to make the Brunswick more popular than ever in Winnipeg.

The dealer who believes that small "hooker" advertisements do not pay should take a leaf out of the Winnipeg Brunswick Shop's notebook. Recently this progressive store ran a small ad alongside of the regular Brunswick issues and featured a special model, style 212, retailing at \$270. In one day the entire stock of this particular model was exhausted and many more could have been sold if they could have been secured.

## MARSH & LEVE QUIT PARTNERSHIP

DENVER, COL., February 7.—Marsh & Leve, exclusive Victor dealers at 1547 Larimer street, this city, have dissolved partnership. Mr. Marsh has taken over the Sonora Shop, at 1527 Welton street, and Mr. Leve will retain the present establishment. Mr. Marsh retains the agency for Victor products and, therefore, Mr. Leve is seeking the agency for some other well-known line.

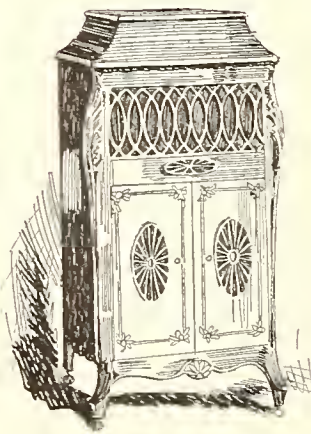


## Genuine Mahogany Always in Good Taste

NINETY percent of the pianos built in this country today are made of Genuine Mahogany. When one considers the number of pianos produced every year, this in itself is no small tribute to the beauty and elegance of this desirable wood.

These same characteristics have made Genuine Mahogany the favored wood for phonographs. The high polish it takes, the charm of color and grain, the good taste and refinement it represents, all contribute to make Mahogany increasingly popular.

The stylish beauty of Genuine Mahogany is as welcome in the drawing room as in the parlor of the fourth floor apartment. Whether the ultra-fashionable period cabinet, or the modest model made to stand on the table, it will retain its good looks longer if it's built of Genuine Mahogany.

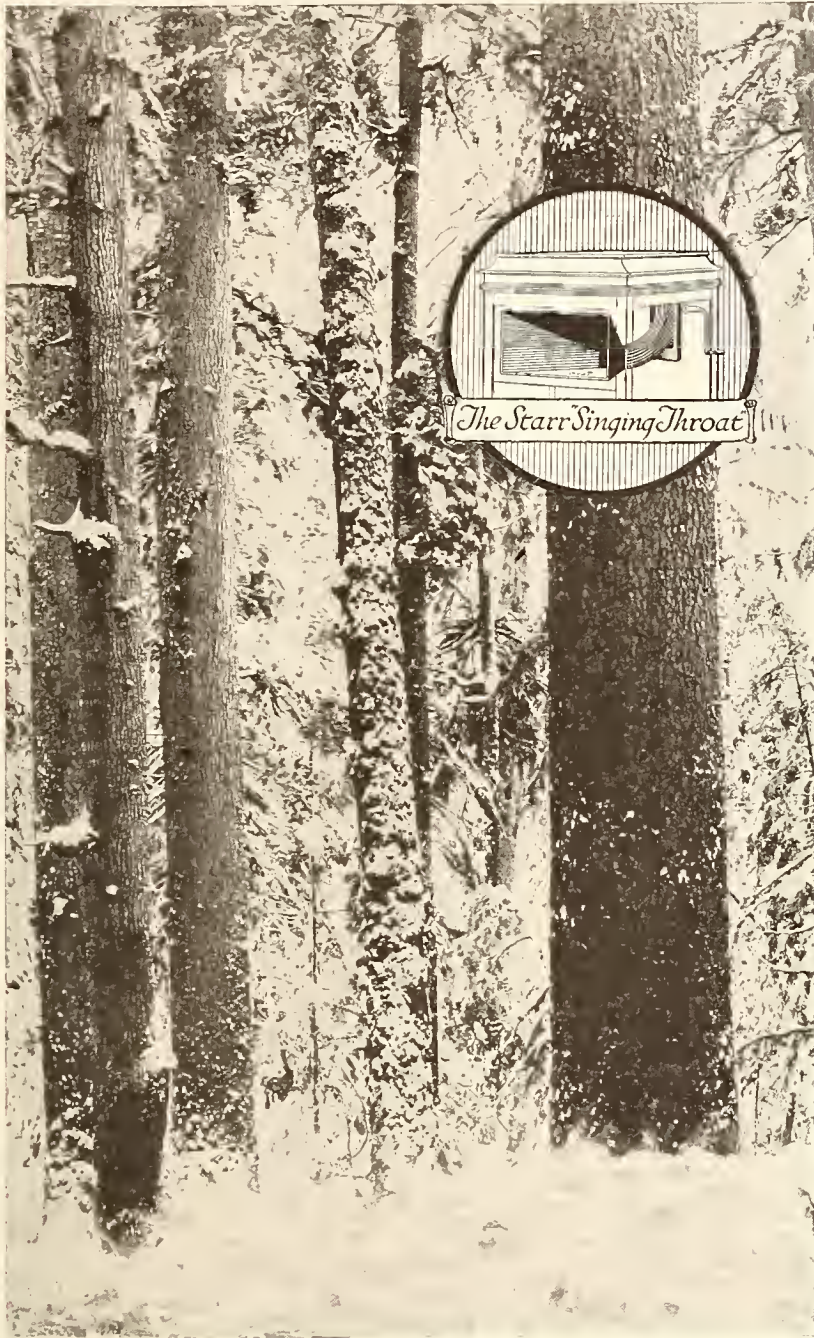


*After all—there's nothing like*

# MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK





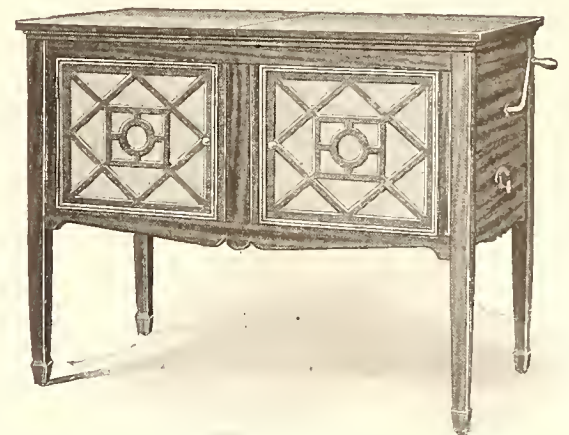
# STARR PHONOGRAPHS

*"The Difference Is in the Tone"*

Silver Grain Spruce, "the music wood of centuries," forms the path for perfect tone reproductions through the "Singing Throat" of the Starr Phonograph. Yet this is not the only feature. Starr genius has perfected the Starr Phonograph in many other ways and there is an embodiment of all that is useful and convenient.

*Silver Grain Spruce, "The Music Wood of Centuries"*

You will be interested in the new Starr Style XVIII, a beautiful instrument of exceptional merit replete with the refinements and possessing that quality which has made Starr-Made Instruments famous for half a century. Send for catalog of this and other Starr Styles.



**STYLE XVIII**  
Oak, Walnut or Mahogany

Height 32 inches; width 42 inches; depth 24 inches; adjustable tone-arm for playing all disc records; high grade, silent, Starr-made motor; twelve-inch turn-table; speed control; automatic motor stop; tone regulator; nickel-plated hardware; one package steel needles; Starr improved filing system.

## THE STARR PIANO COMPANY

*Established 1872*

RICHMOND, INDIANA



# PORTLAND, ORE.

*Trade Optimism Grows—Earnest Workers Are Getting Results—  
Tying Up With Great Artists Pays—Happenings of the Month*

PORTLAND, ORE., February 4.—The first month of the new year has been encouraging to all dealers in this section of the country and, in most cases, January, 1922, has shown a gain over the same month in 1921.

All dealers have been doing a great deal of newspaper advertising, setting forth the delights of owning a talking machine. The reduction in the price of records has also been pointed out very forcibly and all reports are that the record business has been greatly stimulated.

Art W. Stein, new manager of the Victrola department of Sherman, Clay & Co., believes that, with the Portland public greeting the many artists that have appeared in concert so far this season with capacity houses, the Red Seal business, which already has shown a big increase in sales, will go ahead by leaps and bounds. After the appearance of Schumann-Heink and Jascha Heifetz in concert the demand for their records took a big jump. For the joint appearance of Alma Gluck and Zimbalist at the Municipal Auditorium, which has a capacity of 5,000, the house was sold out a week before the concert and 500 chairs put on the stage, as was the case with Schumann-Heink.

The Wiley B. Allen Co., which has been located at the corner of Broadway and Morrison streets for the past fifteen years, has been forced to vacate and has taken a four-year lease on property at 148 Fifth street, and is preparing to move into the new store about February 15. Frank M. Case, manager, says, "The new store, which includes about 5,000 feet of space on the ground and mezzanine floors, will be fitted up

in an elaborate fashion for the needs of the music house. On either side of the main store-room will be built cabinets for the filing of talking machine records, following the style of large Eastern houses. The main floor also will be used for talking machines and there will be departments for pianos and player rolls."

Frank Anrys, general manager of the Wiley B. Allen Co., and James J. Black, treasurer, from the San Francisco house, were in Portland conferring with Mr. Case.

Paul B. Norris, for years the popular manager of the talking machine department of the Wiley B. Allen Co., has been transferred to the piano department and will travel for the firm. C. L. Neilson has been made manager of the talking machine department.

R. C. Stevenin, of the talking machine department of the Wiley B. Allen Co., and Miss Josephine Reynolds were married January 11. The honeymoon was spent at the famous Columbia Gorge Hotel, on the Columbia highway.

J. C. Gallagher, manager of the Bush & Lane Co., reports January sales of Victrolas and Bush & Lane phonographs in advance of last year and anticipates an active Spring business in both machines and records.

Deborah Jefferson, for several years manager of the record department of the Bush & Lane Co., has resigned her position and married Henry Hendrickson. Madeline Larson, former assistant, has been placed in charge.

D. C. Peyton, manager of the "Big Four" phonograph department of the Meier & Frank Co., reports sales for January, 1922, far in ad-

vance of last year's sales, with a marked improvement in the Edison sales, which, he reports, were better in December and January than at any time for two years. Mr. Peyton also reports a big record business.

Horace M. Hull, Western representative of the Aeolian Co., with headquarters in San Francisco, was a Portland visitor during the past month and called on D. C. Peyton, manager of the Meier & Frank phonograph department, who is handling the Vocalion phonograph exclusively in Portland.

A. C. Ireton, general manager of Thomas A. Edison, Inc., was a recent Portland visitor, calling on the Hyatt Talking Machine Co. and the Reed-French Co., two of Portland's active Edison dealers. M. C. Collins, manager of the Reed-French Edison department, reports business holding up in spite of the cold weather.

The exclusive agency for the Cheney has been secured by Joe Andree, of Astoria, Ore., who has this month opened up an attractive new music shop on Commercial street. The Andree Music Shop is anticipating a big business in the new field.

Wm. E. Smith, the new Oregon manager of the Columbia Co., reports excellent business throughout the district and, upon returning from a trip through the Willamette Valley, was most enthusiastic over the outlook for the coming year. More activity is being shown among the farmers and the dealers are all placing larger orders than for some time. Mr. Smith has recently placed several new Columbia agencies, among them the Couch Pharmacy, of Grants Pass, Ore., which will be exclusive Columbia dealers.

Paul Kuhl, manager of the Grafonola department of the Remick Song Shop, is feeling the effects of the reduced price in records and reports a decided improvement in sales.

L. D. Heater, jobber in phonograph accessories, who returned from a recent trip throughout Oregon and Washington, reports excellent business.

Unable to get enough Sonora machines to supply the increasing demand is the report of Roy Feldenheimer, owner and manager of the phonograph department of Lipman, Wolfe & Co. Mr. Princehouse, sales manager, says, "Four Sonora baby grands sold in one day is a sample of what is going on in this department."

Jack Hoeg has been placed in charge of the Columbia Grafonola and record department of the McDougall-Conn Music Co., to take the place of Carl H. Williams, who resigned his position with the firm.

The many Portland friends of Wm. H. Lawton, Northwest representative of the Columbia Grafonola Co., are extending him congratulations on the announcement of his marriage to Mrs. Lou Kirkendall, of the McCormick Music House, of this city.

Art W. Stein, former salesman in the piano department of Sherman, Clay & Co., has been transferred to the Victrola department to take the place of F. D. Addis, manager for several years, who has gone to Salem, Ore., to take a position with Stife & Co.

## NEW ZEALAND OPPORTUNITY

New Zealand Business House Desires Connections With American Manufacturers of Talking Machine Motors and Accessories

WASHINGTON, D. C., February 7.—A request from a concern in New Zealand has been received by the Bureau of Foreign and Domestic Commerce that it be placed in communication with United States manufacturers of motors, reproducers, metal fittings, etc., for talking machines. References will be given and payment will be made through New York and New Zealand banks. Further details can be obtained from the Bureau or any of its district offices upon application by mentioning inquiry No. 325.

A talking machine store has been opened at 1221 Lexington avenue, New York City, by Walter Bahr.

## The Greatest Step in Tone Reproduction

The first successful commercial use of wood as a diaphragm for the phonograph reproducer

Tonal purity, resonance, individuality, are perfectly reflected by the ideal medium—violin spruce—scientifically adapted in the Violin Spruce Diaphragm.

Tonal purity is reproduced faithfully because violin spruce, unlike mica, has no tone of its own to interfere with the original. The wonderful resonance is attained through the natural cellular construction of violin spruce—each cell in itself forming a minute sounding-board. Tonal individuality is reproduced with remarkable faithfulness, each instrument and voice retain-

ing its distinctiveness in the highest degree.

Graduated with scientific exactness—like the top of a violin—the Violin Spruce Diaphragm reproduces the intensity of the shrillest tone without shattering the pure quality of the softest tone, without loss of vibrancy, and the full volume of big tones without sacrificing roundness.

The Violin Spruce Diaphragm is adaptable to any well made phonograph; interchangeable with any reproducer; unaffected by atmospheric conditions.

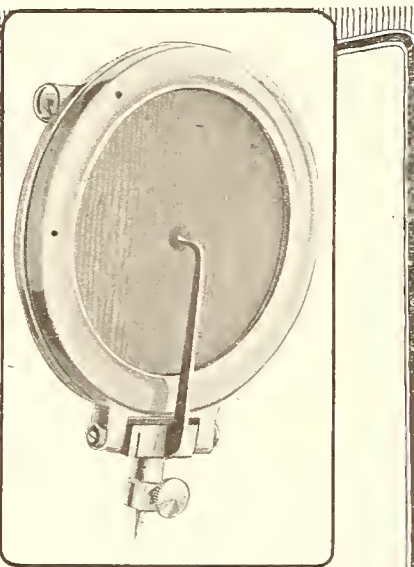
### PHONOGRAPH MANUFACTURERS

We are prepared to furnish tone arm complete with Violin Spruce Diaphragm

Retails at \$10.00. Sold through dealers and distributors. If your distributor cannot supply you, order direct.

THE DIAPHRAGM CO.  
CLEVELAND

# Violin Spruce Diaphragm





**SEEDS BUSINESS CHANGES HANDS**

Prominent Columbus, O., Business Conducted for Many Years by R. L. Seeds Is Taken Over by Newly Organized Corporation

COLUMBUS, O., February 7.—The Robert L. Seeds Co., recently incorporated for \$25,000, has taken over the business of Robert L. Seeds, for sixteen years in the talking machine and record business, now located at 303 South High street, this city. The new concern also takes over the Seeds talking machine department in the McAllister-Mohler store, 142 North High street. The company takes over the lease on part of the building at the southeast corner of High and State streets, with the intention of opening a salesroom there. Mrs. Robert L. Seeds, M. Kenneth Seeds, Shelby J. Edwards, Mrs. Russell L. Brenneman and Ian Stearns Seeds are directors of the company.

**INTRODUCE THE "BANNER" RECORD**

Plaza Music Co. Putting Out Record to Sell at Fifty Cents Under Above Title

The Plaza Music Co., well-known jobbers of sheet music and talking machine accessories, recently added to its catalog a new record which retails for 50 cents and is manufactured under the trade name "Banner Record." According to H. Germain, of the above company, since the initial release of these new records there has been a constantly increasing demand for the goods and both the trade and public seemingly are receiving these new issues with much favor. The demands for the "Banner Record" have been so healthy that it has been decided to increase production materially during the coming months.

The Hancock Music Co., of Pasadena, Cal., is planning to open a branch store in Eagle Rock, Cal. Victrolas, Victor records, pianos, etc., will be handled.



**Scottford Model I Reproducer on Victor and Columbia**

*Plays Only Hill-and-Dale Records, but Plays Them at Their Best*  
 Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer  
 \$3.85 Nickel; \$4.75 Gold—Retails \$6.00 and \$7.50  
 Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid  
 to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75  
 Quantity Prices on Application



*Superior Specialties for Phonographs*  
**BARNHART BROTHERS & SPINDLER**  
 Monroe and Throop Streets CHICAGO

**KNICKERBOCKER CO. ENTERTAINS**

Dealers Hear March Releases and Interesting Talk by Abram Davega on Vital Topics

Upon the invitation of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, a representative number of Victor retailers in the metropolitan district gathered at the headquarters of the Knickerbocker Talking Machine Co. at 9.30 on Tuesday morning, February 7. The occasion was a record recital at which the March releases of Victor records were played. Abram Davega, president of the company, gave a very helpful and interesting talk on the efficient ordering of records and dwelt upon the exceptional sales possibilities of the various March releases. Mr. Davega also made a preliminary announcement of a new record display

stand for the show window which the Knickerbocker Talking Machine Co. plans to distribute throughout the trade. The outstanding feature of this new display stand is that the records may be subjected to heat while on display and yet so held that they will not warp. This is a very important contribution.

**J. A. MARSHALL'S NEW PLANS**

J. A. Marshall, formerly assistant dealer service manager, terminated his connections with the Columbia Graphophone Co. a short time ago. Mr. Marshall is now engaged in sales promotion and direct-by-mail work, and is connected with the Publishers Printing Co., New York. Mr. Marshall leaves many staunch friends behind, and he has their hearty wishes for his success in his new connections.

**THE PIONEER PORTABLE**

which converted Great Britain to the idea of "Music out-of-doors," and which now has immense sale all over the world.



11 1/2 inches square, 8 inches high. Weight 13 lbs. Ready to play immediately opened.

**Applications invited for Manufacturing in the United States under our license**

The Decca is the most popular portable phonograph in the World. Its success has been overwhelming. First manufactured early in 1914, it proved the very thing for Active Service. Nearly 100,000 Deccas were sold during the War. And today, despite the flood of "portables," the Decca is still supreme and the demand enormous.

The Decca owes its supremacy to its ingenious and fully patented construction. A concave aluminum "Dulciflex," fitted into the top portion of the Decca, not only deflects the sound with power, naturalness and clearness, but it houses every part except the driving mechanism. Everything fits perfectly and nothing has to be detached. There are no loose parts. Light, compact and strong, the Decca has before it a future even greater than its great past, for it is as musical as it is portable.

*A five-year manufacturing arrangement with an eminent American Phonograph Corporation has now expired and we invite applications from Firms of first rate standing who desire to manufacture under license.*

**THE DECCA**

**THE PORTABLE PHONOGRAPH**

*Fully Protected by United States, British and World-wide Patents.*

INVENTORS AND MANUFACTURERS:

**BARNETT, SAMUEL & SONS, Ltd.**

32-36 Worship St., London, England



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

**ASK TO HEAR IT**

**FEATURED BY  
LEADING —  
ORCHESTRAS  
EVERYWHERE**

**A SNAPPY BIT OF SYNCOPATION  
AS GOOD AS THE FAMOUS  
"WANG WANG BLUES"**

### MAKING RECORDOLA SHIPMENTS

The Recordophone Co. Filling Many of Large Number of Orders Received—Lord & Taylor Recordola Display Attracts Attention

The Recordophone Co., manufacturer of the Recordola, a new home-recording device, reports that its production is being pushed to the utmost capacity, and with the additional equipment now installed deliveries are now being made in such quantities as to insure the taking care of all inquiries which the company receives. Orders for this ingenious device have been received from all parts of the world, and the officials of the company are very enthusiastic over the way dealers have received the Recordola as a sales possibility in the talking machine store.

Recently the Lord & Taylor Co. featured the instrument in very attractive advertisements in the New York papers, and also devoted an entire Fifth avenue window to a very effective home scene, showing the Recordola in use in

the home. Following the appearance of this publicity the warerooms of the store were visited by crowds of people, and in consequence many machines were sold.

This splendid publicity was the first given in Greater New York to the Recordola, and the results obtained more than verified the convictions of the officials of the Recordophone Co. that the instrument has an unlimited field for its market, and that it has a big future. One of the strongest features of this device is its simplicity and reliability. These are basic factors which the manufacturers believe will insure the Recordola being introduced into millions of homes.

### TAKES CHARGE IN HOLLISTER

J. R. Stillwell, of Chicago, has been made manager of the Lowery Music Store, at Hollister, Cal. A. R. Lowery, who had been managing the Hollister store, returned to the Watsonville branch.

### WORKING TO ORGANIZE CREDIT MEN

Strong Efforts Being Made to Bring All Local Retail Credit Men Into Association

Valentine J. Faeth, manager of the Union square store of Winterroth & Co., New York, piano and talking machine dealers, is a member of the publicity committee of the Associated Retail Credit Men of New York, which organization is at the present time making earnest efforts to bring into its ranks all retail credit men in New York, including those in the music trade field, and particularly those having to do with instalment accounts.

It has been proven that close co-operation between retail credit men not only proves beneficial to the individual, but serves to decrease materially the operations of persistent frauds. The frank interchange of information between credit men has done much to check swindlers and make their practices widely known, thus saving many houses from serious losses.

## AT YOUR SERVICE!

THE BAY STATE MUSIC CORPORATION is pleased to announce that it has been appointed successor to the E. B. Shiddell Company for distribution in the New England Territory of the famous

**OKeh Records**  
*The Record of Quality*

Beginning at once we are prepared to give our dealers the best of service and co-operation. We are equipped with a full line of OKEH RECORDS, including the latest releases.

WRITE FOR DEALER PROPOSITION

**BAY STATE MUSIC CORPORATION**  
142 Berkeley Street  
Boston, Mass.



# GLEANINGS *from the* WORLD *of* MUSIC

## MORE INTEREST SHOWN IN SELLING OF SHEET MUSIC

Large Percentage of Talking Machine Dealers, Particularly in Metropolitan District, Now Carrying Line of Popular Sheet Music and Finding It Profitable

During the past year there has been a concerted drive by sheet music distributors, particularly the jobbers of New York, to install popular sheet music departments in strictly talking machine stores. Generally these installations are simplified by the use of racks that set on or hang flush against the wall, thus occupying little space.

From the standpoint of accomplishing their aims the New York distributors have achieved unusual results, as a very high percentage of talking machine dealers in the metropolitan district are now serving their trade with the big successes in the sheet music line as well as in records. The present wholesale and retail prices of such goods are attractive, and as the demand is quite substantial and seemingly has not lowered record sales of the same numbers, evidently there are no drawbacks to adding a sheet music line.

The plans of the jobbers to care for the requirements of talking machine stores have invariably been well arranged and have the support and co-operation of all the popular publishers who welcome this new and increased outlet for sales.

Speaking of the present retail prices of sheet music, which allow such a good margin for the retailer, it might be well, as a matter of information, to call attention to the fact that, despite unsettled conditions, the song and instrumental selections that are acknowledged successes are having almost as big a sale as was achieved by the average popular number in the days of 10-cent music. They do not reach quite so high a figure, but this can be traced to general business conditions as much as to increased prices. The publishers to-day, with the aid of the talking machine dealer, have as large a sales outlet—as many points of distribution—as in the height of success of 10-cent prints.

In the old days the legitimate music dealer paid little or no attention to any sheet music and sometimes absolutely refused to handle 10-cent

music, but to-day he is giving the publisher co-operation. This, then, with the talking machine dealers who have been induced to handle sheet music, gives the publisher increased distribution, and with business showing a revival, the improvement will, under more normal conditions, undoubtedly give the publisher larger sales than were ever heretofore possible.

All of this will tend in the end to be of distinct benefit to the record manufacturer and, of course, to his dealers, for the publisher will have as many sales outlets as he ever had, almost if not as many sales, and greater profits with which to exploit his works. In fact, the gamble has been taken away, his business is more stabilized and is of a more permanent character. All of this means a healthy condition, not only for the publisher but for the many organizations that are not in any way related to him.

## MUSIC IN LIBRARY OF CONGRESS

Music Division of Library Shows Substantial Growth During Last Fiscal Year

The annual report of Herbert Putnam, Librarian of Congress, just issued, shows substantial growth of the music division. The accessions for the year ending June 30, 1921, were 34,814, including 32,191 on music, 1,856 on literature of music and 767 on instruction. On June 30 the music division contained 919,041 volumes, pamphlets and pieces, of which 856,688 were music.

Among notable accessions to the music division during the last year was a fine collection of original manuscripts by American composers.

Many other gifts of original autographed choruses of Richard Wagner's "Gastmahl der Apostel" and four autographed songs by Franz Schubert, composed in 1816, "Frühling," "Auf den Tod einer Nachtigall," "Die Knabenzeit," and "Winterlied."

## THE PASSING OF JAZZ MUSIC

Survey of Present Catalogs of Music Publishers Indicates That There Is Very Little So-called Jazz Offered—Blame Placed on Some Orchestras for the Weird Musical Effects Secured

As was noted before in these columns, there is much ado about the present jazz craze in America and, naturally, music, particularly of the jazz variety, comes in for its share of condemnation. In looking over the current catalogs of the publishers, however, we find only comparatively few real jazz numbers. We find, however, more good ballads and waltz numbers than in some seasons past and the typical love song, which can hardly be termed jazz, is not lacking. We also find a tendency, at the present time, to issue Hawaiian numbers. This latter is so true that at the present moment there is hardly a catalog that has not at least one or two such numbers, and these cannot be termed jazz.

We also find that in arranging numbers many publishers are getting music-box effects, and these can hardly be called jazz for they are melodious—and real music.

All the above being true, which can be substantiated by a close analysis of current releases, it would seem that music is being charged with crimes of which it is not guilty.

We might say, however, that one of the reasons why the average popular song, particularly in its dance form, is described as jazz is the fault of the present-day orchestras, which on too numerous occasions add their own original arrangements and effects to the orchestra arrangements placed in their hands by the publishers. This is not to say that the orchestras are putting the jazz in music, but they often do put in their own special ideas—effects which the publisher more often than not would be glad to see left out. Sometimes these special arrangements chop up the melody and fail to carry out the theme in its original form. The publisher, of course, is interested in seeing the melody carried out and repeated because the reputation of the melody is what makes for popularity and sells the music.

**TWO GENUINE IRVING BERLIN, Inc., HITS—GET THEM AT ONCE**

# LONESOME HOURS

The Kind of a Song That Appeals to All

# THEY CALL IT DANCING

Another hit from the "Music Box Revue"

**IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK**





# Somewhere in Naples

## The Latest Fox Trot Song Success

On All LEADING RECORDS and Rolls

VICTOR RECORD No. 18851

Played by All Star Trio and Their Orchestra

**Sam Fox Pub. Co.**  
CLEVELAND  NEW YORK

### "BLUSHING BRIDE" ON BROADWAY

New Musical Comedy Has in Score Several Numbers of Considerable Interest

There opened in New York early this month at the Astor Theatre a new musical comedy produced by the Shuberts, called "The Blushing Bride," which, according to newspaper reports,

will mark one of the season's big successes. "The Blushing Bride" has been built from and along the lines of the well-known farce "The Third Party," the book having been written by Cyrus Wood, who also is responsible for the lyrics. The music is by Sigmund Romberg and the show itself is scheduled for an early New York opening.

Cecil Lean and Cleo Mayfield are both starred

in the new piece, accompanied by a good supporting cast. It is said that Mr. Romberg's score has some of the most tuneful music he has ever produced. There are seven outstanding songs, "Mr. and Mrs. Rosy Posy," "Good-bye," "Bad Little Boy and Bad Little Girl," "Spring-time," "A Regular Girl" and "Love's Highway." The music of "The Blushing Bride" is published by M. Witmark & Sons.

### NEW RECORD AND ROLL DIRECTORY

Music Publishers' Protective Association Issues Valuable Directory and Data Concerning Record and Music Roll Companies

Under the direction of E. C. Mills, chairman of the board of directors of the Music Publishers' Protective Association, that organization has compiled and issued a complete directory of all talking machine record and player roll companies. Copies of the directory, which is issued in two forms, have been placed in the hands of all members of the Association. The directory proper is in leather binding, loose-leaf style, which allows the insertion of additional data from time to time. It contains the list of manufacturers and their addresses; the names of sales and recording managers; the addresses of recording laboratories, pressing and manufacturing plants, and the product or products as well as the trade names of the various companies.

In addition, there is issued in paper-bound form a booklet carrying the alphabetical lists of the companies and the minute data regarding their activities, which is valuable for ready reference. There also appears in the latter part of this paper-bound folio an index to brands whereby any given trade-marked product in either the player roll or record field can be immediately traced to the manufacturer.

### "THE BLUE KITTEN" ON BROADWAY

New Musical Production at Selwyn Theatre Full of Good Melodies

There recently opened at the Selwyn Theatre, New York City, a new Arthur Hammerstein production entitled "The Blue Kitten," in which Lillian Lorraine and Joseph Cawthorn appear in the leading roles.

"The Blue Kitten" is the work of Otto Harbach and W. C. Duncan, as respects the libretto, while Rudolph Friml composed the music, the whole being adapted from a French piece called "Le Chasseur de Chez Maxim's." The music, which is published by Harms, Inc., has at least two successes, "Cutie," a fox-trot, and "I've Found a Bud Among the Roses." In addition there are such numbers as: "Daddy," "Madeline" and "Smoke Rings."

### GEORGE M. COHAN ENTERS FIELD

It is understood that George M. Cohan, who in recent months has been very inactive in the producing field, has been writing some songs in his spare time. It is also understood that a large publishing house will shortly announce their release.

# IN MAYTIME

( I LEARNED TO LOVE )

By **JACK SNYDER**



*Pronounced by critics to be*  
**The MOST BEAUTIFUL WALTZ BALLAD EVER WRITTEN**

BAND OR ORCHESTRA 25¢

Published by **THE HOUSE OF MASTER COMPOSITIONS**  
**JACK SNYDER INC.**  
1658 BROADWAY, NEW YORK.





Good - bye, Shang - hai, a - cross the sea I've got to fly to fair A - mer - i - ca.

# Good-Bye Shanghai

## Oriental Fox-Trot - You Can't Get Away From It

**ASK TO HEAR IT!**

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

### "IN MAYTIME" PROVING A BIG HIT

New Waltz Ballad Being Featured by John Steel and Other Well-known Singers

"In Maytime (I Learned to Love You)," the waltz ballad published by Jack Snyder, Inc., was recently programmed by John Steel, the well-



Imposing Display of "In Maytime" at McCrory's in Baltimore

known tenor, during his Boston engagement in the Keith Theatre, that city. It is being placed in the repertory of a long list of other stars and indications of the last few weeks are that it will be one of the big successes the early part of the year.

The trade, too, is finding the popularity of this number on the increase and this seems to have justified many dealers in making special window displays of the song.

According to reports from Baltimore, Md., "In Maytime" is one of the outstanding successes of that territory, and the J. G. McCrory store, of that city, states that it is running first in point of sales. We herewith show a recent window display of "In Maytime" in the Baltimore store of that company. Sales since that time have even been greater than during the special showing.

### TWO NEW HARMS, INC., SONGS

Among the new numbers recently released by Harms, Inc., are "Tell Her With Kisses," a fox-trot ballad by Harry Rosenthal and Alex Sullivan, and "U. S. A. Blues" by Willie Caesar, Bud de Sylvia and George Gershwein.

### NEW FEIST PUBLICITY CAMPAIGN

Some Elaborate Advertising Planned for the Present Popular Catalog of That House—Some of the Current Feature Numbers

Leo Feist, Inc., recently completed plans to exploit its publications during the early part of this year. The Feist catalog, seemingly, was never in a more healthy condition and the sales report shows that all of the active numbers are making constant increases in the way of popularity. The company has changed the title of the song, "I Hold Her Hand and She Holds Mine," to "Ain't Nature Grand?", this being the catch line of the chorus and the number being called for repeatedly by that title. "I Hold Her Hand and She Holds Mine" will be continued as a subtitle. This is one of the most successful songs in the program of Van and Schenk in this season's Ziegfeld "Follies."

The new Oriental fox-trot, "Good-Bye, Shanghai," written by Howard Johnston and Joe Meyers, is showing up advantageously. Meyers, by the way, will be remembered as the writer of "Down in Chinatown."

By special arrangement with Francis, Day & Hunter, London, Eng., the big English waltz ballad, "Lovely Lucerne," composed by Felix Godin, will be published by Feist.

"Thanks to You," a new ballad by Howard Johnston and Violinsky, is also to be featured. Violinsky will be remembered as the composer of "Honolulu Eyes," and "When Francis Dances With Me."

"Venetian Love Boat," a new song, written by Frank Magine, who was responsible for the success of last year's "Venetian Moon," is included. Also in the new issue is a song by Isham Jones, well-known orchestra leader, who records ex-

clusively for the Brunswick records. The number is entitled, "What'll You Do?"

Leo Feist, Inc., has also purchased from Kendis & Brockman a new ballad entitled "When the Tide Comes In." Kendis & Brockman were known as the James Boys and are responsible for such successes as "I'm Forever Blowing Bubbles" and "Feather Your Nest."

"Stealing," which was purchased from the Orpheum Music Co., Boston, Mass., has now reached the point where it is considered a national hit. It is booked for early release by all the leading record and roll companies.

### GIVES SERIES OF RADIO CONCERTS

Irving Berlin, Inc., Getting Some Good Publicity in Co-operating With Newspapers in Broadcasting Music by Wireless

Irving Berlin, Inc., in conjunction with some of the leading daily papers throughout the country, has been running a series of wireless concerts. Newspapers in the leading trade centers of the East, Middle West and Pacific Coast have taken part in these musical activities and the result has been that the Berlin catalog has received publicity over a wide territory and what could be called on a national scale.

Among the most successful of the recent radio concerts was the one given under the auspices of the Buffalo Courier-Enquirer, at which Miss Edna Zahm was the main participant, assisted by Hildredth Morrow, Richard Miller and F. H. Rose, the well-known and popular vaudeville artist. Among the songs sung were: "Granny, You're My Mammy's Mammy," "Delia," "Just a Little Love Song" and "Tuck Me to Sleep" (In My Old Kentucky Home), while the Broadway Syncopators, a well-known orchestra organization, rendered "Say It With Music" and several other selections in dance form.

### "SHUFFLE ALONG" FOR THE ROAD

A Number Two show of "Shuffle Along" has been arranged by Harry L. Cort and was placed on the road in the middle of February. The original company is still playing at the Sixty-third Street Music Hall and is expected to run far into the Spring. M. Witmark & Sons publish the music.

The Economy Stores Co., Inc., of Danville, Pa., has taken over the G. Shoop Hunt agency for the Victor talking machines and records.

## ST. PATRICK'S DAY RECORDS

Two Real Irish Patriotic Records with a Punch

No. 900 { DeValera—You're the Man  
1922 Wearing of the Green  
Sung by Thos. O'Dowd

No. 901 { Let My Epitaph Be Written  
Darling Girl from Clare  
Sung by James O'Neill

Sure to appeal to every lover of Irish music

NEW AND UP-TO-DATE IMMEDIATE DELIVERY RETAIL AT \$1.00, USUAL DISCOUNT  
Send Check or Money Order with order Terms, Strictly Cash

O'DOWD RECORD—THOS. O'DOWD, 60 East 129th Street, NEW YORK



# DETROIT

*Trade Steadily Improves—  
Association Meets and Acts  
—Grinnell Bros. Activities*

DETROIT, MICH., February 6.—Judging from the way the talking machine business has been going since the first of January it certainly looks as if 1922 is going to be a very profitable year for the dealers. Not only were record sales excellent during the first month, but machines have been selling at a very satisfactory pace. Collections are certainly holding up well and there is a better feeling among both the dealers and the customers; there is more activity in the stores and it rather reminds one of the "good old days." There is no doubt that the number of artists who make records for various companies, who have been in Detroit the past month, have also had a lot to do with stimulating sales. And there is where the retailers are alive—they always take

advantage of these personal appearances with attractive window displays and newspaper advertising, and it makes the public anxious to hear the records, whether or not they have heard the artists. It works both ways—if they have heard the artist, then they are all the more anxious to get the records, especially if the performance has pleased.

#### Detroit Association Elects Officers

The Detroit Talking Machine Dealers' Association at its annual meeting, held in January, elected new officers as follows: President, Philip B. Lang, Summerfield & Hecht Co.; first vice-president, Joe Adcock, of the W. E. Metzger Co.; second vice-president, Edward Jeffery, of the Jeffery Music Co.; secretary, Percy Keene, of Gardner-White Co.; treasurer, Sidney J. Guest, of the Sidney J. Guest Music Co.; and the executive committee, Charles H. Grinnell, manager of Grinnell Bros.' wholesale Victor department; Max Strasburg, of the Max Strasburg Co., and Sam E. Lind, of Lind & Marks, Vocalion distributors.

#### Dealers Consider Important Matters

The Association has under consideration a very

live program of business for 1922. It is planned to make every meeting a strictly important one and subjects will be brought up that are vital to the industry. At present the organization is considering the matter of approvals and the matter of charging interest. On the approval question the matter was discussed pro and con. It was the general belief of those present that the approval method should be eliminated as much as possible and that dealers should return to the policy that was in vogue during the war when the customer was required to keep a certain number of records sent on approval and that all records not desired must be returned within twenty-four hours. One dealer said he was asking that these conditions be lived up to by his customers and that he was enforcing them. He stated that he thought the approval method was all right providing it was not too liberal—that where the customer was made to understand the drastic rules laid down must be enforced, approval business was all right. The trouble is, however, that when you send records out on approval the customer has so many excuses for not bringing them back on time and not desiring to keep the number called for by the rule.

Then as to charging interest. Dealers feel that there should be some standard on this matter, otherwise the customer goes to one dealer and says he won't buy because another dealer won't charge interest. The Association feels that all dealers should have the same charge, because in that way they would all benefit and it would end forever a bugaboo that has been one of the big evils in the industry. The furniture retailers say they cannot charge interest, inasmuch as they do not charge it for their furniture and it would break up their whole policy and system, and naturally there are some dealers who are not going to let the furniture houses make any better inducements than they do.

#### Local Vocalion Artists' Records Popular

Sam Lind, of Lind & Marks, Vocalion distributors, is having a big call for the two records made a few months ago by the Henry Theis Ritz Detroit orchestra. The orchestra went to New York under an arrangement made by Mr. Lind with the recording department and the records, recently released, are proving a big hit all over the State. Mr. Lind has already had to place reorders.

#### Grinnell Bros. Elect Officers

Grinnell Bros. held their annual meeting and their annual branch managers' convention the past week. Clayton A. Grinnell was elected president; A. A. Grinnell, first vice-president; Elmer W. Grinnell, second vice-president; S. E. Clark, secretary. Charles L. Grinnell was elected to the board of directors to succeed his father, the late Ira L. Grinnell. The managers held business sessions twice daily for four days, discussing ways and means for increasing sales and reviewing business the past year. The talking machine was up for considerable discussion and several excellent recommendations were made as to how sales could be increased, as well as on talking machine records. There were a number of special entertainments, including the annual banquet and the annual dance given under the auspices of the Grinnell Bros. employes. This took place at the Elks Temple and was a big success.

#### Fire Damages Whitehead Co.

The C. H. Whitehead Music Co., of Saginaw, Mich., was damaged to the extent of \$10,000 a few weeks ago when the adjoining building was almost completely destroyed by fire. The store is being renovated and will be continued.

A unique performance was given at the J. L. Hudson music store during January each afternoon for one week. "Dream Pictures" were shown, accompanied by music on the talking machine. The recitals were free and were largely attended.

#### New Okeh Dealer

Cunningham's drug store, at 1065 Woodward avenue, Detroit, is now handling Okeh records and pushing them. A large sign has been placed in front of the store announcing these records. On January 26 the store gave a free recital by

## Don't Run Low on Your Stock of Victrolas and Records

Be prepared to serve every prospective buyer—prepared to go after business, and take care of it.

Don't lose sales through not having the instrument or record wanted.

### Take Advantage Today of the Ever- Ready Grinnell Stock

Every order, large or small, given prompt and careful attention—we make it a rule to fill all orders same day received. This, together with the transportation facilities available to us, assures you of getting goods in the shortest possible time.

Business is good, and getting better. Look well to your stock that you may get your full share of it.

*Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.*

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



Miss Vaughn De Leath, who makes records for the Okeh. A special concert piano was furnished by the Cable Piano Co. for this occasion.

**Record Hits**

Among the big Victor record hits right now are "Dapper Dan," "The Sheik," "Ka-Lu-A," "I Want My Mammy," "No One's Fool," "Everybody Step," "April Showers" and "June Moon." Columbia record hits are "Wabash Blues," "Tuck Me to Sleep," "Ten Little Fingers," "Everybody Step," "April Showers," "It's You" and "Kentucky Home."

**Many Dealers Add Columbia Line**

Manager Gardiner, of the Columbia Co., reports that during the past month he has added quite a number of new dealers in his territory and that dealers handling Columbias are in better shape on stocks than they have been since any time last year. He anticipates a big year for the phonograph industry.

**OHIO VICTOR DEALERS TO MEET**

Retailers From Neighboring States Also Expected to Attend Association Session This Month—Many Prominent Speakers

COLUMBUS, O., February 6.—Seventy cities in the States of Ohio, Kentucky and West Virginia will be represented at the first annual convention of the Central Ohio Victor Retail Dealers' Association, which will be held in the Chittenden Hotel February 14.

Prominent among the speakers who will address the delegates are F. A. Delano, of the Victor Talking Machine Co., Camden, N. J., who will speak on "Possibilities for Business in 1922." H. C. Bard, vice-president of the Moorehouse-Martens Co., will deliver an address on "Business Conditions Generally"; Miss Ruth Finney, of the educational department of the Victor Talking Machine Co., will tell the delegates of music possibilities in the public schools.

Don Johns, proprietor of the Johns Music Store, Lima, O., will render a number of songs. On the entertainment program with Mr. Johns is C. A. Summers, Jackson, O., who will impersonate Harold Lloyd. Leslie L. King, president of the organization and manager of the music department of the Moorehouse-Martens Co., is also on the program. His topic for discussion is "How You Can Get More Business."

The convention opens at 4 o'clock in the afternoon. This is to be followed by a dinner at which Perry B. Whitsit, of the Perry B. Whitsit Co., local Victor wholesalers, this city, will be toastmaster.

**WOULD REORGANIZE REGINA CO.**

Creditors' Committee Suggests That Stock in Reorganized Company Be Accepted by Creditors in Lieu of Claims to Avoid Heavier Loss

The creditors' committee of the Regina Co., manufacturers of talking machines, music boxes and other musical instruments, has suggested to the creditors a plan whereby the company will be reorganized and the creditors accept stock in the company in proportion to the amount of their respective claims. It is the opinion of the creditors' committee that as the Regina Co. is forced into liquidation through bankruptcy proceedings the creditors will realize only about 10 cents on the dollar, and believe that through the reorganization plan a better return will be secured.

The proposition was submitted to all creditors of the Regina Co. in a letter sent out on February 2, and the sentiments of the creditors toward the plan have not been learned as yet.

**TWO NEW MOTROLA JOBBERS**

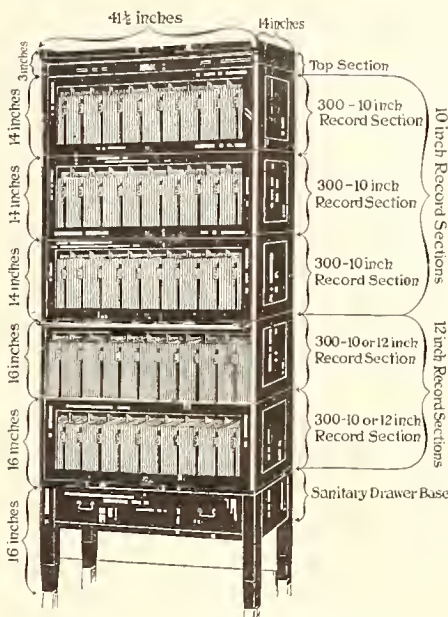
The distribution of the Jones-Motrola, an electrical winding device made by the company of that name, New York City, has been efficiently increased through the appointment of two new important jobbers. The new distributors are the J. W. Jenkins Sons Music Co., Kansas City, and Mickel Bros., Omaha, Neb.

**Improve Your Service AND Increase Your Sales**

By Equipping With

**The OGDEN "UNIT" or Sectional System**

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



Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes .....\$59.25

**Quar. Oak, Mahogany and Enamel Finishes**

Ship us via: <b>FREIGHT— EXPRESS—</b>	
—Top or Crown Section No. 1.....	\$4.00
—Record Section No. 1 (holds 300 10-inch and 12-inch records)...	9.75
—Record Section No. 31 (holds 300 10-inch records) .....	9.75
—Base No. 1 with Locking Accessory Drawer .....	6.50
—Base No. 1 without Accessory Drawer .....	5.50
—Finish Wanted .....	

**5 Record Sections, a Top and Base No. 2 (without Doors) \$43.00**

Ship Us via: <b>FREIGHT— EXPRESS—</b>	
—Top or Crown Section No. 2 only .....	\$3.00
—Record Section No. 2 (holds 300 10-inch and 12-inch records) .	7.00
—Record Section No. 62 (holds 300 10-inch records).....	7.00
—Sanitary Base No. 2 with Accessory Drawer .....	6.50
—Sanitary Base No. 2 without Accessory Drawer .....	5.50
Finish wanted .....	

**Reduced Prices on Unit Model No. 2150 D. D. (Not Illustrated)**

<b>Each Holds 2,150 10 and 12-Inch Records OAK, MAHOGANY and ENAMEL FINISHES</b>	
No. 2150D.D. With Locking Wood Roll Curtain .....	\$85.00
No. 2150D.D. With Spanish Leather Curtain .....	75.00
No. 1800 Without any curtain....	65.00

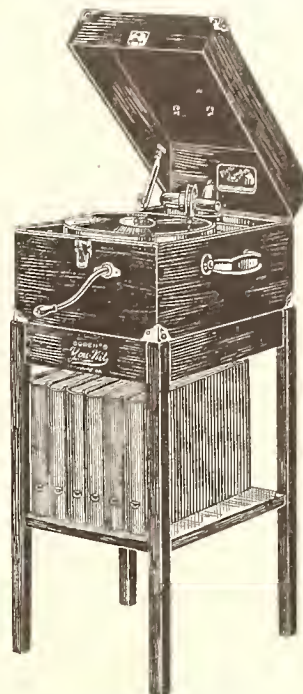
**Ogden's Original Stands**

For Portable Victrolas No. 50—IV & VI **SELL** with Profit and Satisfaction

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola, and watch the Big Machine and Record Sales "Jump."

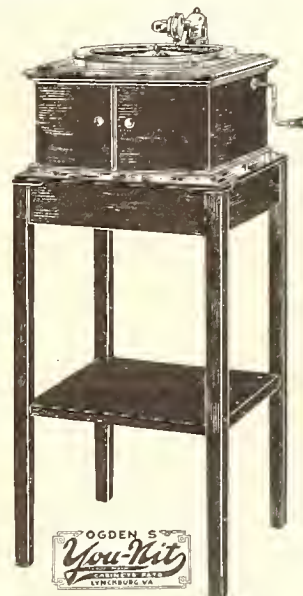
**A "UNIT" with Original Graceful Different Exclusive Novel 'STANDS**



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

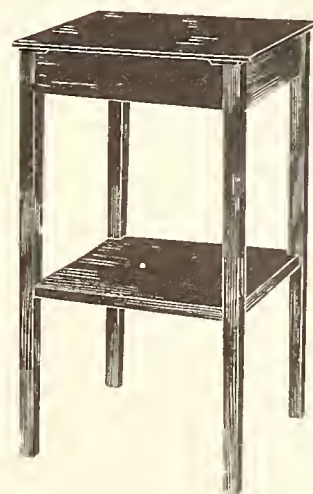
**Costs You Only \$6.50 Delivered**

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stands Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

Oak Nos. IV and VI, each \$3.60—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models; each, 90c.



**Utility or Service Tables**

(Convenient for Many Purposes)

Are needed in every Record Room, Store and Home. A quick sale and profit article. Tables No. IV and VI in Oak, Mahogany and Enamel....\$4.75 Table No. VIII in Oak and Enamel, \$5.25 Table No. IXa Oak, Mahogany and Enamel.....\$6.50 (Tables Nos. VIII and IXa Display and sell with these Victrolas profitably.)

Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

**Ogden Sectional Cabinet Co., Inc**  
LYNCHBURG, VA.



# Interesting the Supervisors and Teachers of Our Rural Schools in Music :: By Louise F. Troxell

Salesmen for talking machine companies usually are not much affected by what the teachers do. However, action taken recently by a convention of county superintendents in Madison, Wis., may have a good deal to do with stimulating business for them.

These people were gathered there from all of the seventy-one counties of the State. They talked about teachers' pensions, about health of pupils, about consolidation of schools and housing of teachers. All this they went through in more or less the usual fashion of conventions.

Then the man was introduced who has charge of community music at the big University of Wisconsin. He is Peter W. Dykema, and, while anything that pertains to music interests him, the thing that is really next to his heart is the bringing of joy into out-of-the-way country places by the introduction of music.

Mr. Dykema appeared with his assistant, bringing four small phonographs. He put these on a table for future reference and started his talk. In ten minutes the staid superintendents were sitting up smiling. They drummed on tables, made circles in the air and nodded their heads—all according to directions from Mr. Dykema—and in five minutes more were marching around the Senate chamber of the Capitol.

Marching? That is what they were supposed to be doing, but most of them were jigging. And why was it? All because a man who believes in the musical education of country children and who never loses a chance to demonstrate what can be done had got up and told that dignified assemblage to please be pupils and let him be teacher so he could show them what they, in turn, could pass on to the 6,500 rural teachers in the State.

The whole demonstration started and stopped with the four little phonographs on the table before him. Two different makes were represented with two machines of each kind. The object was to show what results could be obtained by the expenditure of only the little amount of money necessary to purchase a small machine.

Mr. Dykema spoke purely from the standpoint

of one to whom the phonograph is a means to an end but not the end itself. But any salesman who canvasses rural schools could take at least half his speech as a sales talk. In fact, an energetic salesman skilful enough to get the ear of a county teachers' meeting could conduct a meeting such as Mr. Dykema did with the superintendents with the possibility of a rich harvest of orders.

"I can't teach the children to sing because I can't sing a note myself." This objection of

## Demonstration Programs of Music That Serve to Interest Rural Instructors in Talking Machines

the average teacher has been the great deterrent to the introduction of music in the schools, and it was around this objection that Mr. Dykema arranged his demonstration of how pupils can be taught with the phonograph.

Proceeding with himself in the role of teacher and with the superintendents as pupils, he put on the record of a simple folk song, asking the pupils to follow it as if they were hearing it for the first time. He announced himself as a "teacher who knows nothing of music and cannot sing."

The record was played entirely through, in good time, the pupils all listening. It was then played again and this time the pupils looked at the words, forming them silently with their lips. The third time through they hummed the air quietly and on the fourth playing of the record they sang the words.

Learning songs, thus, in rote fashion, it is easy for a child to master both words and music of at least 100 songs by the time he has finished the common school. These should be songs from which he will get pleasure all his life—quaint folk songs, simple selections from the classics, and the national airs. What volumes could be written on these last! But already we are too familiar with the tra-la-la method of singing patriotic pieces. A generation of children brought up on a musical diet taken from well-selected phonograph records will release us from the pain we older ones have suffered in this respect, as they will not only have the correct words but will sing in standard time and tune these much-abused airs.

After going over one or two songs rote style the teacher puts on a sturdy record. On this the song is sung through once, using the regular words. Then there is a pause. The teacher explains that the song will now be repeated in Italian and the music begins again, using the do, re, mi, etc., words. For study, the children learn these the same as they do the others.

Appreciation is the third method demonstrated. Simple, beautiful songs or music without words is played, and during these the children either listen or hum quietly. Appreciation of all fine music and familiarity with some is acquired in this way.

The lively part of the program came fourth and last with the physical expression records. To such tunes as "Wild Horsemen," "Amaryllis," "Oats, Peas, Beans and Barley," and the like, the children gave bodily expression. These selections furnish excellent opportunity for some invigorating gymnastic exercises. It is always fun for the children to play that they are an orchestra. Each one decides what instrument he would like to play and then, as a good, lively march record is put on, he plays his imaginary violin, trombone or drum, keeping time to the music. An old horseshoe tapped with a spike furnishes a good makeshift instrument. Cultivation of rhythmic sense is also accomplished by marching exercises in which interest is stimulated by allowing the children to pretend that they are high-stepping horses.


### Songs Selected by Supervisors

The National Conference of Music Supervisors has selected fifty songs admirably suited to community and school singing. Introduction of these into school work is sure to be followed by an increase of general community interest in music.

Box suppers or school plays will soon secure the money needed for the necessary musical equipment. Mr. Dykema recommends the use of at least a \$35 machine, though the \$25 makes have been used successfully. He believes that any instrument costing over \$50 has no added value except in the case. A minimum of \$15 worth of records is best. These will naturally be added to by gifts from people in the community, but here lies the danger that the music thus secured will not be up to the high standard it should be. As Mr. Dykema points out, "Time is precious; it should not be wasted on poor music."

The county superintendents of Wisconsin voted unanimously in favor of a movement which will end by placing in every rural school of the State a phonograph with an assortment of records. Other States will take up this plan. Here is a real chance for some follow-up work on the part of talking machine manufacturers.

The National Bureau for the Advancement of Music has added a new booklet to its list of instructive and inspirational literature on Music Weeks.



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Prestige and Sales

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ALSO JOBBERS FOR THE JONES MOTROLA





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Columbia Graphophone Co.  
NEW YORK



**BROWNING GETS "DOOR" PATENT AFTER FOURTEEN YEARS**

U. S. Letters Patent Granted to J. B. Browning on Invention Covering Adjustable Doors Mounted at Delivery End of Amplifier—Application for Patent Pending Since 1908—Important Claim Allowed

John Bailey Browning, Camden, N. J., has just been granted a very important patent which covers "adjustable doors mounted at the delivery end of the amplifier or inclosed horn of a talking machine." The application for this patent was filed in 1908, and it has been in litigation since that time. This patent, which is known as U. S. Letters Patent No. 1,402,738, was issued to Mr. Browning on January 10, 1922, and to the Brunswick-Balke-Collender Co. as assignee to the extent of 51 per cent of the invention.

The issue in this patent is claim No. 1, which reads as follows: "The combination with sound-reproducing means, of a co-operating amplifier, a cabinet enclosing the major portion of said amplifier and provided with an opening of substantially the same size as the delivery end of said amplifier, and means to vary the quality of the reproduction at will on either side of said cabinet." This claim is identical with claim No. 19

of the patent issued January 11, 1910, to Eldridge R. Johnson, president of the Victor Talking Machine Co., and assigned to the Victor Talking Machine Co., this patent being known as U. S. Letters Patent No. 946,442.

During the fourteen years the Browning patent application was pending in the Patent Office Mr. Browning was continually delayed in his efforts to secure a patent for his invention by numerous interferences involved in his application, and in these interferences Mr. Browning has been the successful party.

The principal litigation in the patent courts was known as the Browning vs. Johnson interference, being based on claim No. 19 of the Johnson patent and claim No. 1 of the Browning application mentioned above. This interference was declared in 1915, and as Mr. Browning was at the end of his resources at that time he went to the Brunswick-Balke-Collender Co. as a last resort and told his story. This company, after investigating Mr. Browning's story, agreed to carry on the litigation in which he was involved and acquired a controlling interest in his invention.

The Browning vs. Johnson interference was first argued in the Patent Office before the Examiner of Interferences in September, 1918, who decided in Mr. Browning's favor three months later, holding that Mr. Browning was the inventor. The Examiner, however, recommended to the Commissioner of Patents that no patent be granted to Browning because of his delay in claiming that Johnson had derived his invention. Mr. Johnson appealed from the Examiner's award of priority to Browning to the Board of Examiners-in-Chief, the second highest tribunal of the Patent Office. This appeal was argued in April, 1919, and decided in Mr. Johnson's favor six months later. Thereupon Mr. Browning appealed to the Commissioner of Patents, the highest Patent Office tribunal, who in April, 1920, in an opinion of nearly fifty pages, sustained the Board and decided for Mr. Johnson.

Mr. Browning next appealed to the Court of Appeals of the District of Columbia, in July, 1920, which court in April, 1921, reversed the decision of the Commissioner and awarded the invention to Browning, holding that the evidence showed that Johnson had derived the invention from Mr. Browning, who was entitled to his patent.

U. S. Letters Patent No. 1,402,738 just issued to Mr. Browning covers the claim that has been in litigation the past fourteen years, and places him in a position to realize on his invention.

**VICTOR SUES ON BROWNING PATENT**

Victor Co. Brings Action in U. S. District Court in Delaware Asking That Claim One of Patent Recently Issued Be Declared Inoperative and Invalid Throughout the United States

The Victor Talking Machine Co. on February 6 made the following announcement regarding legal action brought in connection with the recently issued Browning patent, No. 1,402,738:

"On February 1, 1922, the Victor Talking Machine Co. filed its bill of complaint in the United States District Court at Wilmington, Del., against the Brunswick-Balke-Collender Co. and John Bailey Browning, based on Johnson Patent No. 946,442, and praying that Claim One of the Brown Patent, No. 1,402,738, be adjudged void, inoperative and invalid throughout the whole of the United States. This Browning patent was issued on January 10, 1922, following the interference in the Patent Office between Browning and Johnson. The issue of this Browning patent has for the first time made it possible for the Victor Co. to bring the controversy into a court in which a judgment binding on the parties may be had."

**HIMMELREICH ON OKEH RECORDS**

Well-known Pianist Makes Several Okeh Records—Artist Is Prominent on Concert Stage

The General Phonograph Corp., New York, manufacturer of Okeh records, is acquiring a very fine list of artists who are internationally prominent, and who are making records of the leading standard and classic numbers. One of the most recent additions to this list is the well-known pianist, Ferdinand Himmelreich, who has attained wide renown on the concert stage. Mr. Himmelreich, in addition to his skill as a pianist, has won recognition as a transcriptionist. His compositions show marked creative ability and he excels in the style of music that demands force and brilliancy.

Four selections have been played by Mr. Himmelreich for the Okeh library, and among these are his transcription of "Suwanee River," "The Lure of Spring," "Silver Threads Among the Gold" and the "Sextet" from "Lucia." All of these selections are now being released, and Okeh dealers have evinced keen interest in Mr. Himmelreich's addition to the Okeh library.

The Elm City Phonograph Repair Shop was recently opened in New Haven, Conn., by C. L. Chadwick, an expert talking machine repair man. Mr. Chadwick is also in the market for cabinet makers' supplies.

**Record Dealers and Shippers**

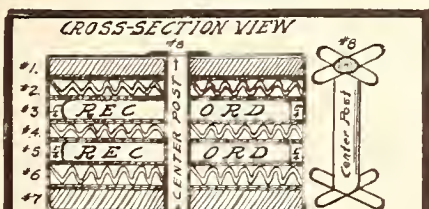
Send For Your Sample Today

**—RECO-RAPS—**

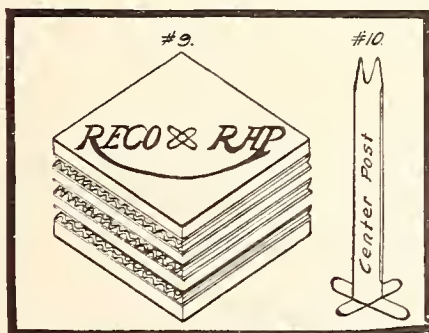
A Transportation Package for Graphophone Records

**SAVES** Far more than their Cost in Postage and Insurance

Prevents Breakage



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 #1 & 7 — Top & Bottom Board  
 #2, 4 & 6 — Corrugated Fillers  
 #3 & 5 — Records.  
 #8 — Center Post in Use  
 #9 — Reco-Rap Complete  
 #10 — Center Post Before Used.



Packages For Any Size Records  
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**GOOD COTTON FLOCKS**

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**HAVE YOU TRIED OURS?**

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**CLAREMONT, N. H.**



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

### ON THE REPAIRING OF OLD SPRINGS

Bloomfield, N. J., January 19, 1922.

A. H. Dodin, care Talking Machine World:

The letter of Dominick Ruff, of Youngstown, O., printed in the January issue of The Talking Machine World interested me sufficiently to drop you a few lines. A rough calculation would prove that, repairing 1,700 motors with springs in two and one-half years, this gentleman evidently ran across approximately two and one-fifth broken springs per day, working six days per week, which experience tells me is rather unusual. Also to have only nine springs returned broken out of 1,700 old ones repaired, an average of about one-sixteenth of 1 per cent, speaks well for Youngstown, O., springs.

Many a manufacturer of motors and talking machines has had his reputation injured by the repair man returning a broken spring fixed over or inserting an improper spring. A repair man who takes any pride in his work would refrain from such methods. After such repair work is done in the manner described by Mr. Ruff it remains unfinished and unsatisfactory, besides causing an undue strain on the motor.

I would like to see you discourage such methods in an issue of The Talking Machine World, not alone for the sake of the owner of a machine whereon such methods have been practiced, but also for the benefit of the manufacturers and dealers.

Yours for a square deal

(Signed) ERNEST A. EDDEN.

Answer—It has always been my opinion that the proper way to replace a broken mainspring in a Victor motor was to put in a Victor spring, and in a Columbia motor a Columbia spring, etc.

The question as to whether the efficiency of a motor is impaired by the use of other than its own make of parts is an open one. I would say that the result depended more on the ability of the man making the repair than on the parts he used.

In the case of using a mainspring a second time after it has been broken near the cage end: I cannot see how the use of a spring which has been shortened two feet can make any material

difference in the running of the motor. If you take a two-spring motor, for an example, you find that the average playing time will be about three and one-half ten-inch records. There is, as a rule, reserve power enough to insure good tension on the drive gears after three records have been played. There is not enough power left to play another record and the motor must be rewound. Now, what harm results in slightly diminishing this reserve power by shortening one of the mainsprings? In the case of a single-spring motor I will agree that the proper length and size spring should be used in order to maintain maximum efficiency.

I quote a paragraph from a letter received from Mr. Ruff since my article appeared in the January issue: "As soon as I receive some material to complete some of them I will send you a sample that you can test for yourself and see that all the statements are correct. Of course, you are aware that there is nothing perfect, but we can have a sworn statement that the letter sent to you which was published in the January Talking Machine World is the truth."

I will admit that many reputations have been spoiled by inexperienced repair men. I have seen many a fine piece of mechanism ruined after passing through the hands of these near mechanics. Many times during the past years I have called this to the attention of the dealers in this column, and I claim that the fault is more the dealer's than anyone's else.

The average dealer pays too little attention to the upkeep of the instruments he sells. He should maintain some sort of follow-up service which would keep him in touch with the customer in such a way that whenever anything goes wrong the machine would get to his hands for repair. In this way he would be able to not only maintain efficiency in each particular machine but would also uphold the reputation of the goods he sells.

### RECORDS AID HEART STUDENTS

Talking Machine Records to Be Installed in Hospital Clinics Will Obviate Patients Standing Long Under Stethoscope

Dr. Emile Sergent, of the Paris Faculty of Medicine, in seeking for some method of overcoming the necessity for patients with heart trouble standing for long periods in hospital laboratories while students listen with stethoscopes, hit upon the idea of using talking machine records of heart-beats of persons suffering from

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We get the best India Mica directly.  
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Ask for our quotations and samples before placing your order.

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47 West St. New York

this disease, and he has obtained permission to install these records in hospital clinics. Accurate records are taken of typical cases. A description of the case, together with details which the student will be expected to find when he enters the profession for himself, are recorded by professors.

### MASON APPOINTED SALES MANAGER

Popular Sales Executive Promoted to Important Post With New York Talking Machine Co.—Well Known Throughout the Victor Trade

Charles B. Mason, one of the most popular members of the Eastern Victor wholesale trade, has been appointed sales manager of the New York Talking Machine Co., 521 West Fifty-seventh street, Victor wholesaler. Mr. Mason assumed his new duties a few weeks ago, and as he was assistant sales manager of the company for over a year, he is thoroughly familiar with his new post.

Since 1916 Mr. Mason has been associated with the Chicago Talking Machine and the New York Talking Machine Co., with the exception of the period that he spent in the United States army during the war. He has held important sales positions with both companies, and his success may be attributed in a considerable measure to the fact that he thoroughly appreciates the value of co-operation with the Victor dealer. He is now preparing important plans for the coming year, which will undoubtedly be received enthusiastically by the New York Talking Machine Co.'s clientele.



Chas. B. Mason

### SIR HARRY LAUDER ENTERTAINS

Famous Victor Artist Appears at Rotary Club in Peoria—Sings New Number Dedicated to Music—It Was a Jolly Occasion

PEORIA, ILL., February 6.—Sir Harry Lauder, famous artist who records exclusively for the Victor library, was the guest of honor at the Rotary Club luncheon, held here Saturday. Fred Putnam, president of the Putnam-Page Co., Victor wholesalers in this city, was host to Sir Harry Lauder, and during the course of the luncheon, Sir Harry sang a number which he wrote on the train en route to Peoria.

This selection, which was rendered for the first time and was dedicated to music, was entitled "It's a Fine Thing to Sing," and the chorus was as follows:

"It's a fine thing to sing,  
Singin' is the thing  
For it brightens everything that's dark and dreary.  
It helps you on the road when you have a heavy load.  
Singin' is the thing to make you cheerrrrrry."

Many a growing business has been ruined by lack of attention to details by salesmen.

# FELT



## The Consensus of Opinion

AS A TURNTABLE CUSHION Felt has no real substitute. That there is likewise no substitute for A. F. Co. Turntable Felt seems to be the opinion of leading manufacturers in the Talking Machine trade. They use no other make.

## American Felt Company

TRADE MARK



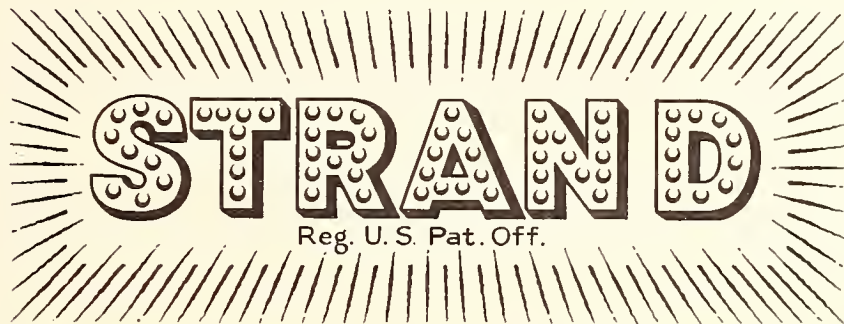
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The New and Better  
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Tone, Quality,  
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## 3 New Console Models Ready

All Flat Top—Correct in Design

QUEEN ANNE CONSOLE  
MODEL 8  
Mahogany or Walnut

List \$125



LOUIS XV CONSOLE  
MODEL 1  
Mahogany or Walnut

List \$150



## Cost the Dealer—Write in and Ask!

The Strand is distinctly the modern phonograph. Everything is swinging toward a correctly designed, useful, flat-top, double service console instrument. And the Strand consoles are correct—absolutely true in design to each period. They are all flat-top, which is not only a convenient and useful feature, but the only correct construction.

Strand phonographs are the product of the third largest phonograph cabinet plant in the United States, with 12 years of high-grade phonograph designing and building behind it.

**Every Strand instrument is guaranteed, not only as regards tone, finish, design and workmanship, in every part, but also in packing. Our packing and shipping system is trouble proof.**

**"IT'S THE DEALER'S TURN NOW."**

*The man who does the selling is entitled to a REAL profit.*

*"Better merchandise, lower list, and fatter discounts."*

In addition to the models illustrated, our Model 2 (Italian Renaissance console) at \$175 and our Model 4 (Louis XVI console) at \$200 are correspondingly correct and beautiful.

All models made of finest mahogany or walnut, faithful representations of each period. Equipped with heavy double spring motor, all-wood tone chamber, solid brass tone arm and universal sound box, which permits the playing of all records, and with six well-finished record shelves built in.

### These Direct STRAND Representatives are Ready to Serve You:

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CONSOLIDATED TALKING  
MACHINE COMPANY, 227  
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A. C. ERISMAN, 174 Tremont  
Street, Boston, Mass.

H. C. GROVE, 1210 G Street, N.  
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W. S. GRAY, 942 Market Street,  
San Francisco, Cal.

R. J. JAMIESON, 943 Chestnut  
Street, Cleveland, Ohio.

A. J. HEATH COMPANY, 27 S.  
7th Street, Philadelphia, Pa.

RICKEN, SEEGER & WIRTS,  
Globe Building, Detroit, Mich.

STERLING ROLL & RECORD  
CO., 137 West 4th Street, Cin-  
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Avenue, Kansas City, Mo.

MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Avenue, New York  
GEO. W. LYLE, President



## Announcement

### The Gaelic Phonograph Record Co., Inc.

Gaelic  
Records

Gaelic  
Records

The only record company exclusively manufacturing Gaelic and Irish records, announces the opening of its new headquarters and recording laboratories at 40 West 57th Street, New York City.

Thirty-four double-faced records now ready in the first release.

*DEALERS:—This non-competing line offers you extra profits. Send for complete list of records and our attractive proposition.*

#### JERSEY VICTOR DEALERS CONVENE

Discuss Consolidation With Talking Machine Men, Inc., of New York—Irwin Kurtz, President of T. M. M., Addresses Meeting

NEWARK, N. J., February 7.—Victor Retailers of New Jersey convened at the Hotel Robert Treat here on Monday and considered the possibilities of consolidation with the Talking Machine Men, Inc., of New York. Irwin Kurtz, president of the New York organization, was the principal speaker. During his talk he stressed the advantages which would accrue if the two associations formed one strong body. H. A. Beach, president of the Unit Construction Co., of Philadelphia, who was to have addressed the meeting, was unable to attend.

Following this a closed meeting for the purpose of discussing trade problems was held. Those present included:

J. Newcomb Blackman, of the Blackman Talk-

ing Machine Co., Victor wholesaler, of New York; J. W. Collings, of Collings & Co., Newark, Victor jobber; Charles B. Mason, of the New York Talking Machine Co., Victor distributor; John L. Spillane, of Collings & Co.; J. Schwartz, of the Knickerbocker Talking Machine Co., Victor jobber; Samuel Semels, of the Semels-Cole Co.; Irwin Kurtz, of the Gotham Shops, New York; N. Alexander, of Long Branch, N. J.; H. Sugarman, of West Hoboken; C. A. True, of L. Bamberger & Co. phonograph department; James McGarry, E. G. Brown, George Hirtzel, Mr. Evans, of McManus Bros., Elizabeth; Al Caluchie, H. A. Glasser, secretary of the Jersey Association, and Frank C. Storck.

Charles Tracey, of the Aeolian Co.'s wholesale department, with headquarters in New York City, is making a trip through the South. He will visit dealers in Louisville, Ky.; Memphis, Tenn., and other important points in the Southern territory.

#### HEMPEL'S DEBUT IN HAVANA

Miss Frieda Hempel Made Her First Appearance in Concert in Havana, Cuba, on February 5, in the Capitolio Theatre—The Prima Donna Had a Sensational Success

The famous Edison star has been having wonderful success everywhere in the South, singing in Tallahassee, Gainesville, Ocala, Orlando and Palm Beach, Florida, before going to Havana. Her success was so great in the Cuban capital that a second concert was demanded, which Miss Hempel gave on February 7. Miss Hempel returned North to sing with the Harvard Glee Club on February 14, and to sing at the New York Hippodrome on February 19—Titta Ruffo appearing with her at the later concert. The prima donna will then leave for a tour of the Southwest. She is booked solid until the latter part of May when she sails for Europe to fill her concert and operatic engagements abroad.

# Sherman, Clay & Co.

## Pacific Coast Distributors



### Victor Victrolas Victor Records Victor Accessories

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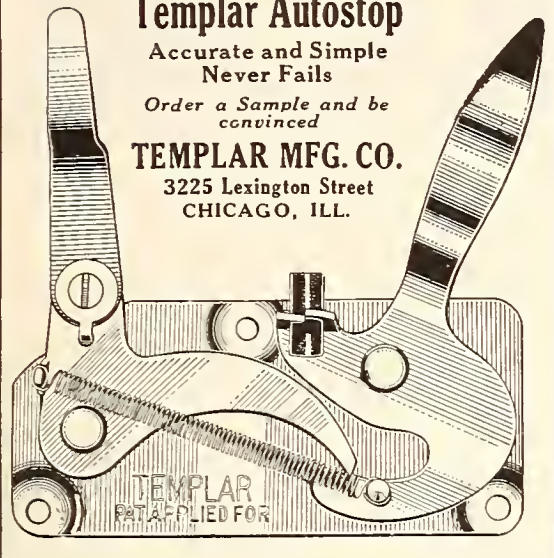
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Oceanic Bldg., Cor. University and Post Sts.,  
Seattle, Washington

427 West First Ave., Spokane, Washington



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TEMPLAR  
 PAT. APPLIED FOR

**SEEK TO CONTINUE ARTO BUSINESS**

Meeting of Creditors Called for February 14 to Consider Request of Receiver

A meeting of the creditors and stockholders of the Arto Co., Orange, N. J., was scheduled for Tuesday, February 14, at 10.30 a. m. at the Post Office Building, Newark, to show cause why the receiver of that company should not be authorized to continue the business for a further period of ninety days. In connection with the call for the meeting, it is stated that the total receipts of the receiver during the period of December 24, 1921, to January 31, 1922, were \$27,949.24, and that his total disbursements during that period amounted to \$22,681.57. The court has authorized the receiver to continue the business until the time of the hearing.

**RADIO FIRM INCORPORATES**

A charter of incorporation was recently granted to the National Radio Corp., under the laws of Delaware, with a capital of \$50,000. The incorporators are: W. G. Halsey, E. L. Ainsworth and F. E. Norton, of Pittsburgh, Pa. Radio supplies will be handled.

**WELL CONCEIVED OKEH WINDOW DISPLAY FOR FEBRUARY**

The new window display service inaugurated the first of the year by the General Phonograph Corp. for the use of Okeh dealers is proving a

**EDISON JOBBERS IN CONVENTION**

Annual Meeting of National Body Being Held at Waldorf-Astoria, New York—Congratulate T. A. Edison on 75th Birthday Anniversary

As The World goes to press the members of the Edison Disc Jobbers' Association are opening the annual convention of that organization at the Waldorf-Astoria Hotel, New York, the sessions extending over February 13, 14 and 15. Judging from the reports of the advance arrivals, the attendance at the convention promises to come close to 100 per cent, and there are a number of very important matters scheduled for discussion among the jobbers themselves and between the jobbers and the factory officials.

The second day of the convention will be, as usual, "Laboratory Day," when William Maxwell, vice-president, and other officials of Thos. A. Edison, Inc., will attend the meeting of the Association and present the Edison sales plans for the balance of the year.

On the evening of February 15 the jobbers will be the guests of Thos. A. Edison, Inc., at an elaborate banquet at the Waldorf, where the entertainment will be furnished by a number of the stars of the Edison recording artists.

The time of the convention is deemed most appropriate in that Thos. A. Edison celebrated his seventy-fifth birthday anniversary on Saturday, February 11. A number of the jobbers made it a point to get to New York in time to extend to Mr. Edison their personal congratulations and best wishes upon his passing another milestone of life.

The present convention is the first held here in two years by the Jobbers' Association, the 1921 convention of that organization having been held in Montreal, Canada.

**ALTERATIONS AT DENVER MUSIC CO.**

DENVER, COL., February 7.—Improvements are going on apace at the establishment of the Denver Music Co. This concern is one of the largest in the city and when the improvements have been completed thirty-eight sound-proof record demonstration booths will be at the service of patrons.

are evident, and every picture in the display will undoubtedly act as a marked stimulant to the sale of Okeh records. The display is a riot



signal success. The display for February is unusually attractive, and is even more effective than the January display. As shown in the accompanying photograph, its sales possibilities

of smashing colors that compel attention, embodying a rare sense of humor that is proving a most important factor in the success of the new series.

PLAZA

**BUY YOUR ACCESSORIES**  
*"All From One Source"*


**ALL FROM ONE SOURCE**

REPAIR PARTS  
 NEEDLES  
 CLEANERS  
 ENVELOPES  
 SAPPHIRES  
 ALBUMS  
 RECORDS

**MONTHLY SPECIAL**

**Phonograph Needles**

Packed 200 in metal box



Made from highest grade carbon steel

**6 1/2c per box**

HEADQUARTERS FOR

- RECORD ALBUMS
- ALBUM SETS FOR No. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- BANNER 50c. RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRILLIANTONE STEEL NEEDLES
- MAGNEDO MULTI-PLAYING NEEDLES
- RECORD DELIVERY ENVELOPES
- SHEET MUSIC
- RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- GEER RECORD REPEATER
- TONOFONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

**PLAZA MUSIC CO.**

18 WEST 20TH STREET  
 NEW YORK



# Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[EDITOR'S NOTE:—This is the sixteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## TIE-ING UP WITH THE CHILDREN

It has been said that the education which we receive in our earliest days is the only education we carry with us to the grave. Other ideas may be imparted to us in late years, but none of these has the adhesive power, the capacity to stick up out of any imaginable complexity of later accumulated impressions, which pertain to those notions which were implanted in us during our infancy and early childhood. And this statement is true whether the notions are in themselves scientific or nonsensical, loving or malicious, wise or stupid.

### "Music to the People"

It is being said within our trade that we must bring music to the people. So we must. But does anyone seriously suppose that there is any use in trying to educate into musical-thinking a people which has grown up outside musical influences? There are signs that this fallacy is believed in; but a little reflection will show that it is as fantastic as it is common. The truth is that if we wish to cultivate a musical feeling among the people of America we must begin with the young. We must begin with the child in the school and in the home; the younger the better.

Now, the talking machine merchant may realize with rueful clearness that there is not much use in trying to work up a desire for the ownership of a library of fine records amongst a people which is not in the least bit interested in music, and is showing that it never acquired any musical ideas in its young days. He is likely to realize this as he notes that it is harder to sell records of good music than it ought to be and that it is still harder to awaken in his customers any general desire to own libraries of fine vocal and instrumental records. But if he supposes that it is easy to convert adults, masculine or feminine, to musical desire, as embodied in the finer side of the talking machine and its records, he is much in error. At the best the musical education of the adult is a difficult and unsatisfactory process. The merchant, however, who is looking always for new selling ideas or for ways of improving old ones knows that he needs to sell every kind of machine, every kind of record and every kind of accessory, if his business is to be in a healthy state. If he sells only cheap machines and cheap records his business is not and

cannot be in a healthy state. He needs to sell the best as well as the worst of his goods, and he knows that in order to make a balanced showing with a reasonable profit he must be able to draw from all sections of the community and from the highest grades of public taste.

For this very reason, in our judgment, every intelligent attempt to interest parents, through their children, by encouraging the acquirement of musical ideas in the latter's earliest years, is certain to bring immediate returns. Parents love their little ones, and are more easily moved by their desires than by any other cause that can be imagined. If they truly believe that the talking machine, for instance, with its records, can be instrumental in doing some real good to their children they will usually respond at once. But it must be a genuine value which the merchant offers. He must know what he is talking about and he must be able to offer substance, not a gold brick.

### A Children's Department

We believe that there is good business, good advertising and good profit on systematically working out a children's department in connection with an up-to-date music store. We have always believed that the talking-machine man should also be a seller of general musical merchandise, should in fact try at least to be the Lyon & Healy of his community, the "everything in music" man. But whether he is this in any degree, or not at all, the fact remains that he should be a music man to the children, a music man to them par excellence. We believe that if the talking machine merchant can attract children to his store, steadily and regularly, he will be able to build up a public community interest in the musical merchandise he has to sell, more perfectly than he can in any other way. We believe, in short, that in order to educate the community to music buying you have to begin with the children. But you do not have to wait till they grow up. Get them started, and their fathers and mothers will quickly and unfaillingly follow.

### Ways and Means

That this is not a dream the educational work of the Victor Talking Machine Co. in the public schools plainly shows. The American custom is to look to the public schools for almost all the cultural background with which the child is to be provided as it grows up. So that it is extremely important to work in with the schools in any attempt which may be made to tie up with the musical interests of the children for the purpose of promoting talking machine and record sales.

A merchant, then, might begin by establish-

ing in a corner of the store a counter for children especially. This should display records for child use, such as nursery rhymes, school musical games, school songs and all the various items of the kind which interest children. If it were possible to have a room arranged where children might be left to play while their parents were elsewhere, a room like the playrooms of big department stores, where a supply of good records for children was kept—and played constantly—under the supervision of a competent woman, that alone would do a great deal to tie up with the minds of the parents the double idea that (1) talking machines are good to keep children in order and that (2) this particular store is the one place for merchandise of that kind.

Of course, one can always depend upon the kids talking. Leave it to them and they will chatter till the cows come home about the nice music they heard and about how nice it would be to have a talking machine at home. Nor will their chatter be ineffective. All merchandising experience goes to show that every dollar of money and every hour of time expended on catering to the child instinct for music is profitably expended.

Get the children to like your music and they will be your best salesmen. That is the message that can now be formulated.

For every child is naturally open to the influence of music. Children too soon can be hardened and narrowed by lack of cultural influences until they neither know nor care anything about music or any other fine thing. But if they are supplied at a tender age with the music for which every child nature hungers they will absorb musical ideas and desires so rapidly and so thoroughly that from that time onward no possible influence will be able to wean them from the same love. Catch them young and you will be able to build up, in a surprisingly short time, a music-loving community feeding your store each day with more and more sales.

### More of the Same

All children like to sing and dance. Very well, then, offer to the boys and girls of every family on your talking machine books a ticket to a children's party at the store some Saturday afternoon (using a special room for the purpose). Have prizes for dancing, for the nicest costume and so on. Let each prize be one or more records of such music as children like. With each prize wrap up a notice to the effect that a large supply of similar child music (giving a list) is on hand at the store. The kids will take the records home and the old folks will

## A Message To Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?

THE TOLEDO TALKING MACHINE CO.  
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



play them. Result—more sales of child music records.

Offer to your public schools prizes for a competition in folk-dancing and folk-singing among the kindergarten classes. Offer as a prize a talking machine and a set of kindergarten records chosen by the kindergarten teacher, to be presented to the class which comes out ahead in the competition. Every parent of one of the winners will want a talking machine after that, for the kids will never cease talking about it. Moreover, the parents of all the children who do not win may be circularized and reminded how nice a thing it is to have in the home for the children a talking machine like the one which the kindergarten class of the Blank school has just won.

Talented children are sure to be in every community. If you can find a clever boy and girl who can dance, put them in the window and let them dance to the music of one of your best talking machines. This will attract a crowd and then you can offer prizes for the best children dancers who can be found in town, offering each the chance of exhibiting and putting on an afternoon of public dance demonstrations before judges and an invited audience. Limit the audience to those who call at the store for tickets. You will get a crowd and you will sell more records than you ever thought you could sell.

Of course, all these features emphasize constantly the musical possibilities of the talking machine. The whole secret of talking machine merchandising is summed up in the fact that it is the music we are selling, not the machine. Hook up the children of your community with the idea of satisfying their own musical yearnings through the talking machine, and you will build up a rampart of community thought around your business which will protect you from the storms and keep you prosperous.

### INTRODUCE LINE OF PERIOD MODELS

**The Orsenigo Co. Opens Its Entire Line to the Trade—The Orsenigo Phonograph Soon to Be Announced Will Embody New Features**

The Orsenigo Co., the widely known manufacturer of high-grade furniture and period model phonographs, with a spacious and well-equipped plant in Long Island City, N. Y., is announcing this month that its entire line of period models of exclusive design, hitherto supplied to a limited number of well-known concerns, is now being offered to the trade at large. Some twenty-one distinct patented designs have been created by this company which are manufactured under the supervision of internationally known designers by workmen who are recognized as leaders in the period furniture field.

Henry Orsenigo, president of the company, is keenly interested in the future of the period phonograph and has been very active in its development in the past few years. He believes that this phase of the talking machine business has great possibilities and that it affords the enterprising dealer a field for exploitation that will pay handsomely. "Our modern factory and skilled workmen," remarked Mr. Orsenigo, "are prepared to take care of everyone, and we believe that we are preparing the way for a greater appreciation of the period phonograph and thereby raising the standard of the present-day phonograph to a higher level."

In addition to the designs mentioned, according to Thomas Davis, general manager, a new phonograph, which will embody several new and distinct features and to be known as the Orsenigo, will soon be placed on the market. It will represent an entirely new departure in period phonograph construction and design, which, when ready, it is expected, will create a most favorable impression.

One of the greatest dangers in business life consists of getting into a rut.

## "DA-LITE" ELECTRIC DISPLAY SERVICE SELLS RECORDS



We furnish you the Electric Display. Each month we mail you four artistic, hand-colored Panels, advertising Victor Records exclusively, at the low cost of \$6.00. The profit on one 75c record pays the total daily cost, including electricity (24 hours). The records featured each month are selected through information obtained from fifty wholesale distributors and are always the leading sellers.

One dealer in Cleveland, Ohio, says our service is of no value to him, as he sells all the records we advertise the first few days of the month. But he did not stop to consider there is nothing to prevent him ordering ten times as many or all that he could sell during the month.

All of the leading distributors have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of Victor Records.



*Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records*

**"DA-LITE" ELECTRIC DISPLAY COMPANY  
116 NORTH ERIE STREET TOLEDO, OHIO**



## SEEK RECEIVER FOR COLUMBIA GRAPHOPHONE MFG. CO.

Owners of Small Amount of Common Stock Apply for Receiver in U. S. Court at Wilmington, Del.—F. S. Whitten, Chairman Board of Directors, Attaches Little Importance to Action—His Statement

An application for a receivership for the Columbia Graphophone Mfg. Co. was filed on Thursday, February 9, in the United States District Court at Wilmington, Del., by the Universal Security Co., owner of 1,000 shares of common stock; May B. Shera, owner of 1,226 shares, and Henry W. Runyon, owner of 275 shares, all of Jersey City, N. J. Insolvency is alleged, and an order to show cause was made returnable February 17 by Judge Morris.

In the application the amount of the liabilities is placed at \$19,900,000 to banks and financial creditors, in addition to \$3,000,000 to merchandise and other creditors. The general affidavit charges that the increase in the business of the company at no time has been proportionate to the enlargement of the capital stock and the making of loans, and that since the middle of 1920 this has been steadily decreasing. There are stated to be outstanding preferred 7 per cent stock to the value of \$9,883,731, par value \$100, and 1,268,286 shares of common stock of no par value.

Francis S. Whitten, chairman of the board of directors of the Columbia Graphophone Mfg. Co., when shown the report that the Universal Security Co. had filed a bill in the Federal court at Wilmington, Del., asking for the appointment of a receiver for the company, said:

"I attach very little importance to this action. Although I have not seen a copy of the bill I understand it was filed by a stockholder. I am at a loss to understand why a stockholder should attempt to embarrass the company at a time when its creditors are co-operating in splendid fashion to preserve this property.

"I am confident that the suit will have no effect upon the carrying out of plans under consideration for the adjustment of the company's financial structure so as to insure the successful continuation of the company's business.

"I know of no grounds, whatever, upon which a stockholder could base the application for the appointment of a receiver, as the company is being conducted by the management elected by the stockholders and everything possible is being done in co-operation with the company's creditors to preserve the stockholders' equity.

"The Universal Security Co. owns of record only about one thousand shares of common stock."

The plans which were under consideration for the adjustment of the company's financial struc-

ture, as mentioned in Mr. Whitten's statement, were announced to the trade a few weeks ago. At that time a committee was formed of representative holders of the \$6,000,000 five-year 8 per cent notes of the Columbia Graphophone Mfg. Co. The committee is composed of Harold Stanley, vice-president of the Guaranty Trust Co.; Hermann Kinnicutt, of Kissel, Kinnicutt & Co.; Bcyard Dominick, of Dominick & Dominick, and A. W. Butler, of Butler, Herrick & Kipp.

This committee, which was formed to seek deposits of the 8 per cent notes, was the result of the efforts of the various committees representing substantially all of the company's bank and merchandise creditors who were busy for some time in preparing a plan to readjust the company's indebtedness without interference with the continuation or development of the business. These banks and merchandise creditors hold about 75 per cent of the Columbia Graphophone Mfg. Co.'s total indebtedness. After the committee of note-holders had been formed, arrangements were made whereby the note-holders depositing their holdings were assured the interest payments which were due on February 1.

Subsequent to the formation of this committee, Mr. Stanley, as chairman, sent a circular to the five-year 8 per cent holders, urging them to deposit their notes with the Guaranty Trust Co. in an effort to make possible a readjustment of the company's finances without resort to a prolonged court reorganization. The circular contained a very interesting letter over Mr. Whitten's signature, in which he gave in detail a statement of the company's present industrial and financial condition, this statement reading as follows:

"In common with many other companies we have been through a period of severe shrinkage in the volume of our business, accompanied by large depreciation of inventory values and other unfavorable factors.

"At the beginning of the period the company had outstanding contracts for large amounts of cabinets and other materials necessary for an extensive manufacturing program, anticipating that 1921 business would be commensurate with 1920 business. However, 1921 sales were approximately \$19,000,000 as against \$47,000,000 in 1920.

"On December 31, 1921, the company owed large amounts to banks and merchandise creditors; this debt, with the \$6,000,000 five-year 8 per cent gold notes, and approximately \$250,000 real estate mortgages, made a total direct indebtedness of about \$23,200,000. Representatives of the creditors have made an intensive study of the company's condition in an effort to get a correct view of the company's present situation and prospects for the future.

"As a result of their efforts substantial concessions have been made by the merchandise creditors and marked progress has been effected in the reduction of the company's commitments. In my judgment the company has a good future under fair normal operating conditions, with economies that have not been possible in the circumstances with which we have been confronted.

"On December 31, 1921, the company had current assets valued on a conservative going concern basis in excess of \$21,600,000, after writing off upward of \$7,700,000. These figures were arrived at by a very recent and thorough reappraisal of the current assets. The company has in addition plants and investments that are carried at a figure in excess of \$9,000,000.

"The company has also contingent liabilities in respect of \$1,625,000 first mortgage bonds and \$1,925,000 preferred stock of Columbia Graphophone Factories Corp., which owns the company's plants in Toronto and Baltimore. These plants are leased to this company, which also owns all the common stock of the Factories Corp. The matter of the company's obligations

on the Factories Corp.'s lease is now under consideration.

"The company is faced with the necessity of being relieved for the time being from payments on account of its indebtedness. The representatives of the banks and merchandise creditors, speaking for over \$15,000,000 of the company's debt, are agreed upon the necessity for this relief, and it is hoped that your committee will co-operate with them to obtain this result.

"Prompt action by the note-holders is essential to carry out necessary plans for a voluntary readjustment of the company's finances and is to the interest of all creditors, including note-holders. The sooner this can be brought about the more rapidly will the inevitable benefits in operation accrue to the company. The only alternative is an expensive and protracted court reorganization, resulting in needless delay in the financial readjustment and loss for all concerned, which can and should be avoided.

"Note holders should bear in mind that the notes are wholly unsecured and have no priority over any of the other indebtedness of the company."

It is the consensus of opinion in the financial world that the plans which were recently completed for the adjustment of the company's financial affairs, practically insure the continuation of the business without interruption, and there is an undercurrent of optimism and confidence that is keenly appreciated by the Columbia organization.

### THE 1922 VICTOR RECORD CATALOG

The Latest Issue of This Remarkable Book Really Represents a Forward Step in the Production of Musical Literature

There is now in the hands of Victor dealers for distribution the 1922 catalog of Victor records, an impressive volume of 500 pages or more, and offering what is considered an unparalleled collection of music of all sorts and of all nations, to say nothing of musical information and facts regarding famous artists that form in themselves the basis for a liberal musical education.

The Victor trade is so familiar with the Victor record catalog that it is likely that many of those most active in the selling of Victor products fail to realize just what is really offered to them and to the public in that comprehensive volume which, as it stands to-day, represents the results of over twenty years' work in developing a magnificent library of the best in music. Incidentally, the Victor record catalog presents to the public an introduction to the voices of those great artists who will never be heard again in the flesh, among whom, of course, Enrico Caruso stands first, with the list including Evan Williams, Maud Powell, Plancon and an impressive number of others.

The catalog does not represent simply a listing of records, but tells the story of those responsible for the music, of those who recorded it, something about the character of the selection and the message it conveys, and information generally that would, if gathered by the individual, require many months of research.

The Victor record catalog for 1922 has been featured most emphatically in the company's advertising in the February magazines and is presented to the public in a manner that should bring strong and immediate response to the retailer.

### P. HENRY KERLER HONORED

Edward Earl, president of Ilsley-Doubleday & Co., 229 Front street, New York City, manufacturers of Eureka noiseless talking machine lubricant and Ilsley graphite phono string lubricant, has announced the election of P. Henry Kerler, who has been with the company for the past eighteen years, as a director and vice-president. Mr. Kerler is well known throughout the talking machine industry, as he has devoted much of his time to the talking machine lubricant division of the business.

## Business-Building Help

"Service" is the most over-worked word in the American vocabulary. We are not using it any more. We have no Service Department.

That does not mean that we are not doing all we can to help our Dealers build their business to a higher plane, for that is exactly what we are aiming to do.

Our entire organization is made up of folks who have had years of experience in the retail trade—your problems have also been our problems—we want to help.

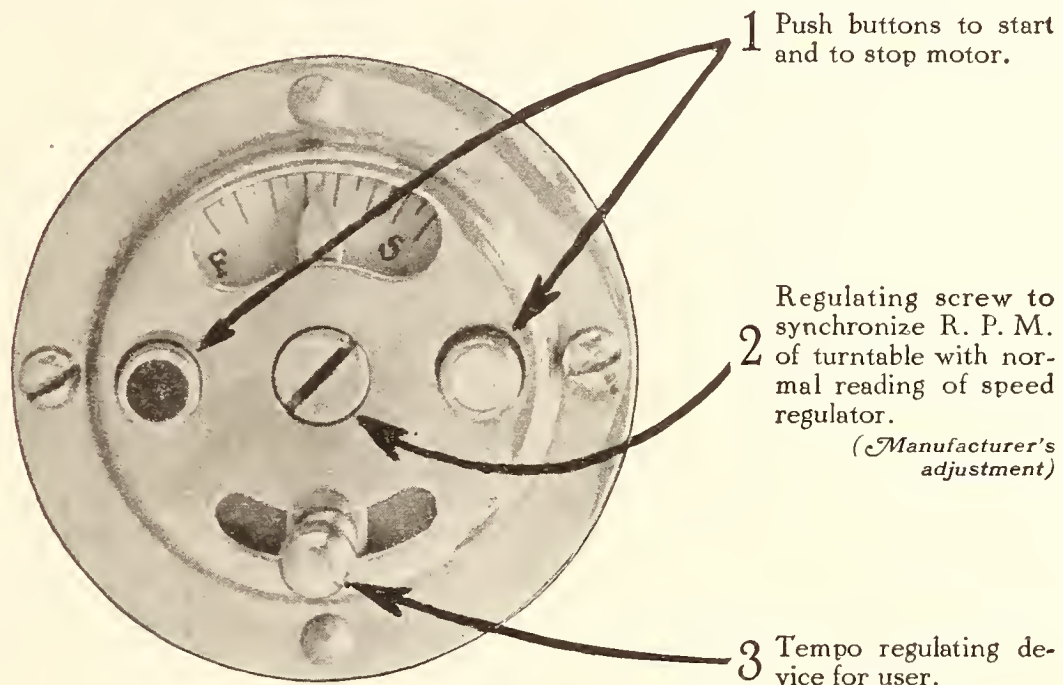
**C. C. MELLOR COMPANY**

*Victor Wholesalers*

1152 Penn Ave. PITTSBURGH, PA.



# A Phonograph Plus—



NOWADAYS, high sales resistance makes it necessary for the dealer to offer more than just a phonograph. Features which are attractive to the eye and that make for easy mechanical operation are desirable—they tend to reduce sales resistance. The Stephenson combined push button brake and speed control is just such a feature. Full particulars will be mailed on request to those interested.

STEPHENSON  
DIVISION  
DE CAMP & SLOAN INC.  
One Hundred and Seventy Pennington Street  
Newark, New Jersey





# C L E V E L A N D

*Important Brunswick Move—DuBreuil Becomes Manager—Granby Expansion—To Hold Edison School—Columbia Changes—The News*

CLEVELAND, O., February 6.—The announced consolidation of the Brunswick-Balke-Collender Co.'s phonograph division in this territory has become a reality. This move includes Cleveland, Pittsburgh and Buffalo, together with western Pennsylvania, western New York, Ohio and parts of West Virginia. Headquarters have been established at Cleveland and the staff has been so augmented as to facilitate prompt and efficient service to the dealer.

J. L. Du Breuil, who has made a name for himself in this territory as branch manager for the Columbia Graphophone Co., has been appointed district manager. His first official act was to make a complete tour of the district conferring with dealers and salesmen. During the trip he lined up several big business interests with whom he is conducting negotiations for handling phonographs.

Mr. Du Breuil has announced the appointment of E. F. Hughes as dealers' service director. Mr. Hughes was formerly connected with the local Columbia branch in the same capacity. He is well versed in the conditions that govern the industry in this district and, backed by a wealth of practical experience covering many years, he should prove a valuable addition to the Brunswick forces.

V. K. Henry, who has been associated with the Cleveland Brunswick branch, has left for Kansas City, where he will resume his old post.

Simultaneously with the announcement of the consolidation came the announcement that in the future the phonograph department of the Brunswick-Balke-Collender Co. would be conducted separately from the rest of the firm's interests.

## To Hold Edison School for Salesmen Here

The Phonograph Co., Edison distributor, announces that a session of the Edison School for Salesmen will be held in Cleveland from March 6 to 11. The plans call for the installation of novel instruction to be given through the services of actors coached to illustrate different selling points, ways of handling customers, the right and wrong methods of approach, and other essential details of salesmanship.

This is the first school of the sort to be held in the Cleveland district and is expected to develop much interest in view of the fact that there are already a great number of applications for admission. As yet no definite place has been decided upon for holding the sessions, but an announcement is expected shortly.

## Appearances of Artists Boost Sales

Local record men are finding great sales stimulation in the personal appearances of various record artists. Colin O'Moore, Vocalion artist, appeared for a week recently at the Allen Theatre. Claire Dux, of the Chicago Opera Co. and record artist for Brunswick, sang at the formal opening of the Cleveland Discount Building, Cleveland's newest skyscraper. Miss Patricia, whose records are listed in the February Victor catalog, appeared personally at the Keith Theatre. Fritz Kreisler, violinist; Gigli, of the Metropolitan Opera Co., and various others are scheduled for local concerts in the near future and dealers are preparing to make the most of their appearances.

## Edison Publicity Through Actor-Artist

The Phonograph Co., Edison distributor, recently got much publicity from a tone test by Signor Frisco, xylophonist, who was on the bill

at the local Keith vaudeville house. The test was unique inasmuch as Signor Frisco incorporated an Edison instrument in his act and repeated it at every performance. Harry R. Tucker, sales manager of the Phonograph Co., helped to put the stunt across in this big way.

Signor Frisco played his instrument before a curtain which suddenly parted, revealing an Edison machine. He stopped playing—the music was taken up by the machine. It is estimated that the audience totaled 10,000 persons during the week and the act proved to be one of the most popular on the bill. Manager Tucker distributed cards with the listings of the various Frisco records and reports that there was a hearty response from Edison owners.

## Fisher Co. Gives Up Pathé Jobbing

The Fisher Co., Pathé representative in Ohio, has disposed of its stock in the wholesale business to the Alms & Doepke Co., of Cincinnati, the new Ohio distributors. They will, however, continue in the retail business, and may eventually accept another machine for wholesale distribution.

In connection with the wholesale retirement in Pathé a special sale of the wholesale stock was held which met with almost unprecedented success. During the last few weeks of the sale the turnover averaged 100 machines a day, while the greatest daily total reached was 167 machines. This last is believed to be a record in this territory.

Under the new plans of the Fisher Co. the following officers will continue in their positions: Mrs. C. J. Caldwell, president; R. J. Jamieson, sales manager; F. W. Nearing, special representative.

## Tone Test Transmitted by Wireless

During the week Frisco's act was also transmitted by radiophone from the laboratories of the Cox Manufacturing Co. He appeared in conjunction with various other artists from the theatre. It was probably the first time that a tone test over wireless had ever been held, and it created much interest as there are about 3,000

## Of Pressing Importance

After seeing that your records are properly recorded, the next important step is to see that they are pressed properly.

The importance of proper pressing cannot be overemphasized.

That is our specialty. Leave all your record pressing problems to us. We have the experience and facilities.

*Write Us To-day*

*Samples and Prices on Request*



**THE BRIDGEPORT DIE AND MACHINE CO.**

170 ELM STREET  
BRIDGEPORT, CONN.





**Admirers of operatic music and of Riccardo Stracciari will soon be asking for his new March record. Tosti's "Ideale" is the name. Here is Stracciari in a new personality. 49971.**

**Columbia Graphophone Co.  
NEW YORK**



receiving stations in the territory, practically all of which "listened in."

**Try New Machine by Radio**

Another feature of the radio program was the trial of a new type phonograph invented by Dr. W. D. Gans. The most unique feature of the new invention is a violin spruce diaphragm. This device worked remarkably well and, in the opinion of Warren R. Cox, who personally supervised the concert, it is the best reproducing device yet tried.

**Plan Two New Granby Warehouses**

The Kennedy-Schultz Co., distributors of Granby phonographs, who recently extended their service, plan on maintaining two separate warehouses, one in Cincinnati and the other in Cleveland, which system will enable them to insure distributors against short stocks. H. C. Schultz, member of the firm, and Harry S. Coplan, general sales manager of the Granby interests in Ohio, recently completed a tour of the territory and announce that dealers and salesmen were never more enthusiastic about the Granby machine.

**Eight Victor Artists to Appear**

This season's contract for the appearance of the Eight Famous Victor Artists was recently signed. The date will be March 6. The concert will be under the auspices of the Northern Ohio Talking Machine Dealers' Association. Samuel H. Deutsch, of the retail trade, will be at the helm as far as arrangements are concerned.

**Changes in Columbia Branch**

George Krauslick, manager of the record department of the Cleveland Columbia branch, has been appointed service department manager for the local Columbia office. Mr. Krauslick is also

a musician and orchestra director, and this, coupled with his experience in the record business, will undoubtedly make him a big aid to the dealers of the territory.

Miss Frances E. Miller becomes secretary to S. S. Larmon, branch manager. George Krauslick has been appointed service manager, and George Murray becomes record department manager. Miss Eleanor Nemic, Miss Gertrude B. George and Miss Blanche Price will assist Messrs. Krauslick and Murray. H. C. Cooley, assistant branch manager, is receiving compliments from dealers who recognize the good service the new organization is giving them.

**A. R. Wiggins Becomes Vocalion Jobber**

A. R. Wiggins has taken over the northern Ohio territory, including Cleveland, as Vocalion representative.

The Hoover-Bond Co., of Ashtabula, announce that they will handle the Brunswick line.

**J. H. Barnes Wins Edison Sales Contest**

The sales contest conducted by the Phonograph Co. for Edison dealers in this territory was won by J. H. Barnes, of George E. Buss Co., New Philadelphia, taking the grand prize for volume of business in dollars and cents. His record was fifty-two sales. The prize was a valuable Hamilton watch. Ten others won prizes of trips to Edison salesmanship schools.

**"Talker" Displaces Artists at Musicale**

Artists are not necessary for a musical club concert. That startling fact was proved at a recent meeting of the Tiffin (O.) Women's Club when a Columbia Italian Renaissance period model instrument took the place of singers at its weekly musicale. The concert was given before a full turnout numbering in the neigh-

borhood of 100, and created such a favorable impression that other events of like nature are contemplated. Carl Abbott, of the Tiffin Music Co., put the plan across with the co-operation of H. C. Cooley, assistant branch manager of Columbia at Cleveland.

According to Mr. Abbott the affair is bound to have a great influence among similar organizations in the smaller towns, because the difficulty of securing talent is great and the perfection of present-day instruments makes them entirely applicable for use in this capacity. He expresses great enthusiasm over the outcome of the idea, and says it has caused much comment throughout the district.

**New Cheney Offices in Pittsburgh**

Announcement that offices have been established in Pittsburgh follows the notice of enlargement of territory that recently came from headquarters of the Cheney Phonograph Sales Co. and the Record Sales Co., of which George R. Madson is president. Marion Cheney will be in charge of the Pennsylvania territory representing both companies. Headquarters are on the sixth floor, 806 Penn avenue, Pittsburgh.

**Plan Increase in Size of Bailey Co.**

Plans for increasing the size of the graphophone department of the Bailey Co. are receiving serious consideration by the official of the concern. E. A. Friedlander, department manager, announces that there has been a steady increase in the amount of business since the beginning of the year and present conditions augur well for a continuance.

**Music Memory Contest Plans**

Dealers throughout this district are linking  
*(Continued on page 146)*



Readily installed in any Talking Machine

**DEALERS HAVE AN UNLIMITED FIELD**

**Crip-N**  
RECORD FILE  
TRADE MARK

**EVERY PHONOGRAPH OWNER  
A PROSPECT**

The only system giving adequate protection and convenience in the handling of records.

**ONE HAND DOES IT ALL**

Even a Child Safely Handles Records Filed in a "Crip-N"

Capacity Practically Double That of Any Other Method

Write To-day for  
Distributor's Discounts



Mahogany Auxiliary Cabinet  
Capacity 200 Records

**CRIPPEN RECORD FILE CORPORATION, 39 N. Water St., ROCHESTER, N. Y.**



# H.K. Lorentzen

Manufacturer of

**Exclusive Cabinet Hardware and Accessories**  
60 Grand Street  
New York City

## TRADE HAPPENINGS IN CLEVELAND

(Continued from page 145)

the music memory contest, which will be held March 8, with the Cleveland Orchestra in charge of the program, more closely with the record end of their business.

This event has potentialities of unbelievable importance inasmuch as all the school children of Cleveland and Lakewood are interested and many of them will be in the actual competition. According to Miss Grazella Puliver, publicity director of the Cleveland Talking Machine Co., the effects of this event are already becoming evident, especially as regards children. At the present time it is nothing uncommon for a youngster to come into a store and ask for a record correctly, the name of which would defy the average grown-up.

### Hold Successful Children's Parties

Miss Lillian Meier, branch manager of the L. Meier & Sons Co., recently put over an idea that is both unique and practical. She interviewed school officials and obtained the names of 100 pupils and their addresses, then sent a hand-written invitation to each of them to be present at a party at the firm's West Twenty-fifth-Denison store.

The response was 100 per cent and Miss Meier did herself proud as hostess. Each child received a bag of candy together with a miniature edition of the famous Victor dog. Records with a direct appeal to the children were played and the children as well as the Meier Co. voted it one grand afternoon. Another party held at the same store was termed a chocolate luncheon. The Forbes Chocolate Co., a local concern, supplied the chocolate, and all the latest records were played for the benefit of the women and their children who had been invited to the store. A list of those attending was obtained, which will prove useful in a follow-up campaign.

### Harmony Music Shoppe Pushes Steger

The Harmony Music Shoppe announces that with the first of February it will devote its entire efforts to the Steger agency. Mrs. M. M. Smith, department manager, says that the move was decided upon

in view of the fact that Steger prices have been cut to a pre-war basis. The event has been marked with an extensive advertising campaign and special window displays.

The Harmony also announces that it is handling German-made records for the first time since the conclusion of the war. Walter S. Raeder, member of the firm, expresses the belief that the new records are the clearest he has ever heard. Okeh records are also being featured.

### Magnolia Machine Makes Début

Another new machine has made its appearance here. It is the Magnolia, manufactured by the M. Schulz Co., Chicago. F. L. Stelker, local manager, is busy preparing a publicity campaign.

## SECURING IDEAS FROM EMPLOYEES

### George W. Gray's Timely Comment on a Subject of Outstanding Importance

The following interesting discussion, relative to executives securing valuable ideas and suggestions from employes, appeared in Business, of which George W. Gray is the author:

"All managers know that among the ranks of the employes, even in the upper ranks, there are very few minds from which proceed original ideas, simple or complex. Creative genius is laggard, at least in expressing itself. Two closely related feelings entertained by employes are partly responsible for this dearth of suggestions. The first is a lack of self-confidence. The second is a diffidence about offering advice to the management, which is based on the assumption that ideas from below are not welcomed. Employes must be systematically encouraged to study the problems of production and management, and to reveal their conclusions.

"The management, however, is not universally to blame for the employes' conviction that suggestions are unwelcome. One executive tells of low, as a boy, he went to his foreman with a suggestion for a new foot control that would speed up the machines. The foreman ultimately rejected the idea as too expensive. The executive states that the essence of his idea is now

embodied in machines of the type affected. This problem of the adverse attitude toward suggestions, frequently persisted in by foremen and other minor executives, is an exceedingly serious one. A mere invitation is not enough to combat this situation and to stimulate the self-confidence and enthusiasm of the employes. An effective suggestion system really has to create a market for suggestions, has to bid for suggestions and place a premium on them. There must be some extra incentive to produce the extra work. It must be made perfectly clear from the outset that the management regards the making of suggestions as extra work for which the employe is entitled to receive additional compensation.

"A large specialty store in New York has placed a suggestion box in the vestibule of its employes' entrance. This store is an active concern, advertising on a large scale and enjoying a wide patronage. But recently the manager realized that the big profits were leaking out through small but insidious inefficiencies. He summoned an efficiency engineer, but, like some other managers, he refused to take the engineer's advice. He wouldn't install a real suggestion system. He wouldn't offer the additional and essential incentive. He took the attitude that he was paying the employes for their time, and that he was entitled to everything they could do without further cost to him. The result has been that the suggestion box is regarded as a joke. A few anonymous, trivial, flippant and generally worthless suggestions have been passed in, but that is all.

"It is not true, however, that the additional incentive must be supplied in the form of cash. In principle the requirement is for recognition and for some token of esteem. One manager finds that he can operate by giving the maker of a helpful suggestion a purse, a fountain pen or some similar article. In order to avoid selecting an article which will not satisfy the tastes of the particular person making a suggestion, as may easily happen in a concern employing a large number of people, some companies have arranged to have an assortment of articles from which the individual may choose. This array of prizes may be displayed, or it may be photographed and the photograph may be exhibited. Another firm has found that a well-defined yearning for honor and distinction has made the award of medals a satisfactory compensation for suggestions."

## RUDD & RIX OCCUPY NEW HOME

ALBANY, N. Y., February 7.—Rudd & Rix, talking machine dealers, of this city, have completed the moving of their stock into new quarters on Main and Otsego streets. The new home is much larger and more advantageously located than the former establishment. A number of record demonstration booths and other modern fixtures are features of the new store.

## Phonograph Dealers—

People who cannot afford to buy Phonographs are buying Violins, Guitars, Banjos, Ukuleles, etc.

### Why Wait

and let this business go by your shop?

Extend your line to include

**DURRO VIOLINS, BOWS, STRINGS, Etc.**

**LESTER & SALANTI ACCORDEONS**

**ABBOTT BAND INSTRUMENTS**

**DUSS BAND HARMONICAS**

**S. S. STEWART BANJOS, GUITARS, UKULELES**

**OUR POPULAR LINES OF ACCESSORIES**

They will not add to your overhead expense.

They are quick sellers and yield liberal profits.

They make fine displays and draw repeating customers.



**DURRO**  
Choice of Artists  
Throughout the World

Write today for complete catalog and assortments  
for Phonograph Dealers

## BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK





**JOBBER:**

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CABINET & ACCESSORIES CO.,  
145 East 34th St.,  
New York, N. Y.

---

IROQUOIS SALES CO.,  
210 Franklin St.,  
Buffalo, N. Y.

---

E. B. SHIDDELL,  
142 Berkeley St.,  
Boston, Mass.

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DAVENPORT PHONO.  
& ACCESS. CO.,  
217 Brady St.,  
Davenport, Ia.

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UTICA'S GIFT &  
JEWELRY SHOP,  
Utica, N. Y.

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J. R. POLK FURN. CO.,  
294 Decatur St.,  
Atlanta, Ga.

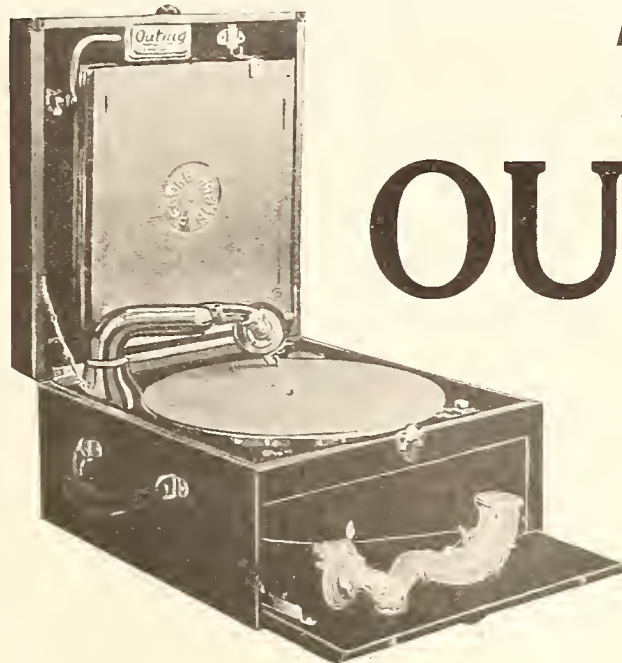
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VOCALION CO.  
OF OHIO  
Cincinnati, O.

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VOCALION CO.  
OF OHIO  
Cleveland, O.

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# The OUTING

A Real  
Machine-  
Made  
Portable

Size: 8 in. x 14 in. x 15 in.  
Weight: Complete, including album,  
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

*Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.*



*Dealers in Mexico and Cuba should send orders and inquiries to*

R. C. ACKERMAN, 291 East 162nd Street, NEW YORK

**THE OUTING TALKING MACHINE CO.**  
MT. KISCO, N. Y.



### NEW FOREIGN LANGUAGE RECORDS

Columbia Co. Announces New List of Records of Great Importance—Recorded in Europe by Messrs. Kubieus and Gloetzner, of Foreign Language Division — Comprise Recordings Made in All Important European Countries

The Columbia Graphophone Co. will shortly announce to the trade a complete new list of foreign language records which will be added to the company's present extensive foreign language catalog. These records comprise a wide selection of foreign language numbers recorded in Europe by H. C. Kubieus, of the foreign language department, who, in conjunction with John Gloetzner, a Columbia recording expert, has just returned from a trip through European countries.

Mr. Kubieus directed this enterprising trip for the Columbia Co., while Mr. Gloetzner was responsible for the recordings. In order to secure the best possible results, a Columbia recording machine was taken along for the purpose, and all of the wax blanks used in the recordings were imported for this purpose. This step was taken to insure perfect recordings, as they believe that recording machines and recording wax blanks are considered superior to those of European manufacture.

These new records will comprise native songs and selections from the following countries which the Columbia representatives visited: Bohemia, Poland, Germany, Hungary, Czechoslovakia, Austria and all the Scandinavian countries. As they are both familiar with the foreign language field in every detail, the records made under their supervision promise to be a noteworthy addition to the Columbia foreign record catalog.

Mr. Kubieus, in a chat with The World, stated that the talent obtained for the making of these records were the best in their respective countries, and that no pains were spared to make them perfect in every way. It is expected that the demand for these records will more than

repay for the effort, time and money spent by the Columbia Co. in securing them, and this trip emphasizes the splendid service which this company is endeavoring to give its large foreign record trade.

### DA-LITE SIGNS PROVING POPULAR

Over Fifty Victor Jobbers Now Distributing This Sign Service—Signs Act as Record Sales Stimulant Whenever They Are Used

TOLEDO, O., February 8.—The Da-Lite Electric Display Co., of this city, manufacturer of the popular series of display signs being used by Victor dealers throughout the country, is meeting with considerable success in developing a market for its product. At the present time Harry Cuddeback, head of the company, is co-operating with the Victor jobbers in presenting this sign to the dealers and, as a result of his efforts, over fifty Victor wholesalers are now distributing the service.

The sign service, conceived by the Da-Lite Electric Display Co., embodies many unique features which have found a hearty welcome from Victor dealers. The selections presented on these signs are chosen with exceptional care and consideration and the Victor dealers have found that the use of these signs acts as a marked stimulant to the sale of the records that are featured.

### DANIELS & FISHER ALTERATIONS

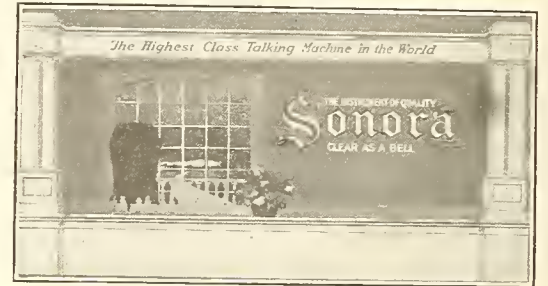
DENVER, COL., February 7.—The talking machine department of the Daniels & Fisher store here has been enlarged and it now occupies double the space of former days. The entire department was also redecorated and it now ranks with the best in attractiveness. Victor and Sonora machines are handled.

The Record Service Shop, of Two Rivers, Wis., has been purchased by Gerald Glaeser, a former employe.

### NEW SONORA POSTER READY

Twenty-four-sheet Poster Announced by Sonora Advertising Department Will Produce Sales for Dealers—Striking in Character

The new twenty-four-sheet poster illustrated herewith has just been received from the lithographers, and is one of the most magnificent pieces of outdoor display advertising ever put out by Sonora. It will prove a tremendous business bringer for Sonora dealers who make use of it, and because of its brilliant coloring and



One of the Latest Sonora Posters striking design will stand out from the mass of billboard advertising.

The name Sonora in white letters with a red outline is over six feet long and appears against a background of rich, deep blue. The big French windows to the left are life size and disclose an outdoor scene beyond in high sunlight, brilliantly painted in natural colors. Against this gorgeous landscape, and just to one side of the window, the bulge model Sonora stands out like an actual machine. The whole is eight feet by ten inches high and nineteen feet by eight inches wide.

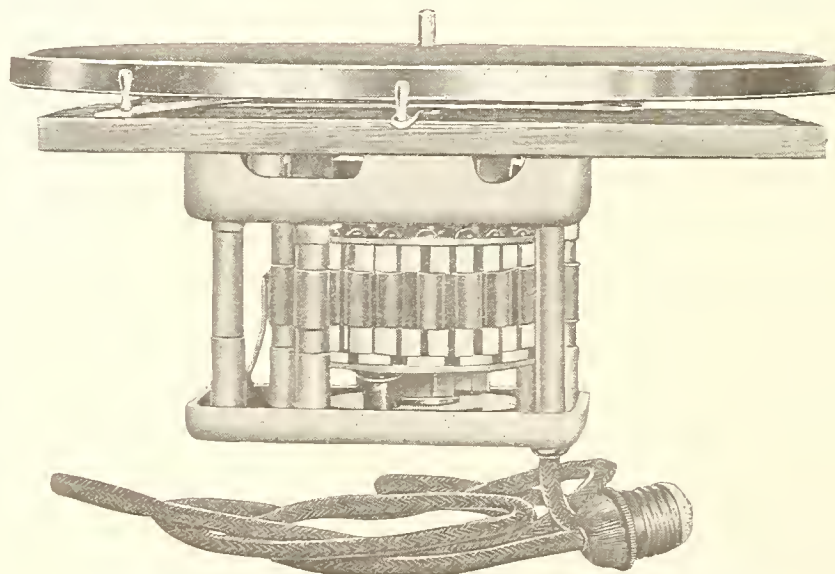
No adequate idea of the size and beauty of the poster can be obtained from the cut or a mere description. It must be seen to be appreciated. Big space is allowed at bottom for the dealer's name and address.

The salesman who is not "sold" on his own line had better attach himself to another.

## AT LAST

### A Slow Speed, Silent Universal Electric Phonograph Motor Operating at Turn Table Speed

Running Equally Well on Alternating or Direct Current Unaffected by Fluctuations in Voltage



Model B. H. Weight 5 lbs. complete with Turn Table

*Dealers,  
Write for  
Particulars,  
Prices and  
Discounts*

*Manufacturers,  
Consider This  
and Write for  
Equipment  
Proposition*

The only Electric Universal Phonograph Motor that is silent, dependable and can be used in place of Spring Motor without Cabinet Alterations.

Manufactured by

**ARROW MOTOR & MACHINE CO.**

727-739 Frelinghuysen Avenue  
NEWARK, N. J., U. S. A.



## EFFICIENT PLANT OF CHENEY TALKING MACHINE CO.

Some of the Many Modern Features of the Big Cheney Factory in Grand Rapids That Make Possible the Production of Phonographs of Quality—Absolute Accuracy a Factor

GRAND RAPIDS, MICH., February 8.—The word "quality," as applied to a manufactured product of almost any kind, is often grossly misused. Even if one buys the very best material and employs the most skilled and experienced men, the product cannot on that account alone be legitimately called a "quality" product. One may go even further than that. Concerns with splendid ideas, and whose products have been protected by absolute patents which, if properly worked out commercially, would have made immense fortunes, have failed utterly because they have not been able to translate those ideas into terms of dependable merchandise.

Granted a good idea for a product, financial ability to purchase the best materials, to provide adequate machinery and adequate brains for intelligent workmanship, there are still other conditions absolutely necessary in order to obtain the highest success. There must be executive ability to so utilize materials, processes and money as to carry out to the fullest the ideas of the inventor. Furthermore, there must be a continuous inspection system, a checking-up at every stage of the manufacture, so as to assure complete co-ordination of skilled labor, material and processes.

The writer has never seen more perfect co-ordination of the factors necessary in the production of a "quality" product than during a recent visit to the factories of the Cheney Talking Machine Co., in this city. It would take twice the space of this article to give an adequate description of the wood-working plant alone, and similar space to do justice to the metal-working plant which turns out their motors, tone arms and similar equipment. Consequently one can only generalize.

After one has walked through ten acres of wood-working plant and over the many thousands of square feet occupied by the metal-working departments one has amassed a collection of very distinct impressions. One has become convinced not only that every possible provision has been made for eliminating or correcting errors, but that the whole force, from inventor, general manager and staff down to the humblest worker, stands back of the factory's work solidly and enthusiastically.

As everyone in the talking machine field knows, the Cheney instrument is in many respects unique. It owes its existence to Forrest Cheney, a professional musician of wide reputation, who planned it after years of careful and painstaking experimentation. He sought to embody in it the principles which have been worked out in the resonating air chambers of the pipe organ, merged into one synchronized series of tone chambers with a resonator carved from the pattern of that violin to which, as an artist, he devoted years of his life. To produce commercially an instrument equal in tonal effect to the model he had built in his own study on radically new lines was indeed a task of large proportions.

The visitor to the Cheney factories to-day goes away convinced that this task has been done well. Special machinery had to be devised to meet the particular needs. Extraordinary accuracy had to be used in order to secure in quantity uniformity of product, so that every Cheney would get the tonal results of the laboratory-made model. They tell one over there that a variation of a sixteenth of an inch in the offset of the little palate in the resonator was found to cause a defect in the reproduction of certain tones. It was also discovered that a seemingly minor detail like the casting of an inner ridge in the base of the tone arm perceptibly affected the quality of tone produced.

From their experience in production they have evolved a system of inspection which is simply wonderful. Every worker in every department must know whether the part he is to work on has been made correctly, whether the material is right and the processes have done their perfect

work. Besides this, there is an army of special inspectors at the close of every process and the beginning of every other. It is a system of check upon check, producing results to which Cheney distributors and dealers can testify. One little item will show the extreme care used in the construction of the tone-reproducing apparatus of the Cheney. The wood used in the acoustic throat and orchestral section is selected with the greatest care. Specific logs are selected and their wood is seasoned for a long time before being used for the acoustic parts.

The Cheney Co. attribute the smoothness with which their organization works and the perfect co-operation of the workers with their department heads to their regular system of conferences, which is developed to the highest degree in this institution. The factories are divided into four organizations under their respective heads, who in turn are directly responsible, for all which comes within their scope of authority, to the factory manager. Meetings of these sections convene automatically each day at appointed hours. Each has its permanent chairman and vice-chairman, so that there is no chance of postponement because an executive is absent. Certain topics are thoroughly gone over at each of these meetings, such as production, quality, standards, labor, etc. Then there is a meeting held daily, including two or more of the leaders in each of the respective organizations, at which are discussed general matters common to all of the divisions. At these meetings certain schedules are set and it is an old saying in the Cheney organization that once a schedule is set it is an unwritten law that it must be met. In fact, schedules are always met and often exceeded.

In this whole great organization every man is made to realize his individual responsibility. Each must make his goal or he has retarded the progress of the entire unit.

Anyone who has spent a day in the Cheney factory, after talking with Forrest Cheney, Factory Manager F. H. Doerr and the staff of enthusiastic department heads, must be convinced that the company is laying its foundations sure and strong. In a chat with Professor Cheney he said: "The advent of the Cheney was not heralded with a blare of trumpets nor have we used sensational advertising methods at any time. Some people think that we have been too conservative, but we have simply sought to inform the public and give them actual news regarding the Cheney and setting forth the technical means by which our results are secured. Notwithstanding any statement you may hear to the contrary, the judgment of the public can be trusted to the last degree. Any good violinist will draw a crowd, but only a supreme master like Kreisler or Heifetz will pack the largest auditorium you can find. We have reason to be especially pleased that so many skilled musicians, orchestra leaders, orchestral specialists and vocalists have purchased Cheney instruments and are enthusiastic over their tonal beauties. This is to us convincing proof that we are realizing the artistic ideals upon which this business was founded."

### MISS ETHEL McNAMARA IS WED

CLEVELAND, O., February 7.—Miss Ethel McNamara, daughter of W. J. McNamara, president of the Empire Phono Parts Co., manufacturer of tone arms and sound boxes, was married to William Wallace Hutchisson, son of H. Hutchisson, head of the Luktmeier Co., one of the largest hardware concerns in the Middle West, here on February 4.

Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., of Camden, N. J., has returned from a transcontinental tour of the leading talking machine markets.



## HOMOKORD RECORDS ARE BACK!

announcement

The Homophon Co.  
G. M. B. H.  
Berlin, Germany

Appointed us January 1st

Sole Importers and  
Distributors  
for the

UNITED STATES OF  
AMERICA

of their well known Homokord  
Records

The most popular Foreign Record—and the most profitable — for the dealer and jobber.

Homokord lateral cut, double face record—that plays on all machines—is the standard of Europe—recordings that are not merely reproductions—but actual duplications of the best European Artists—in German and 34 other languages.

Everything in music—Opera, Vocal, Instrumental, Dances, the very latest hits from overseas. Large stock always on hand for immediate delivery.

## Dealers! Jobbers!

Grasp this opportunity  
AT ONCE to represent  
HOMOKORD in your  
district

Phone, Wire, Write  
**RIGHT NOW!**

HEGEMAN-STEWART CORP.  
338 Washington Street  
New York City

Phone: Walker 6166-6167



## HEALTH BUILDERS IN TRUTH

President of Health Builders, Inc., Tells Why He Is Not Afraid of the "Flu"—The "Daily Dozen" Set to Music Grows in Favor

"Why I Am Not Afraid of the Flu," by Robert B. Wheelan, was the title of a timely advertisement placed in several of the metropolitan dailies during the period when the number of flu cases were steadily growing day by day. Mr. Wheelan is president of Health Builders, Inc., New York, which produces a set of health building records of the same name which are Walter Camp's "Daily Dozen" set to music. This advertisement, which was in the form of a news article, interestingly set forth the ability to ward off the attacks of a contagious germ when the body is kept fit. The efficiency and timeliness of this advertisement is to be found in the report that three days subsequent to the appearance of this advertisement the business of the metropolitan retailers carrying the Health Builders' course increased 300 per cent.

Mr. Wheelan reports that the Health Builders' course is increasing steadily in popularity among talking machine dealers. It was last October that this course was originally placed in the hands of the dealers and every month since then the volume of sales through the talking machine retailer has doubled itself. It was remarkable that the month of January, which is ordinarily expected to be a quite month, doubled the total sales of December to retailers.

As an instance of progressiveness, Mr. Wheeler called attention to a Columbia dealer of Warsaw, Va., who, with the aid of a Ford truck, placed a set of Health Builder records on trial in every school that was equipped with a talking machine and those who were not he also provided with a phonograph. This dealer received considerable encouragement in that out of the first twenty-four outfits placed twenty-two sales were consummated and he plans to extend this work throughout the entire State of Virginia.

Health Builders, Inc., is conducting an extensive advertising campaign and in this month of February is represented in fifty-four advertising mediums.

## JOBBER MAKING ARRANGEMENTS

The arrangements committee of the National Association of Talking Machine Jobbers is holding a meeting at the offices of the Silas E. Pearsall Co., New York, just as the February issue of *The World* is going to press. At this meeting detailed arrangements will be made regarding this year's convention, and as soon as everything is arranged the jobbers will be advised accordingly.

## M. E. LYLE JOINS STRAND FORCES

Well-known Executive Will Represent Manufacturers' Phonograph Co. in South—Ideally Qualified for New Work

Mervin E. Lyle, formerly associated for fifteen years with the Columbia Graphophone Co., and well known in the industry from coast to coast, has joined the staff of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph. He will represent the company in the South, with headquarters at Atlanta, Ga., and he left New York the early part of the week to establish offices in that city.

The acquisition of Mr. Lyle to the organization of the Manufacturers' Phonograph Co. is a distinct tribute to the success that the Strand phonograph has achieved since it was placed on the market a few months ago. A keen student of merchandising and familiar with every phase of the industry in all of its important developments, Mr. Lyle became identified with the Strand organization after a careful investigation of the product and its sales possibilities. Mr. Lyle has studied the talking machine field from every possible angle, having occupied important executive posts in the manufacturing, sales and development divisions of the business. He has been particularly interested in co-operating with the dealers wherever possible and will be in a splendid position to give practical service to the Strand representatives in his territory.

## PHILADELPHIA VOCALION JOBBERS

Lincoln Business Bureau to Act as Distributors for Both Vocalion Phonographs and Red Records in Quaker City Territory

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., recently announced the appointment of the Lincoln Business Bureau, 1011 Race street, Philadelphia, Pa., as distributor for Vocalion phonographs and Red records in the Philadelphia territory. Stocks of both machines and records have already been shipped to the new distributor, who is now in a position to meet the requirements of Vocalion dealers in and about Philadelphia.

The Lincoln Business Bureau has been established for a number of years and has heretofore specialized in filing devices and office equipment. The concern has two large floors in the heart of the wholesale district, with abundant facilities for keeping on hand at all times a large stock of machines and records.

## R. E. CLIFFORD'S NEW POST

Robert E. Clifford, formerly Eastern sales manager of the Cardinal Phonograph Co., has been appointed exclusive sales representative for New England for the Puritan record, which will be manufactured by the Bridgeport Die & Machine Co., Bridgeport, Conn. This record will retail at 50 cents, and Mr. Clifford, who has established temporary offices at 351 West Fifty-fifth street, New York, is planning an intensive drive for dealers throughout New England.

## E. J. DINGLEY GUEST AT LUNCHEON

Edward J. Dingley, assistant sales manager of the Victor Talking Machine Co., was a visitor to New York recently. An informal luncheon in his honor was arranged by Clarence L. Price, vice-president of Ormes, Inc., Victor distributor, at which other New York jobbers were present.

W. C. Thomas, president of the Tampa Hardware Co., Columbia distributor at Tampa, Fla., was a visitor at Columbia headquarters in New York recently. His visit was for the discussion of plans for the distribution of Columbia Grafonolas in southern Florida during the coming year. He predicts a healthy and normal demand for Columbia products during 1922.

## TRADE IN CANTON ON UP GRADE

Business Shows Improvement Following a Quiet January—Leading Companies Are Optimistic Regarding Outlook—Cope & Son's Purchase

CANTON, O., February 6.—The talking machine and record business here seems at last to be on the up-grade after what is said to have been one of the most quiet business periods during the past year. Following a brisk holiday business, there was a decided slump during the first few weeks of January, which is now happily past history.

Prospective purchasers of talking machines here desire the better grade of instruments, but they are unable to assume the obligation which a purchase such as this entails, due to slack industrial conditions here, and, consequently, most sales consist of the cheaper machines. The industrial situation is picking up, however, and dealers are looking to the future with considerable optimism.

C. M. Alford, head of the Alford & Fryar Co., reports the Starr phonograph business as very satisfactory in the face of existing conditions. This firm is making many sales, and the volume of business this year is already in excess of the corresponding period of last year.

January proved a fair month for the Edison product here, according to an official of the Rhines Edison shop, the newest music shop in Canton. He reports that Edison records experienced an unusually good month.

The George C. Wille Co., Victor distributor, has acquired a large storeroom at Cleveland avenue and Third street, which will be used for a talking machine and piano storeroom. The company expects to change locations soon and it is believed the store will be located at the Cleveland avenue site in about another year. Victor business in January fell off, compared to previous months, but optimism prevails with this concern, and February is doing well.

Purchase of the entire stock of the Cassaday Co. and lease of the entire store building at 314 East Main street, Alliance, O., have been made by T. W. Cope & Sons, that city, Pathé distributors. After March 1 the Cope Co. will be located in the new location.

The Van Fossen-Smiley Co., Sonora dealer, is without a president as the result of the recent death of S. B. Van Fossen. Mr. Smiley has been made acting president until the annual meeting in April, when new officers will be elected.

The Rudolph Wurlitzer Co., which recently opened a store in the New Northern Hotel building, Sixth street and Market avenue, here, will add a line of talking machines and sheet music, it was announced by M. M. Potee, manager.

No successor to R. E. Jones, recently resigned manager of the talking machine department at the William A. Zollinger & Sons Co., has been named. Mr. Jones is now with the George R. Dales & Sons Co., Akron, O.

## REPAIR MEN CAN BOOST SALES

One factor for increasing business, particularly record sales, which is often overlooked by the talking machine merchant is through the medium of the repair staff. The repairman should be kept supplied with a few of the latest records for demonstrating when his work is finished. A catchy air will often arouse interest and terminate in a sale.

## MOTORS

(Swiss)

### DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway  
N. Y.

# 90%

Of All Phonograph Spring Trouble  
Absolutely Eliminated by

## Anaconda Lubricant



It prevents jumping, jerking and binding of springs. It is a scientifically densified Pennsylvania oil and is 100% lubricant.

Positively contains no graphite, grease, vegetable oils, acid, asphalt or fibre. One filling lasts for years. Quality and uniformity guaranteed. One-half as much only is needed.

We are making special offer on first order ONLY: 5-pound can \$2.00, delivered anywhere in U. S. A.

PRICES: 5-pound can.....\$ 2.00  
Box of 6 5-pound cans..... 10.50  
Box of 12 5-pound cans..... 19.80  
50-pound can..... 15.00

F. O. B. St. Louis, Mo.

Anaconda Lubricating & Supply Co.  
3008 Louisiana Ave. ST. LOUIS, MO.



**Two fox-trots that will go big. "Marie" and "Down the Old Church Aisle," from Greenwich Village Follies of 1921. Yes, they are played by Ted Lewis and His Band. A-3538.**

**Columbia Graphophone Co.  
NEW YORK**



### RETIRE FROM HARGER & BLSH

Geo. C., Herman F. and Gustave U. Silzer Terminate Active Connection With This Old-time Firm—Future Plans Not Announced

DES MOINES, IA., February 10.—The plans for the formation of Silzer & Bros. to conduct the Edison jobbing business from this city did not materialize as described in a previous issue of The World. George C. Silzer and Herman F. Silzer, of Des Moines, and Gus. U. Silzer, of Sioux City, have announced the termination of their active connection with the firm of Harger & Blish, Inc., Edison jobbers of Des Moines and Sioux City.

George C. Silzer had been connected with the Harger & Blish concern for a period of twenty-eight years, G. U. Silzer for fourteen years and H. F. for twelve years, the three together constituting the minority stockholders in the company. George Silzer was president of the Edison Disc Jobbers' Association in 1920. He is now only forty-two, though with twenty-eight years of experience in the phonograph field—in fact, his Edison jobbing connection is the only business connection he ever had. His future plans have not as yet been announced. His brothers are already located in other lines of industry.

### ACTIVITIES OF REGAL SALES STAFF

Chas. L. Hug Will Cover Long Island Territory—C. F. Usher Leaves for Western Trip

Chas. L. Hug, well known in the metropolitan retail trade, has been appointed a member of the sales staff of the Regal Record Co., New York, and will cover Long Island territory in behalf of Regal records. Mr. Hug was formerly identified with a retail concern in Long Island and is thoroughly familiar with the general situation in his territory.

C. F. Usher, of the general sales staff of the Regal Record Co., left recently for a three weeks' Western trip, upon which he will call on all of the Regal salesmen in the field. He plans to visit Pennsylvania, Ohio and adjacent States as far west as Michigan.

### INTRODUCE THE O'DOWD RECORDS

Thomas O'Dowd, the well-known singer of Irish songs for records, composer of Irish patriotic songs, has just placed upon the market, in record form, a series of his compositions, under the trade name O'Dowd Record. He thus becomes a composer, publisher, singer and manufacturer, which is, indeed, a unique position. Among his latest record issues are several timely numbers released under the caption "St. Patrick's Day Records." The address of this new company is 260 East 129th street, New York City. Mr. O'Dowd made a transcontinental tour with Mr. De Valera, the former President of the Irish Republic, and is quite active in Irish circles.

M. Phillips, Columbia dealer, of Seventh street, Washington, D. C., has been forced to enlarge his store because of increasing business.

### OUTING T. M. CO. INCORPORATES

Manufacturer of Outing Portable Phonograph Extends Activities—Several New Jobbers Appointed to Distribute This Company's Line

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable phonograph, was incorporated recently under the laws of the State of New York with a capital stock of \$40,000. Several prominent business men are identified with the company and A. J. Coté, who established the concern, has been elected president and general manager. In a chat with The World Mr. Coté stated that the company is making rapid headway and at the present time its list of distributors comprises the following well-known concerns: Cabinet & Accessories Co. New York; the Iroquois Sales Co., Buffalo, N. Y.; E. B. Shiddell, Boston, Mass.; Vocalion Co., of Ohio, Cincinnati and Cleveland; the Davenport Phonograph & Accessories Co., Davenport, Ia.; Utica Gift & Jewelry Shop, Utica, N. Y., and the J. K. Polk Furniture Co., Atlanta, Ga.

### COMPANIES MUST NOT BE CONFUSED

Starr Piano Co., Richmond, Ind., Issues Important Statement Regarding Remington Product

A statement has been issued to the trade by the Starr Piano Co., of Richmond, Ind., calling attention to the fact that the Remington phonographs or pianos made by it should in no way be confused with the Remington Phonograph Co. or the products of the latter concern, the affairs of which were recently put in the hands of receivers. The name "Remington," as applied to musical instruments, has been the property for a great many years of the Starr Piano Co., which is one of the oldest and financially strongest manufacturing concerns of the music industry. The Remington name controlled by this concern and used on its products has attained an excellent standing in the trade.

### IOWA VICTOR DEALERS MEET

Victor Dealers in Iowa District Covered by Mickel Bros., Distributors, Convene

MASON CITY, IA., February 7.—A Victor dealers' district meeting was held recently, under the auspices of Mickel Bros., Victor distributors, of Omaha, Neb. Those present included: Lillian Hockspeies, New Hampton; Mr. and Mrs. John Vance, Mrs. Jessie Vance, Gail White, Gladys Kaiser, Mason City; Robert G. Murphy, Nora Springs; Herman Schultz, Belmont; John Mesing, Algona; M. O. Evans, Joice; J. B. Patterson, Clear Lake; W. W. Hunter, Northwood; R. W. Anderson, Charles City; C. D. Welty, Britt; Ed. Strube, Estherville; H. A. Lesloit, Cresco. Representatives of Mickel Bros. present were: George E. Mickel, president; H. B. Sixsmith, sales manager, and G. O. Andrews, traveling salesman. Mr. Mickel presided at the business meeting.

### DOLBEER TALKS TO PHILA. DEALERS

Manager of Traveling Department of Victor Co. Addresses Philadelphia Victor Dealers' Association on "The Outlook for 1922"

PHILADELPHIA, PA., February 9.—Frank K. Dolbeer, manager of the traveling department of the Victor Talking Machine Co., was the principal speaker at the luncheon and meeting of the Victor Talking Machine Dealers' Association of Philadelphia, held at the Bellevue-Stratford to-day. Mr. Dolbeer had for his subject "The Outlook for 1922," and summed up the situation as he saw it in a most interesting manner. He stated that the success of the Disarmament Conference and the savings that would result would have a great influence for business improvement, as would the general solution of the various international problems.

The general improvement of exchange, which is gradually getting back to a more or less normal level, would also have the effect of stimulating the business of this country by encouraging foreign trade on a more substantial basis.

In the course of his talk Mr. Dolbeer pointed out as two noteworthy conditions the easing up of the money market, which made the financing of business simpler, and also the general settling of the labor situation and the decreasing number of strikes, which indicated smoother sailing in the matter of production.

The speaker made reference to the developments in connection with the soldier bonus bill and the burden it was likely to throw on business, but declared that the bonus burden would, in a sense, be offset through the greater activities on the part of the railroads in developing their lines, improving and increasing their rolling stock, and thereby reducing the volume of unemployment and increasing the amount of money in circulation.

In closing, Mr. Dolbeer emphasized the importance at this particular time of exercising care in the selection and building up of the sales force in order to establish a proper and resultful contact with the public. He also outlined what the Victor Co. was doing for the development of the retailer's business and for the development of public interest in Victor goods.

On the whole, it was a talk that made a strong appeal to the local dealers and sent them away from the meeting with something to think about.

### P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., Chicago, was a visitor to New York this week, calling at the company's New York branch and also visiting the recording laboratories. Mr. Deutsch was delighted with general conditions in the Eastern territory, as Manager Strauss and his associates have been closing a splendid business throughout important sections which they control.

Let us now start with vigor on the Spring campaign.



The examples shown are by  
 1—GRAND RAPIDS CHAIR CO.  
 2—KLAMER FACTORIES  
 3—CASWELL-RUNYAN CO.  
 4—BERKEY & GAY FURN. CO.  
 5—LANGSLOW FOWLER CO.  
 A few of the many who consider "Domes of Silence"  
 Standard Equipment for Furniture

*It makes no difference whether Furniture is of the highest grade or of the lowest grade*  
**DOMES of SILENCE**  
*still remain*  
 the perfect furniture footwear and are standard equipment for all furniture except  
 Pianos and Refrigerators. They protect furniture, floors and floor coverings.

HENRY W. PEABODY & CO.  
 17 STATE STREET NEW YORK CITY

**Specify DOMES of SILENCE**  
 A mark of BETTER Furniture regardless of its cost

F4

*What we say above about Furniture applies also  
 to Phonographs*





It's three O'clock in the morn - ing. We've danced the whole night thru.

**THIS YEAR'S BIG WALTZ HIT IS**

**"Three O'Clock in the Morning"**

**That Entrancing Melody You Hear Everywhere**

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

**HEAR IT NOW**

### ITS FIRST LIST OF IRISH RECORDS

Gaelic Phonograph Record Co., Inc., New York, Makes Debut—Has Spacious and Well-equipped Quarters—H. P. Fay Chief Executive

After many months of careful preparation the Gaelic Phonograph Record Co., Inc., New York City, which terms itself "the only all-Irish phonograph record company," has presented its first list of Irish records to the trade. The first release consists of thirty-four double-faced numbers, although over 200 masters have been made and will shortly be ready for presentation. Great care has been taken both in the selection of artists and in the recording of the records, and they are aptly claimed by the company to "Bring the Breath of Ireland to Your Home."

The Gaelic Phonograph Record Co. has as its chief executive H. P. Fay, who has had not only many years' experience in the production of records through his former connections with some of the largest houses in the country, but who is also thoroughly conversant with the particular record requirements of the Irish people. Harold Suikert, vice-president of the company, is in charge of the recording, and, like Mr. Fay, he has had many years' experience in the recording laboratory. Thomas F. Dwyer, a well-known business executive, is secretary and treasurer.

The Gaelic Phonograph Record Co. is handsomely housed in a palatial building which at one time was the home of Thomas Carroll, a former well-known Tammany politician. The company occupies four floors. In the basement is situated the plating department as well as the record presses. On the second floor is a personal recording laboratory. This is a new department which will shortly be inaugurated by the company for private recordings of individual records. This salon is handsomely furnished and equipped. On the third floor is an equally attractive reception room and on the sixth floor another recording room for the regular record business of the company. The offices of the company are also located on this floor. The building is handsomely decorated and furnished with many valuable antiques. It provides an excellent home and location for the company in the uptown business center of the city. The new company has started in an auspicious manner. Mr. Fay reports that many dealers have already taken on this new line and predicts a big future for it everywhere, due to the fact that it is individual and non-competing.

### WEIL BROS. TO PUSH PLAYER-TONE

NEWARK, N. J., February 8.—Weil Bros., of this city, have secured the representation in New Jersey for the Player-Tone line of talking machines, manufactured by the Player-Tone Talking Machine Co., of Pittsburgh, Pa., according to S. K. Weil, a member of the company. Mr. Weil stated that he was planning an extensive campaign in behalf of this product.

### SOME NOTABLE INSTALLATIONS

Van Veen & Co. Equip the New Buckley Newhall Quarters, the Staten Island Ferry Terminal and the Alexander Store in Long Branch

A very appreciable stimulus of the talking machine trade in general is noted by Van Veen & Co., Inc., New York. Many inquiries have been received from dealers desiring to refit their present stores or from new dealers requiring equipment for the Spring business. A large number of these orders have already been booked.

Van Veen & Co. are equipping the new quarters of the Buckley Newhall Co., at Forty-first street and Sixth avenue, New York, with a handsome installation of eight booths, with complete record rack equipment sufficient to carry 15,000 records. The Buckley Newhall Co. owns the building and is occupying this large corner store as headquarters for its chain of retail furniture establishments.

Another notable installation is that of N. Alexander, 130 Broadway, Long Branch, N. J. This will be one of the show places of Long Branch and is designed to be the handsomest and most complete phonograph shop in that city.

An interesting development in the merchandising of records, talking machines and supplies will be an installation in the New York terminal of the Staten Island ferry of a hand-

some booth in the main waiting room. This will be fully equipped in every way for the display and sale of Columbia records and general talking machine supplies. The owners are very enthusiastic over this new departure. It is expected that it will be a great convenience for Staten Island commuters to purchase their supplies while waiting for their boat and filling in the spare time by record demonstration, at the same time furnishing entertainment for those who are waiting in the ferry house and saving them the nickels that they formerly dropped into slot machines for similar entertainment.

### OFFER TO PLAYERPHONE CREDITORS

President of That Company Seeks Settlement on Cash Basis of 15 Per Cent of Claims

CHICAGO, ILL., February 8.—The attorneys for the Playerphone Talking Machine Co., of this city, have presented to the creditors of that company an offer made by B. W. McKenzie, its president, to raise enough money to settle with the creditors on the basis of 15 per cent cash. The attorneys state that the indebtedness of the company is approximately \$80,000, that the total inventory amounts to only 15 per cent of that amount and at forced sale only about \$5,000 would be realized. The response of the creditors to the offer has not yet been announced.

## WE ANNOUNCE

That We Have Ready for Delivery  
the First Recordings by

## TRIXIE SMITH

Winner of the NATIONAL Blues Singing Contest

Held at Manhattan Casino, New York

(The Winner's Cup was presented by Mrs. Irene Castle)

Black Swan { DESPERATE BLUES  
Record 2039 { TRIXIE'S BLUES



## Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.



**THOS. McCREEDY ENTERS NEW FIELD**

Greater New York Representative of Victor Co. Resigns to Become Connected With McGuckin Advertising Agency in Philadelphia

Thomas McCreedy, who for the past five years has represented the Victor Talking Machine Co. in Greater New York, resigned his post on February 11, in order to enter the advertising field, becoming connected with the Eugene McGuckin Advertising Agency in Philadelphia. Mr. McCreedy, who traveled for the Victor Co. in Ohio and Kentucky before coming to New York, rendered excellent service in this territory and was extremely popular with both Victor wholesalers and retailers. He goes into his new work with the best wishes of the officers of the Victor as well as the Victor representatives in Greater New York.

At the Victor factory it was stated that up to the time of going to press a successor to Mr. McCreedy had not been selected.

**WILL APPEAL TO LOCAL TRADE**

Max Landay at Head of Committee to Raise \$50,000 for Jewish War Relief Work—Well-known Talking Machine Men Associated With Him in Drive That Starts Next Week

Max Landay, of Landay Bros., is chairman of the committee that has been appointed to raise the quota in the New York music trades for the Jewish war relief committee. This campaign will start on February 19 and end on March 4 and associated with Mr. Landay in this work are Chester Abelowitz, of the Brunswick-Balke-Collender Co.; A. Davega, of the Knickerbocker Talking Machine Co.; Paul L. Baerwald, of the General Phonograph Corp.; M. Max, of Gimbel Bros. and B. Abrams, of the Grand Talking Machine Co.

The quota set for the music trades in Greater New York is \$50,000 and Mr. Landay is positive that the sum received will far exceed this quota, as he feels sure that the trade understands and appreciates the terrible suffering of the millions of unfortunates in the war's devastated countries. The committee states that all checks should be made payable to Paul L. Baerwald, treasurer of the committee, but should be mailed to Mr. Landay, at his offices, 311 Sixth avenue, New York City.

**WILL CLOSE OUT RETAIL BUSINESS**

Reported That Phonograph Co., of Chicago, Will Move Wholesale Edison Phonograph Business to New Home in Western Metropolis

CHICAGO, ILL., February 9.—W. C. Eckhart, sales manager of the Phonograph Co., this city, Edison jobbers, confirms the report that the wholesale business of the company will be moved to one of the Babson Co. lease holds at Twenty-fifth street and Western avenue, and that the retail business at 229 South Wabash avenue will be closed out. It is understood that the retail end will be absorbed by Adam Schaaf, who for some time past has been an Edison Diamond Disc dealer.

General Manager C. A. Goodwin, of the Phonograph Co., was not at his office and could not be reached to confirm the details of the report.

**EXECUTIVE COMMITTEE MEETINGS**

Members Who Attend New York Meeting on March 15 and 16 Urged to Advise Lloyd Spencer Anent Their Plans for Meeting

As stated in another section of The World, the executive committee of the National Association of Talking Machine Jobbers will hold a meeting in Chicago on March 12 and 13, coming to New York in time to hold another session here on March 15 and 16. On March 17 members of the committee will visit the Victor factory in Camden, to confer with the Victor Co.'s officials. Gilbert H. Montague, counsel for the Association, will address both the Chicago and New York meetings.

Both sessions will be open to members of the Association in general and Lloyd L. Spencer, who is looking after the details of the New York meeting at the Hotel Commodore, urges that jobbers who plan to attend those sessions will advise him of the fact at once, in order that proper preparations may be made for them.

**SAXOPHONE DEMAND IS GROWING**

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer, wholesaler and importer of musical merchandise, reports that the demand for musical merchandise is continuing to keep up as strongly as ever. Saxophones still hold the lead in popularity.

**FREEMAN HOME FROM COAST TOUR**

Director of Distribution of Victor Talking Machine Co. in Transcontinental Tour Makes First-hand Survey of Business Situation

PHILADELPHIA, PA., February 10.—Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., returned to his office in the Victor plant yesterday from a coast-to-coast trip, in the course of which he got in direct touch with Victor wholesalers and dealers in a number of the larger cities of the country, with a view to getting a first-hand impression of general business conditions.

Mr. Freeman left Camden on January 18, and in the course of his tour visited Cleveland, Chicago, Omaha, Denver, Salt Lake City, San Francisco, Los Angeles, Kansas City and St. Louis. He stated that he found a general improvement in the business situation throughout the country and that even in sections where conditions were considerably below par they represented an improvement over conditions as they had existed. He was thoroughly optimistic regarding the Victor trade throughout the country and its immediate prospects.

During the course of his tour Mr. Freeman was entertained by both wholesalers and retailers in a number of the cities and was afforded the opportunity of meeting many members of the trade.

**MAY OPEN KNOXVILLE PLANT**

Brunswick Co. May Add Assembling Plant to Veneer Factory at Lonsdale—Important Deal With Sterchi Bros.—Handle Brunswick Line

KNOXVILLE, TENN., February 6.—There is a strong possibility that the Brunswick-Balke-Collender Co. may add a phonograph assembling plant to its veneer plant at Lonsdale in the near future, according to an announcement made by J. B. Morgan, Southern representative of the company, a few days ago.

Mr. Morgan also announced that a deal had just been closed, whereby Sterchi Bros., of this city, will distribute Brunswick phonographs in all of its stores. Sterchi Bros. operate fourteen stores throughout the South, and the consummation of arrangements with the Brunswick-Balke-Collender Co. is one of the most important talking machine deals that have been closed in the South in recent years.

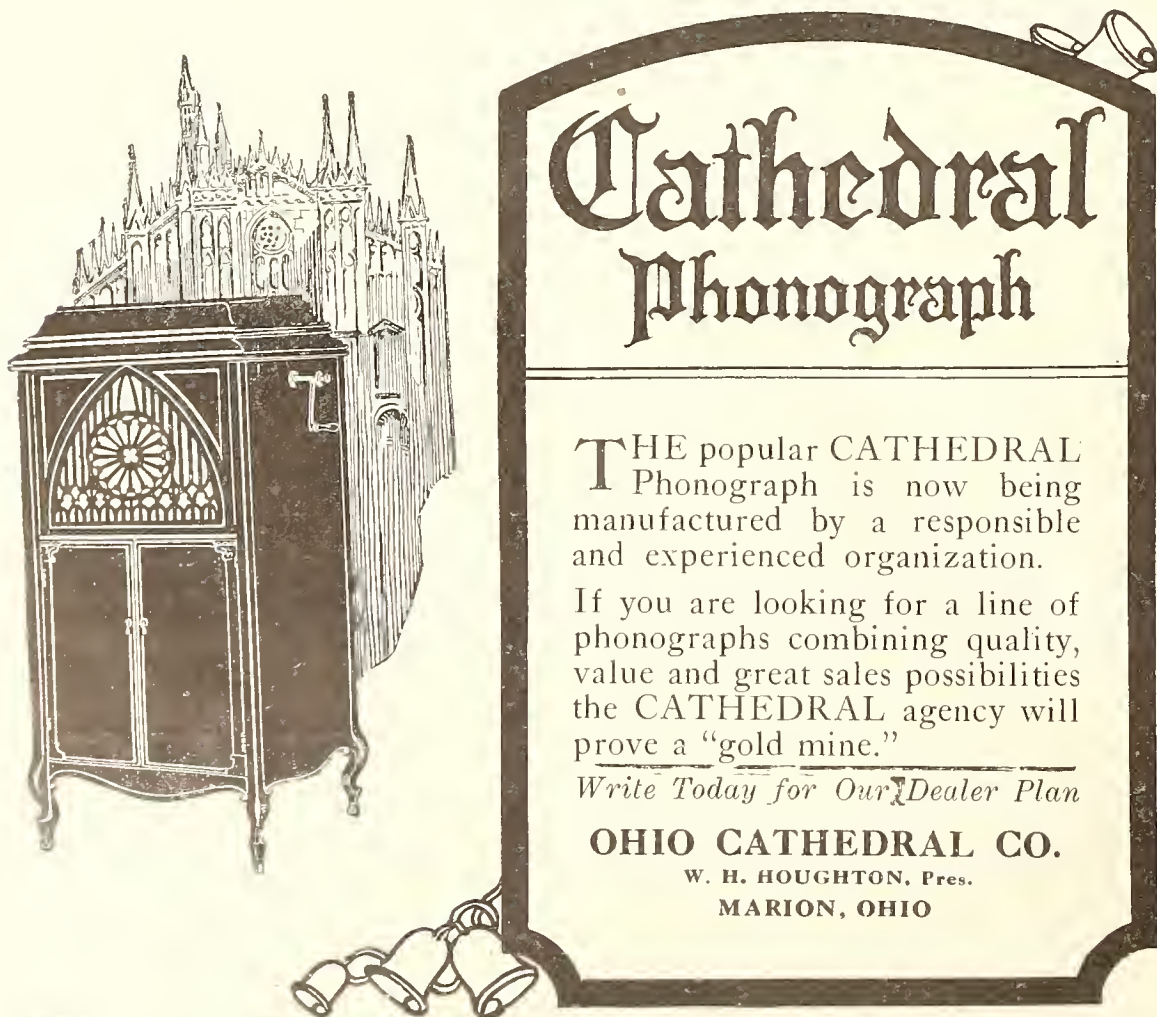
The veneer plant of the Brunswick-Balke-Collender Co. at Lonsdale (a suburb of Knoxville) is running full time. The plant was opened about two years ago and the company is so pleased with the factory here that Mr. Morgan advises he was authorized by John Shank, treasurer of the company, to state that an assembling plant for Knoxville is more than a possibility.

**TAKES OVER BOBOLINK LINE**

NEW HAVEN, CONN., Feb. 9.—The A. C. Gilbert Co. of this city has announced that negotiations were recently completed whereby its line of Bobolink talking machines and records was disposed of to the La Velle Mfg. Co., also of New Haven. It is expected that the La Velle Co. will continue the production of this attractive nursery talking machine and series of record books, changing the name from Gilbert to La Velle.

**MARRIAGE OF DAVID R. WALSH**

David R. Walsh, formerly associated with the Victor Talking Machine Co., and the Schmelzer Co., Kansas City, Mo., Victor wholesaler, and now treasurer and general manager of the Hickok Music Co., Poughkeepsie, N. Y., Victor retailer, is receiving the congratulations of his friends on his marriage to Dr. Alma M. Breeden, of Kansas City, Mo. Mr. and Mrs. Walsh, who have been spending their honeymoon in the East, will make their home in Poughkeepsie.



**Cathedral  
Phonograph**

THE popular CATHEDRAL Phonograph is now being manufactured by a responsible and experienced organization.

If you are looking for a line of phonographs combining quality, value and great sales possibilities the CATHEDRAL agency will prove a "gold mine."

Write Today for Our Dealer Plan

**OHIO CATHEDRAL CO.**  
W. H. HOUGHTON, Pres.  
MARION, OHIO



## An Appeal to the Hearts of the New York Music Trade

\$50,000 has been set as the quota for the Music Trade in New York in the campaign of the

### American Jewish War Relief Committee

The drive will start on February 19th and end on March 4th, and during that time we will welcome your assistance in putting the New York Music Trade "over the top."

The humanitarian side of this appeal hardly calls for an explanation, for the keen, intense suffering of the millions of unfortunates in the war's devastated countries is known and deplored by everyone.

Make your checks (large or small) *payable* to Paul L. Baerwald, Treasurer of the Committee, and *mail* them to

**MAX LANDAY**

Chairman of the New York Music Trade Committee  
311 Sixth Avenue  
New York

*Members of Committee:*

Max Landay, Paul Baerwald, Chester Abelowitz, M. Max,  
A. Davega, B. Abrams

#### DEATH OF C. R. HUTCHINGS

Popular Pearsall Representative Dies From Pneumonia—Well Known in Victor Trade

C. Raymond Hutchings, of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler, died at his home in South Orange, N. J., on January 26. Mr. Hutchings, who was twenty-nine years of age at the time of his death, was ill only a few days from an attack of pneumonia and his death was a keen shock to his associates.

During the five years he had been associated with the Pearsall organization Mr. Hutchings had won the admiration and esteem of the Victor dealers throughout his territory. He had visited the trade in New England, Pennsylvania, Brooklyn and New Jersey, and wherever he called he was given an enthusiastic welcome, as he was a keen student of retail merchandising, with a thorough knowledge of the dealers' problems.

Prior to joining the Pearsall organization Mr. Hutchings was associated with Hunt's Music House, White Plains, N. Y., and Stahl's Book Store, Trenton, N. J., Victor retailers, and in addition to his commercial activities he was a singer of considerable prominence.

The funeral services were held from his late home on January 28 and were attended by the members of the Pearsall staff. Mr. Hutchings is survived by a widow and two children.

Talk the language of the man you are trying to sell. Clear, simple English is appreciated by the educated and the uneducated alike, and it is much more forceful.

#### EXTENSIVE KIRKMAN CAMPAIGN

Sales Manager of Kirkman Engineering Corp. Well Pleased with Results from Campaign Started on Circular Metal Record Cleaner

The Kirkman Engineering Corp., New York City, manufacturer of record cleaners and automatic stops, opened an extensive campaign on the first of the year on the K-E circular metal record cleaner. The opening announcement appeared in the January issue of *The World* and this advertisement was ably augmented by an excellent series of follow-up letters with appreciable results.

Commenting upon this campaign, H. M. Linter, sales manager of the company, spoke as follows: "Our advertising campaign in *The World* is producing quite satisfactory results. The value of our circular cleaner is evidently appreciated because our announcement of reduced prices brought in a large number of requests for samples and quotations and also considerable business. Our present price on this circular record cleaner is, as a matter of fact 25 per cent below pre-war prices. Our automatic stops have been largely used by manufacturers of talking machines for a number of years and we are gratified to have recently received orders from new customers who, although manufacturing talking machines for a number of years, either have not used automatic stops previously or are changing to the stop which we make. This is the tenth year of its successful manufacture, so, therefore, we can place in back of each automatic stop that we produce ten years of experience and our unqualified guarantee."

The respect of a sales staff for the manager is necessary for the success of any business.

The wise man profits by his mistakes—and others' also.

#### THREE NEW STRAND MODELS

Three Consoles Added to Line—W. F. Standke and A. H. Dankman Appointed Representatives—Over 300 Dealers Now Handling Line

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, announced recently that the company had added three new console models to its line, all of which are fully as attractive as the No. 8 Queen Anne console, which has met with an enthusiastic reception from the dealers throughout the country.

It was also announced recently that W. F. Standke and A. H. Dankman had been appointed representatives for the company. Mr. Standke was formerly manager of the Columbia Graphophone Co.'s wholesale branches at New Orleans and Denver, and will represent the Strand line in Kansas City and adjacent territory. Mr. Dankman was formerly city salesman for the Columbia Graphophone Co. in Buffalo, and will represent the Strand line in Buffalo and adjacent territory. Mr. Lyle states that over three hundred representative dealers are now handling the Strand line and the company has important plans in process of completion which will undoubtedly assist these dealers materially in developing Strand business.

#### OPERATIC STARS TO HONOR CARUSO

An elaborate concert will be held at the Metropolitan Opera House on Sunday afternoon, February 19, for the benefit of the Caruso American Memorial Foundation, which is raising \$1,000,000 for a national memorial for the singer, dedicated to the work of assisting deserving students of music in America. Among the artists who are expected to appear at the concert, most of whom appeared with Caruso in opera, are: Bori, Farrar, Galli-Curci, Matzenauer, Ponselle, Danise, DeLuca, Didur, Harrold, Martinelli and Rothier.



The  
Question  
of  
"Come-  
Backs"

There are two kinds of COME-BACKS. Our dealers know only an overwhelming amount of "COME-BACKS" in the way of pleased customers.

REASON—

BANNER RECORDS contain full 75c worth of record value from every standpoint.

Consumers have been quick to realize this great saving in cost.

Hence the great demand for

BANNER RECORDS from all over the country.

## BANNER 50<sup>c</sup>. RECORDS

CONTAIN ONLY THE BEST OF THE LATEST SONG AND DANCE HITS  
BESIDES A GOOD SELECTION OF THE  
CHOICEST STANDARD FAVORITES

### A FEW OF OUR BEST SELLERS

The Sheik of Araby  
Ty-Tee  
A Song of India  
My Sunny Tennessee  
Everybody Step  
Old Timers' Waltz  
Three o'Clock in the Morning  
Stealing  
Stars

Granny  
Ten Little Fingers and Ten Little Toes  
April Showers  
Weep No More, My Mammy  
Ka-Lu-A  
Say It With Music  
Yoo-Hoo  
Wabash Blues  
I'll Forget You

Sweet Lady  
When Francis Dances  
Dapper Dan  
Tuck Me to Sleep  
Just Like a Rainbow  
I Want My Mammy  
Love Will Find a Way  
Leave Me With a Smile  
Sal-O-May

PLAY ON  
ANY  
PHONOGRAPH

# PLAZA MUSIC CO.

18 West 20th Street

New York City

PLAY ON  
ANY  
PHONOGRAPH



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**RECORDING ENGINEER** and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Master plater and matrix maker. Am familiar with modern methods and capable of installing plant and handling work from wax to finished stamper. Wish position with reliable company. Address "Box 1090," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Sales Organizer capable of securing distribution with exclusive territory. The world's best phonograph. Extensively sold in central and eastern states. Now being given national distribution. Man must be capable of securing and training salesmen on strictly commission basis. We will pay such organizer a liberal commission on all initial and repeat business. Protect him on territory and add more as he shows satisfactory results and ability. This is more than a salesman's job. We require broad gauge, forceful sales executive with past record of real accomplishment. Give detailed information in first letter. Address "Box 1092," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING ENGINEER** — Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—By well equipped Middle West phonograph factory, a sales manager to take charge of sales and do some traveling and so on. Give record and salary expected. J. N. 16, Talking Machine World, 209 S. State St., Chicago, Ill.

**WANTED**—Factory superintendent, by Indiana phonograph manufacturer, to take entire charge of factory. Give record and salary expected. J. N. 18, Talking Machine World, 209 So. State St., Chicago, Ill.

**POSITION WANTED**—Can you use a phonograph man whose experience covers management and selling, both wholesale and retail? At present distribution manager of nationally known line. Connection with manufacturer, jobber or retailer desired. Michigan or Northwest preferred. Address "Box 1095," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALESMAN** to represent very successful manufacturer of phonographs, as a side line. Address "Box 1102," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Phonograph salesman, five years' retail experience, wishes to connect with large concern, evenings off. Salary. Address "Box 1087," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Record Salesman, five years' retail experience selling records in all languages, expert Red Seal man, wishes position with evenings free. Salary or commission. Address "Box 1088," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Phonograph salesman and credit man, many years of retail experience, no evening work preferable. Address "Box 1089," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Successful young man desires change after March 1. Efficient manager, reliable, full of pep and initiative. Experienced on all standard makes. Address "Box 1096," care The Talking Machine World, 373 Fourth Ave., New York City.

## Will Pay Cash

for any amount of surplus phonographs, stocks of any description. Address

**Chicago Phonograph Realization Co.**  
315 Union Park Court  
CHICAGO, ILL.

## 1000 CARTONS MYSTO NEEDLES AT SACRIFICE PRICES

Sixty 10c boxes of Mysto phonograph needles to each carton. Each 10c box contains 50 Mysto needles in brass finish. Each needle guaranteed to play ten records. Attractive display carton in colors. Regular wholesale \$3.90 per carton.

### OUR PRICES

1 Carton, \$1.75      50 Cartons, \$1.40 ea.  
5 Cartons, 1.60 ea.    100 Cartons, 1.30 ea.  
10 Cartons, 1.50 ea. Entire lot, \$1 per carton.  
FANTUS BROS., 1317 S. OAKLEY AVE.,  
CHICAGO, ILL.

## RECORDS WANTED

Will buy entire stocks, large or small, of Brunswick, Columbia or Victor records. Would consider other good lateral-cut records. If you "need the money" write J. P. Decker, 526 Duquesne Way, Pittsburgh, Pa.

## HORNS WANTED

Will buy old and new horns for Cylinder Machines, prefer Columbia or Edison Horns, from 18" to 30" in length. Any quantity for cash. Address Columbia Music Co., 101 Sixth St., Pittsburgh, Pa.

## PHONOGRAPH DEPT. TO LET

Oldest established, high grade furniture house in Connecticut, with a first-class phonographic department on main floor, desires to sublet this department to reliable party. Address Phonograph, P. O. Box 1705, New Haven, Conn.

## FOR SALE

Registered trade-mark "Tonola" for talking machines and musical instruments, No. 111477; also registered slogan, "It Talks For Itself," No. 4875, for talking machines. Address L. A. Priess, 11 South Seventh St., Minneapolis, Minn.

## WANTED

Partner for music shop in middle Western city. Investment for expansion. Good opportunity. Address "Box 1093," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—By thoroughly experienced phonograph man, as department manager or floor salesman. Can give best of references. Address "Box 1097," care The Talking Machine World, 373 Fourth Ave., New York City.

## Monthly Price List of Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each	\$1.25
1 3/4 in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1 3/4 in. x 0.22 x 17 ft., Victor new style...	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44...		0.60
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77...		0.36
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.36
1 in. x 0.20 x 13 ft., Victor new style.....	Each	0.36
7/8 in. x 0.23 x 10 ft., for Blick motor....	Each	0.30
3/4 in. x 0.23 x 10 ft., oval hole ...	Each	0.28
3/8 in. x 0.22 x 8 ft., for Swiss motor...	Each	0.22
5/8 in. x 0.25 x 11 ft., for Edison .....	Each	0.22

## MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade..	Each	0.15
1 7/8 in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick....	Each	0.45

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Pathé, very best loud tone, genuine....	Each	\$0.12
Pathé, soft tone.....	Each	0.18
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.25

## STEEL NEEDLES

Brilliant Tone, medium and soft Needles.		
Per 1,000 .....		\$0.45

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in Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box .....	Each	2.50
Kent attachments without box for Edison .....	Each	1.60
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Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

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No. B 1 Bliss Sound Box, fit Victor....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
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No. P Favorite, fit Victor .....	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

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Automatic Nickel Plated Lid Supports..	Each	\$0.22
Automatic Gold Plated Lid Supports....	Each	0.45
Piano Hinges, nickel plated, 5 1/2 in. long....		0.22
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups .....	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

## REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar .....	Each	0.35
Columbia cranks .....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs .....	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621....	Per 100	1.00
Columbia so'dbox thumb screws.....	Per 100	1.50
Rubber Backs for Victor Exh. box.....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor .....	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor...	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor...	Each	0.20

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105 East 12th St. New York  
Tel. 1666 Stuyvesant



THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 153)

CABINETS

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.

CASH

for any amount of talking machine records. Address

Chicago Phonograph Realization Co. 315 Union Park Court CHICAGO, ILL.

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OF ALL MAKES OF PHONOGRAPHS

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Send in your broken Motors and Tone Arms via Parcels Post or Express to

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10-inch DOUBLE DISC RECORDS

Very large assortment

All desirable—no patriotics.

In 100 lots, 19c. In 2,000 lots, 17c. In 250 lots, 18 1/2 c. In 5,000 lots, 16 1/2 c. In 500 lots, 18c. In 10,000 lots, 16c. In 1,000 lots, 17 1/2 c. Entire stock, 15c each.

Terms: Net F.O.B. Chicago. Subject to prior sale. Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

FOR SALE

Records. American, Italian, Jewish and German, and all other languages. Anything required in the phonograph line we sell at reduced prices. We also buy anything you have to sell in the phonograph line. Address Mandel & Co., 88 Rivington St., New York City.

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Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.

FIRST-CLASS GERMAN FACTORY

Specializing in

Phonograph Motors

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

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WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

WANTED

Representation in large cities. Prefer accessories house, but any experienced phonograph salesman can qualify. We manufacture line of high grade, low priced consoles. Address "Box 1098," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Well equipped store handling four prominent makes machines in Metropolitan district. Profits last year over \$9,000.00. Lease 9 years to run. \$15,000.00 proposition. Address Andrew H. Dodin, 28 Sixth Ave., New York City.

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FOR MOTORS, TONE ARMS, CABINETS, PARTS, PANELS and everything pertaining to phonographs. WHAT HAVE YOU? Address

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FOR SALE

Talking machine booths, complete equipment, Unico booths for music store. Sectional construction easily shipped and erected equal to new and priced less than half present value. For full information address H. J. Straten, 209 North Liberty St., Baltimore, Md.

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A complete equipment of fixtures made by Van Veen Co. installed year ago. Consists of five racks holding 7500 records of demonstrating rooms, carpets, furniture, register, etc. Going out of business. Address Palace Columbia Shoppe, 209 East Main St., Rochester, N. Y.

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Modern phonograph factory now operating in Central Ohio; also established business manufacturing high grade, attractive style phonographs. Steam heated, fire sprinkler plant, complete latest equipment, motor-driven machinery, unexcelled shipping facilities and labor market; fine opportunity for immediate attractive business. Unlimited possibilities. Address "Box 1103," care The Talking Machine World, 373 Fourth Ave., New York City.

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About 600 complete phonographs with standard, high class tone arms and motors, three style cases, various oak finishes walnut and mahogany. Low price for quick sale, part or all. Address "Box 1104," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Expert matrix man and plater. Am familiar with the most up-to-date laboratory layout. Capable of handling wax to the finished matrix or stamper. Had eighteen years' experience. Address "Box 1101," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Man to take charge of phonograph factory and sales on salary and commission. Thirty to 40 years old preferred, who understands the phonograph game. Fine opportunity. Address "Box 1105," care The Talking Machine World, 373 Fourth Ave., New York City.

Wanted—for Spot Cash

Stocks of All Standard Makes of Phonographs and Records

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NO STOCKS TOO LARGE

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All we require is that stocks be Brand New.

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373 FOURTH AVENUE, NEW YORK





# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON.

W. LIONEL STURDY, MANAGER

**Business Shows Favorable Trend for First Month of New Year—Big Outcry of Importation of Cheap Gramophone Supplies—Critical Situation Reviewed—Reasons Why German Trade Is Prosperous—The Great British Industries Fair Attracts Large Crowds—Aircraft Co. Creditors Meet—Death of H. Smart Regretted—Meeting of Travelers—Record Preservative—The News of the Month in Detail**

LONDON, ENG., January 31.—The first month of the New Year has been somewhat slack from the viewpoint of Gramophone and record sales. The trade did not indulge in any very great hopes of radical progress, believing that the Christmas rush time would leave us a bit cold in January. But it must be admitted that a more favorable turnover than has been experienced generally was expected. Business is quite good in some directions, but, on the whole, is a little patchy. It is not uncommon to receive optimistic reports from one firm and just the reverse from its neighbor.

Before we approach anywhere near to normality I am afraid there is a long road to travel. Unemployment is still as rife as a month or more ago. This, in itself, is an unwelcome index of the parlous state of our main industries. I believe the tide of adversity has turned, that the light of revival shows dimly ahead, and that trade improvement will make progressive headway during 1922. But we are not out of the woods and it is as well to remind ourselves that special effort must be maintained in every direction to make good the losses of 1921 and build solidly for the future. This is the basis of that

gradual improvement of trade that we look for during the present year and that we shall surely reap concurrently with the adjustment of the world's political and social amenities.

**Importation of Cheap Foreign Goods**

In the gramophone trade, as in other industries, there is existent a big outcry against the importation of gramophone motors, sound boxes, springs, needles and other parts and accessories. It is nothing new; foreign competition has been the bugbear of British trade interests throughout the history of the gramophone. But now and then a British manufacturer sends up a cry of distress and the consequent publicity brings the matter once again within the compass of current politics.

Prior to 1914 there were only two or three British-made gramophones, and parts and accessories were almost unknown. Much came from Switzerland, the bulk from Germany. We imported simply because we could do so at a price (assured, too, of fair value) that could not be touched by any British firm. With years of experience behind them, the Germans and the Swiss could indulge successfully in massed production of cheap motors, sound boxes, etc., and though attempts were made this side to compete they mostly ended in disappointment.

Since 1914, when foreign supplies were cut off by the war, there is no part of a gramophone which has not received attention from British firms. The result is a series of first-class gramophone products of all grades and prices bearing the hall-mark of British manufacture. After the war things went merrily enough for a time. But the Germans quickly got busy and soon

complaints were registered around of so-called "unfair" competition. An attempt made by British manufacturers and wholesalers to arrive at a common understanding not to handle German goods failed of its object, as did the effort to enlist support of the retail trade along the same lines. In other words, you cannot stifle open competition by academic means, nor by any other means, except a crushing import duty. Is such a duty justified? That is the question. Free trade has been the basis of British commercial endeavors for so long that, under normal conditions, we should hesitate to suggest a reversion to permanent tariff imposition. But the conditions, not being normal, demand a close examination of the position in which, as a result, British manufacturers find themselves. The great trouble is the depreciated value of foreign currency. Here, for instance, the German mark is down to the value of about a fourth of a penny. At that rate the importation of German sound boxes, motors, springs, etc., leaves the British makers' price in the air. In this business there is little or no sentiment today—your average trader simply buys cheapest, without question, and there's an end to it. And the beauty of it, too, is that cheapest often carries with it an article of remarkably good quality and workmanship. This is the position up against which the British manufacturer finds himself. He is making a good article often at a cut price, ordinarily has a fair market, but to-day cannot maintain his sales because of the cheaply imported foreign article. What is he to do? There is little possibility of cutting costs

*(Continued on page 156)*



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**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

**Great Britain:**

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**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

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**EAST AFRICA:** Bayley & Co., Lourenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.



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or profits; that has already been reduced to the lowest level. His only hope is a stronger tariff protection. The existing tariff is 33 1-3 per cent. If a case is made out under the terms of the Industries Protection Bill an additional 33 1-3 per cent may be levied. Owing to opposition or lack of unanimity in the trade the Federation of British Music Industries has decided against collective representation to the Board of Trade Committee, leaving it to individual associations to make their own claims in submission of a demand for protection by the extra import levy above mentioned. This is, of course, a great pity in the sense of the old adage that "United we stand; divided we fall." That extra 33 1-3 per cent is absolutely necessary to British manufacturers and they are entitled to it just so long as depreciated currency permits foreign manufacturers to dump goods here at absurdly low prices to the entire disorganization and maintenance of legitimate British trade endeavor. The associations should press the Government and press it mighty hard.

### German Talking Machine Trade Still Busy

Notwithstanding reports that orders for German gramophones, motors and parts show signs of having passed the high-water mark, it is evident that a remarkably prosperous state of things still obtains throughout the Fatherland. Mainly to balance the low value of the mark abroad and to meet increased labor values, a general rise has taken place in the price of records particularly and parts and accessories generally. Big export orders are on hand, though British importers are not so freely disposed as formerly to commit themselves to accept delivery of large consignments of goods unless almost immediate delivery is guaranteed. This is not often possible. Time delivery means considerable dislocation of business and, owing to the fluctuating value of the mark, often a considerable financial loss. One London importer told me that he had placed a big order for goods from Germany when the value of the mark here was just under four hundred to the pound. The goods are expected any day now and he is faced with a mark of eight hundred to the pound value. Trade has slackened off and the sale of the goods is likely to hang fire for a time. Similar goods imported by others at the higher mark rate can be sold for much less than his. The consequence is that importers are getting more and more shy of ordering German goods. Substantial consignments, however, are still coming in, but this difficulty over the fluctuating value of the mark may eventually react to the benefit of our home manufacturers.

### The British Industries Fair Opens

From February 27 to March 10 the great British Industries Fair will attract buyers, it is expected, from all parts of the world. The exhibition is at the White City, Shepherd's Bush London. There are five and one-half miles of stalls; the music section only totals a couple of hundred yards. Among talking machine firms attractive exhibits are shown by the Disque Cabinet Co., Johnson Talking Machine Co., Garrard Engineering Co., C. H. Roberts Mfg. Co., Gramophone Components, Ltd., Craies & Stavridi, Melodia, Ltd., Jordan & Carpenter, The Sterno Mfg. Co., Electric Gramophones, Ltd., and Barnett Samuel & Sons, Ltd.

Several of last year's exhibitors have not taken representation this year on the ground that results were unsatisfactory. At that time, unfortunately, the great trade slump had just set in and, though we are far from being out of the woods to-day, there can be little doubt that the present exhibition will show infinitely better trading results than last. It will not be the fault

## FROM OUR LONDON HEADQUARTERS—(Continued from page 155)

of the Board of Trade if good business is not registered by all exhibitors. Over forty thousand prospective buyers overseas have been eight times circularized or written to on the subject of the fair. These communications were printed in eight languages. Over 250,000 home-buyers have received invitations. So that, altogether, it is a reasonable assumption to expect a satisfactory attendance.

### Gramophone Replaces Orchestra at Restaurants

There is a growing movement to utilize the gramophone at restaurants in place of small orchestras. An instrument, called the "Magnifone," is connected up to the tables and music is delivered through cunningly concealed sound chambers. It has infinite possibilities for the purpose mentioned and, indeed, any social function. One advantage over the human element, we are humorously informed by a newspaper scribe, is that the Magnifone never has influenza or other disabling ailments at the last moment! And it requires no supper.

### Creditors of the Aircraft Mfg. Co. Meet

At a recent meeting of the creditors of the above company, which embarked upon the manufacture of gramophones, the liquidator said that until 1920 the firm had a prosperous career. Mainly on the aircraft side, profits had amounted to as much as £176,000 in one year of trading. In the Autumn of 1919 the company developed its peace program and went in for the manufacture, among other things, of gramophones. From October 1, 1919, to December 4, 1920, the company lost £620,000.

"In the opinion of counsel the contracts for motor car and gramophone bodies," said the liquidator, "were ultra vires and if they resulted in a loss to the company the liquidator appeared to have cause for commencing misfeasance proceedings. The point might arise as to whether these contracts were entered into before or after control of the company had passed to the Birmingham Small Arms Co."

The latter concern, by the way, has supplied a large number of gramophone motors for assembly into complete machines which are marketed here by a well-known gramophone company.

It is anticipated that there will be a surplus of funds for distribution among the creditors of the Aircraft Mfg. Co.

### Miscellaneous Items of Trade News

The third annual dinner of the Federation of British Music Industries, at which many notabilities in the world of music will be present, is due to take place on January 26, just too late

for a complete report to be included in this issue.

The death, under somewhat painful circumstances, of H. Smart has caused widespread regret among his many friends in gramophone trade circles. Mr. Smart counted many years' experience of the trade, covering service with the British Zonophone Co., and for the past decade as manager of Perophone, Ltd.

Complaint is made against the dumping of foreign gramophone springs on this market at cut prices. The Invicta Spring Co., maker of the "Eel" brand, says that unless some official action is taken it is only a question of time before British spring-makers are driven out of business.

For some unknown reason (perhaps for the protection of home industries) Poland has prohibited the importation of gramophones and certain other musical instruments.

The famous electric sign, said to be the finest in London, which adorns the Gramophone Co.'s Oxford street building, is now in full and bright swing. It attracts many thousands of eyes daily and that means good advertising.

A new gramophone in the design of a miniature grand piano, with digitorium keyboard, is due to appear on this market shortly. It is for the assistance of elementary pianoforte students. Suitable records will dictate instruction while the student manipulates the keyboard.

### The Latest Grand Opera Zonophone Records

Most of the Zonophone records issued for some time past have been of the ordinary ten-inch variety. There has been a dearth of twelve-inchers and grand opera numbers. All the more welcome, therefore, is the inclusion of some of this class in recent issues. A selection from the new list follows: twelve-inch record No. A-258, "Don Giovanni," overture by the Black Diamond Band, whose magnificently well-balanced rendition of Mozart's grand work is a musical treat. The other side of this record carries another attractive item by the same band—"Mirèlla" Overture (Gounod). The second twelve-inch on the list, No. A-259, is a vocal by George Parker. His baritone voice is certainly very effectively used in two pleasing operatic excerpts—"A Word Allow Me" (Si Puo?), Leoncavallo, and "The Tempest of the Heart," from "Il Trovatore." A further attraction is that Mr. Parker sings both in English, clearly enunciated.

Of the two ten-inch grand opera records special welcome will be accorded the reappearance of the mysterious L'Incognita, whose beautiful soprano is heard in "Softly Sighs the Voice of

↓ ↓  
**"PERFECT  
POINTS"**  
↑ ↑

## BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

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Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

### RESULT:

**A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality**

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Special Quotations for Quantities

**Manufacturer of all Kinds of Sewing Needles**



EDISON BELL


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ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

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Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands  
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## FROM OUR LONDON HEADQUARTERS—(Continued from page 156)

Evening" and "Villanelle." In the latter the flute obbligato by John Amadio is exquisite. On G. O. 53 Marjorie Hayward gives us a fine example of the art of bowing, her two violin numbers for this disc being exceptionally fine. The titles are "Hungarian Dance," No. 5 (Brahms), and "Intermezzo" (Marcella).

Lastly, we have two records from the ordinary ten-inch double-side list. On 2195 is the great hit "Coal Black Mammy" and "I Shall Remember Your Kisses," from "The Co-optimists." Both are well sung by Dick Denton. Two typical numbers, "Cherie" and "My Sunny Tennessee," on 2194, by Herbert Payne, complete the program.

**A Record Preservative**

Some attention has been given this side to a new introduction called "Glissoline." The makers claim that by its use the life of a record is tripled.

So-called record revivers have been inflicted upon an unsuspecting gramophone public from the beginning of trade history. Such revivers seldom outlive the life of the record they are supposed to preserve. The fact is that new records do not want reviving and old ones are usually past resuscitation.

"Glissoline," however, comes to us with positive claims that it arrests the wear on a record and that on glissolined records any needle can be used at least ten times. These are strong claims. I have not had an opportunity of testing the solution, but it is spoken well of in several quarters.

**A New Style of Retail Advertising**

Looking through some of the Belfast newspapers I was particularly impressed with an editorial advertisement by Thos. Edens Osborne. At least, I take it as an advertisement, though the ordinary reader would not, perhaps. It is simply in the form of a letter, in which Mr. Osborne expresses his appreciation of the Gramophone Co.'s excellent advertisement in the Belfast Telegraph, whereby the famous "His Master's Voice" products were brought under the notice of many thousands of potential buyers at an appropriately good time. This introduces quite a new style of publicity, which, I think, deserves the recognition here given.

**Manufacturers' Travelers Meeting**

A meeting of Manufacturers' Travelers was held at the office of the Federation of Music Industries on December 21, the idea being to give to those present such information as to

the work of the Federation as would insure their interest and co-operation.

The organizing director explained the Federation activities in some detail and pointed out how it was possible for a corporate body, representing the whole of the industries, but not itself a trade concern, to accomplish what was beyond the powers of any individual firm.

As the result of the organizing director's remarks many of the travelers present said that they were extremely glad to have had their previous hazy views as to the Federation's work clarified and unanimously resolved to do all in their power to support the Federation.

**TO CARRY ON THE BUSINESS**

Lauzon Furniture Co., of Grand Rapids, Mich., in the Hands of Receiver A. M. Godwin

GRAND RAPIDS, MICH., February 7.—The Lauzon Furniture Co., of this city, manufacturer of talking machines and furniture, which was recently placed in the hands of a receiver, has liabilities estimated at \$66,785. The personal property of the concern is valued at \$145,000. Arthur M. Godwin, who has been named receiver, has been authorized to issue receiver's certificates to the amount of \$5,000 to carry on the business.

# You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



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# Advance RECORD BULLETINS for March, 1922

## VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 18844 I'll Forget You.....John Steel 10  
The World Is Waiting for the Sunrise,  
John Steel 10
- 18847 Weep No More, My Mammy....Peerless Quartet 10  
I'll Be Glad To Get Back To My Home Town,  
American Quartet 10
- 18848 That's How I Believe in You.....Henry Burr 10  
I Want You Morning, Noon and Night,  
Charles Harrison 10
- 18854 Granny (You're My Mammy's Mammy),  
Yvette Rugel 10  
Ka-Lu-A.....Edna Brown and Elliott Shaw 10  
18855 In My Heart, On My Mind, All Day Long,  
Aileen Stanley and Billy Murray 10  
Boo-Hoo-Hoo....Aileen Stanley and Billy Murray 10
- DANCE RECORDS**
- 18850 Bow Wow Blues—Fox-trot,  
Original Dixieland Jazz Band 10  
Railroad Blues—Fox-trot,  
The Benson Orchestra of Chicago 10
- 18851 Smilin'—Fox-trot,  
Green Brothers Mellorimba Orchestra 10  
Somewhere in Naples—Medley fox-trot,  
Al Star Trio and Their Orchestra 10
- 18856 Dear Old Southland—Fox-trot,  
Paul Whiteman and His Orchestra 10  
They Call It Dancing—Medley fox-trot,  
Paul Whiteman and His Orchestra 10
- 18857 Wimmin—Medley fox-trot.Club Royal Orchestra 10  
Good-Bye, Shanghai—Fox-trot,  
Club Royal Orchestra 10
- 18858 When Shall We Meet Again—Medley waltz,  
Hackel-Bergè Orchestra 10  
By the Old Ohio Shore—Waltz,  
Green Brothers Mellorimba Orchestra 10
- 18859 On the 'Gin 'Gin 'Ginny Shore—Fox-trot,  
Paul Whiteman and His Orchestra 10  
Marie—Fox-trot..Paul Whiteman and His Orch.
- VOCAL AND INSTRUMENTAL RECORDS**
- 45266 Chip of the Old Block.....Royal Dadmun 10  
Give a Man a Horse He Can Ride.Royal Dadmun 10  
45267 Smile Through Your Tears.....Lambert Murphy 10  
The Hand of You.....Lucy Isabelle Marsh 10  
45265 Washing Baby.....Marie Cahill 10  
Shopping.....Marie Cahill 10
- 35714 Coppélia Ballet (Delibes)—Festival dance and  
waltz of the hours...Victor Concert Orchestra  
Malagueña (Mozzkowski),  
Victor Concert Orchestra 12
- 18849 Dream Kiss—Waltz,  
Frank Ferera and Anthony Franchini 10  
Laughing Rag...Sam Moore and Horace Davis 10
- 18852 (1) Boating on the Lake (Kullak); (2) Skating  
(Kullak); (3) Waltz (Gurlitt); (4) March  
(Gurlitt).....Victor Orchestra 10
- (1) La Bergeronette (Burgmuller); (2) Waltz  
(Schubert); (3) Scherzo (Gurlitt); (4)  
L'Arabesque (Burgmuller); (5) Le Secret—  
Intermezzo (Gauthier).....Victor Orchestra 10
- 18853 (1) To a Humming Bird (MacDowell); (2)  
Elfenspiel (Kjerulf); (3) The Witch (Tschai-  
kowsky); (4) March of the Tin Soldiers  
(Tschai-kowsky).....Victor Orchestra 10
- (1) Knight of the Hobby Horse (Schumann);  
(2) The Clock (Kullak); (3) Postillion (God-  
ard); (4) Peasant's Dance (Schytte),  
Victor Orchestra 10
- RED SEAL RECORDS**  
FRANCES ALDA, *Soprano*
- 66027 Bless You.....Furber-Novello 10  
LUCREZIA BORI, *Soprano*—In Italian
- 87333 Don Giovanni—Vedrai, carino (Dearest, Shall I  
Tell Thee).....Mozart 10
- FEODOR CHALIAPIN, *Bass*
- 88645 The Two Grenadiers.....Heine-Schumann 12  
88646 When the King Went Forth to War,  
Th. Kenemann 12  
88644 Song of the Flea.....Goethe-Moussorgsky 12  
GIUSEPPE DE LUCA, *Baritone*—In Italian
- 64776 Ultima Rosa (Lonely Rose)....Fogazzaro-Sibella 10  
BENIAMINO GIGLI, *Tenor*—In Italian
- 74687 Faust—Salve, dimora (All Hail, Thou Dwelling  
Lowly).....Gounod 12
- JASCHA HEIFETZ, *Violinist*  
(Piano accompaniment by Sam Chotzinoff)
- 66022 Serenade.....A. d'Ambrosio 10  
LOUISE HOMER, *Contralto*
- 87334 My Ain Folk..Wilfrid Mills and Laura G. Lemon 10  
FRITZ KREISLER, *Violinist*
- 66023 Paradise (Viennese folk-song),  
Kra-kauer-Kreisler 10
- JOHN McCORMACK, *Tenor*
- 66028 Sweet Peggy O'Neil.....Redding-Waldrop 10  
ERIKA MORINI, *Violinist*  
(Piano accompaniment by Emanuel Balaban)
- 74727 Mazurka.....A. Zarzycki 12  
PHILADELPHIA ORCHESTRA  
LEOPOLD STOKOWSKI, *Conductor*
- 74729 Salome's Dance, Part 1 (From the opera "Sa-  
lome").....Richard Strauss 12  
74730 Salome's Dance, Part 2.....Richard Strauss 12  
SERGEI RACHMANINOFF, *Pianist*
- 74728 Polka de W. R.....W. Rachmaninoff 12  
RENATO ZANELLI, *Baritone*—In French
- 66025 Chimes of Normandy—With Joy My Heart,  
Planquette 10

## COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- A6205 Polonaise in "E" Major, Part 1—Piano solo,  
Percy Grainger 12  
Polonaise in "E" Major, Part 2—Piano solo,  
Percy Grainger 12
- 49982 Scenes That Are Brightest (From "Maritana")  
—Soprano solo.....Rosa Ponselle 12
- A3524 Ship o' Dreams—Mezzo-soprano solo (violin  
obligato by George Stell)....Barbara Maurel 10  
One Fleeting Hour—Mezzo-soprano solo,  
Barbara Maurel 10
- 49971 Ideale—Baritone solo.....Riccardo Stracciari 12  
49622 La Traviata "Un Di Felice Etere" ("Ah! Ne'er  
Forgotten Day!")—Soprano and tenor duet,  
Maria Barrientos and Charles Hackett 12
- A3527 (a) Limber Up Reel; (b) Oaken Bucket; (c)  
Speed the Plough—Fiddle solo,  
Don Richardson 10  
(a) Hull's Victory; (b) The Quiltin' Party, (c)  
College Hornpipe—Fiddle solo,Don Richardson 10
- A3526 Wedding of the Winds—Accordion duet,  
Marconi Brothers 10

- Skaters' Waltz—Accordion duet,  
Marconi Brothers 10
- A3523—Willow Grove March—Instrumental,  
U. S. Naval Academy Band 10  
Lights Out March—Instrumental,  
U. S. Naval Academy Band 10
- A3525 That's How the Shannon Flows (From  
"Macushla")—Tenor solo...Chauncey Olcott 10  
I'll Miss You, Old Ireland, God Bless You,  
Good Bye (From "Macushla")—Tenor solo,  
Chauncey Olcott 10
- A6204 Somebody Knows—Baritone solo..Gypsy Smith 12  
Who Could It Be—Baritone solo...Gypsy Smith 12
- A3538 Marie—Fox-trot.....Ted Lewis and His Band 10  
Down the Old Church Aisle (From "Greenwich  
Village Follies of 1921")—Fox-trot,  
Ted Lewis and His Band 10
- A3531—Stealing (Intro.: "I Hold Her Hand and She  
Holds Mine")—Medley fox-trot,  
The Happy Six 10
- Why Don't You Smile—Fox-trot,  
The Happy Six 10
- A3535 Remember the Rose—Piano duet, fox-trot,  
Frank Banta and Cliff Hess 10  
Roll On, Silvery Moon (Intro.: "Glow, Little  
Lantern of Love")—Piano duet, medley fox-  
trot.....Frank Banta and Cliff Hess 10
- A3540 Give Me My Mammy (From "Bombo"),  
Al Jolson, comedian 10  
My Mammy Knows (How to Cheer and Comfort  
Me)—Tenor and baritone duet,  
Charles Hart and Elliott Shaw 10
- A3534 Wabash Blues.....Dolly Kay, comedienne 10  
Got to Have My Daddy Blues,  
Dolly Kay, comedienne 10
- A3539 While Miami Dreams—Tenor solo...Billy Jones 10  
There's a Down in Dixie Feelin' (Hangin'  
Round Me)—Baritone solo.....Arthur Fields 10
- A3536 Which Hazel.....Al Herman, comedian 10  
You're Out o' Luck.....Al Herman, comedian 10
- A3537 The West Texas Blues—Comedienne and jazz  
band,  
Edith Wilson and Johnny Dunn's Original  
Jazz Hounds 10
- I Don't Want Nobody Blues—Comedienne and  
Jazz Band,  
Edith Wilson and Johnny Dunn's Original  
Jazz Hounds 10
- MID-MONTH LIST**  
**DANCE RECORDS**
- A3528 Ty-Tee (Tahiti)—Fox-trot...Eddie Elkins' Orch. 10  
When Buddha Smiles—Fox-trot,  
Eddie Elkin's Orch. 10
- A3532 Granny—Fox-trot.....The Columbians 10  
She Loves Me, She Loves Not (Intro.: "A Doll  
House," from "The Perfect Fool")—Medley  
fox-trot.....The Columbians 10
- A3533 Dapper Dan—Fox-trot,  
Knickerbocker Orch. (direction Eddie Elkins) 10  
I Want You Morning, Noon and Night (Intro.:  
"Little Partner of Mine")—Medley fox-trot,  
Knickerbocker Orch. (direction Eddie Elkins) 10
- A3530 Delia—Tenor solo.....Frank Crumit 10  
In My Heart, On My Mind, All Day Long—  
Tenor solo.....Frank Crumit 10
- A3529 When Shall We Meet Again—Tenor and baritone  
duet.....Charles Hart and Elliott Shaw 10  
Just a Little Love Song—Tenor solo,  
Howard Marsh 10

## AEOLIAN CO.

- OPERATIC SELECTIONS**
- 30149 Otello-Brindisi (Inaffia l'ugola) (Verdi)—Bari-  
tone drinking song, in Italian, Vocalion Orches-  
tra accomp. ....Giacomo Rimini 10
- 52027 Pearl of Brazil (Charmant oiseau) (Charming  
Bird) (David)—Soprano, in French, Vocalion  
Orchestra accomp. ....Evelyn Scotney 12
- SACRED SELECTIONS**
- 52028 Elijah (It Is Enough) (Mendelssohn)—Baritone,  
Vocalion Orchestra accomp. John Chas. Thomas 12
- STANDARD SELECTIONS**
- 30150 The Rosary (Nevin)—Soprano, violin, cello and  
harp accomp. ....Marie Sundelius 10
- 20004 Night of Love (Fuzy-Worth-Heltman)—Soprano,  
Vocalion Orchestra accomp.,  
Nellie and Sara Kouns 10
- 24022 Killarney (Balfe)—Tenor, Vocalion Orchestra ac-  
comp. ....Colin O'More 10
- Molly Bawn (Lover)—Tenor, Vocalion Orchestra  
accomp. ....Colin O'More 10
- INSTRUMENTAL SELECTIONS**
- 14279 Serenade (Schubert)....Aeolian Light Orchestra 10  
Voice of Love (Schumann),  
Aeolian Light Orchestra 10
- 14280 The Cherry Blossom—Traditional jig, accordion;  
piano accomp. by J. Muller, •  
Patrolman Frank Quinn 10
- The Swallow's Tail—Traditional reel, accordion,  
piano accomp. by J. Muller,  
Patrolman Frank Quinn 10
- ITALIAN SELECTIONS**
- 14281 Chi me lo mette (Who will put the ring on my  
finger) (Camerlingo)—In Italian, mandolin,  
harp and flute accomp. ....Teresa de Matienzo 10
- Croce rossa (The red cross) (Meline-de Cres-  
cenjo)—In Italian, mandolin, harp and flute  
accomp. ....Teresa de Matienzo 10
- HEBREW SELECTIONS**
- 2003 Tinkanto shabos—In Hebrew, traditional, orches-  
tra accomp. ....Cantor Josef Shlisky 10
- Y'hi rotzon—In Hebrew, traditional, orchestra  
accomp. ....Cantor Josef Shlisky 10
- COMEDY SELECTIONS**
- 14282 Cohen Takes His Friend to the Opera, Part 1  
(Silver).....Monroe Silver and Steve Porter 10  
Cohen Takes His Friend to the Opera, Part 2  
(Silver).....Monroe Silver and Steve Porter 10
- POPULAR SELECTIONS**
- 14271 That's How I Believe in You (Dubin-Cunning-  
ham-Rule)—Orchestra accomp.,  
Charles Harrison and Everett Clarke 10  
Dear Old Southland (Creamer-Layton)—Orches-  
tra accomp. ....Irving Kaufman 10
- 14283 Mammy Lou (Sterling-Moran-Von Tilzer)—  
Orchestra accomp. ....Broadway Quartet 10  
Carolina Rolling Stones (Parish-Young-Squires)  
—Orchestra accomp. ....Gotham Trio 10
- DANCE SELECTIONS**
- 14284 Persianna (White)—Oriental fox-trot,  
Bar Harbor Society Orchestra 10  
Tell Her At Twilight (Just Sing Love's Sweet  
Song) (Donaldson)—Fox-trot,  
Yerkes' Flotilla Orchestra 10
- 14285 Song of India (adapted from Rimsky-Korsakoff's  
theme) (arranged by R. H. Bowers)—Fox-trot,  
Wiedoeft's Californians 10

- Dear Old Southland (Creamer-Layton)—Fox-trot,  
Wiedoeft's Californians 10
- 14286 Why Don't You Smile (Schwartz)—Fox-trot,  
Yerkes' Flotilla Orchestra 10
- Smilin' (Coburn-Rose-Wolohan-Krausgrill)—Fox-  
trot.....Irving Weiss Club Maurice Orchestra 10
- 14287 Moon River (David)—Waltz,  
Bar Harbor Society Orchestra 10  
Three o'Clock in the Morning (Robledo)—Waltz,  
Bar Harbor Society Orchestra 10
- 14288 Irish Song Medley, Part 1 (Come Back to Erin.  
Believe Me If All Those Endearing Young  
Charms) (Eileen Alannah, Wearing of the  
Green) (arranged by R. H. Bowers)—Waltz,  
Selvin's Dance Orchestra 10
- Irish Song Medley, Part 2 (St. Patrick's Day,  
Minstrel Boy, Killarney, Low Back'd Car) (ar-  
ranged by R. H. Bowers)—Waltz,  
Selvin's Dance Orchestra 10
- 14289 Granny (My Mammy's Mammy) (Akt)—Fox-  
trot.....Bar Harbor Society Orchestra 10  
While Miami Dreams (Whiting)—Fox-trot,  
Bar Harbor Society Orchestra 10
- 14278 Ty-Tee (Tahiti) (Wood-Bibo)—Fox-trot,  
Yerkes' S. S. Flotilla Orchestra 10  
Good-bye, Shanghai (Meyer)—Fox-trot,  
Yerkes' S. S. Flotilla Orchestra 10

## BRUNSWICK RECORDS

- 23d RELEASE**
- 30012 Ballo in Maschera—Eri tu che macchiavi (Is It  
Thou?) (Act III, Scene I) (Verdi)—Baritone,  
with orchestra.....Giuseppe Danise 10
- 10050 Melody in F (Opus 3, No. 1) (Rubinstein)—  
Pianoforte solo ..... Leopold Godowsky 10
- 30027 Air for G String (Bach)—Violin solo, pianoforte  
by Paul Frenkel.....Bronislaw Huberman 10
- 5080 Aloha Oe (Farewell to Thee) (Liliuokalani)—  
Soprano and male trio, with orchestra,  
Irene Williams and Male Trio 10  
Golondrina (The Swallow) (Serradell)—Soprano  
and contralto, with orchestra,  
Irene Williams and Elizabeth Lennox 10
- 11033 Little Town in the Ould County Down (Pascoe-  
Carlo-Sanders)—Tenor, with orchestra,  
Theo Karle 10  
Lassie o' Mine (Bowles-Walt)—Tenor, with orches-  
tra ..... Theo Karle 10
- 2178 Italian Airs (Son Gelosal, Mamma Mia, Marina-  
riello, O Sole Mio, Campana Di San Guisto)—  
Accordion solo, arranged by Perry....Mario Perry 10  
Gloria Waltz (Perry)—Accordion duet,  
Mario Perry and Joseph Peppino 10
- 20000 Stradella Overture (Flotow)—Concert band  
Walter B. Rogers and His Band 10  
Merry Wives of Windsor Overture (Nicolai)—  
Concert band.....Walter B. Rogers and His Band 10
- 2181 I've Got My Habits On (Durante)—Fox-trot, for  
dancing .....Bennie Krueger's Orchestra 10  
School House Blues (From "Music Box Revue")  
(Irving Berlin)—Fox-trot, for dancing,  
Bennie Krueger's Orchestra 10
- 2182 Smilin' (Intro.: "Have You Forgotten") (Rose-  
Wolohan-Krausgrill-Burnett-Cooper-Stevenson)  
Fox-trot, for dancing.....Selvin's Orchestra 10  
Good-bye, Pretty Butterflies (Cooke-Olman)—Fox-  
trot, for dancing.....Selvin's Orchestra 10
- 2183 By the Pyramids (Fiorito)—Fox-trot, for dancing,  
Gene Rodemich's Orchestra 10  
Right or Wrong (Sizemore-Biese)—Fox-trot, for  
dancing .....Gene Rodemich's Orchestra 10
- 2184 Ka-Lu-A (From "Good Morning, Dearie") (Cald-  
well-Kern)—Tenor and male trio, with orches-  
tra.....William Reese and Male Trio 10  
Say It With Music (From "Music Box Revue")  
(Irving Berlin)—Baritone and male trio, with  
orchestra.....Elliott Shaw and Male Trio 10
- 2185 In Bluebird Land (Williams-Short)—Soprano  
and tenor, with orchestra,  
Irene Audrey and Charles Hart 10  
That's How I Believe in You (Dubin-Cunning-  
ham-Rule)—Tenor and male trio, with orches-  
tra.....James Craven and Male Trio 10
- 2179 Dear Old Southland (Creamer-Layton)—Bari-  
tone, with orchestra.....Ernest Hare 10  
My Hawaiian Melody (Ringle-Coote)—Soprano  
and contralto.....Irene Audrey and Emily Earle 10
- 2180 Ty-Tee (Bibo)—Fox-trot, for dancing,  
Carl Fenton's Orchestra 10  
Stealing (Sullivan)—Fox-trot, for dancing,  
Carl Fenton's Orchestra 10

## EDISON AMBEROL RECORDS

- TIMELY RECORDS**
- 4471 Tuck Me To Sleep (In My Old Kentucky Home)  
(Meyer)—Xylophone, Signor Lou Chiha ("Friscoe") 10
- 4472 Leave Me With a Smile. (Koehler-Burnett)—Fox-  
trot, for dancing.....Club de Vingt Orchestra 10
- 4473 Ka-lu-a (Intro.: "Blue Danube Blues" from "Good  
Morning, Dearie") (Kern)—Medley fox-trot,  
Broadway Dance Orchestra 10
- 4474 That's How I Believe In You (Rule)—Tenor,  
Walter Scanlan 10
- 4475 Dream of Your Smile (Conrad)—Fox-trot, for  
dancing.....Harry Raderman's Jazz Orchestra 10
- REGULAR LIST**
- 4456 Bonnie Maggie Tamson (H. Lauder)....Glen Ellison 10  
4457 Wonderland of Dreams (Abbott)—Violin,  
Rae Eleanor Ball 10
- 4458 In My Heart, On My Mind, All Day Long, and  
I Wonder If You Still Care for Me (Kalmar-  
Ruby-Snyder)—Xylophone,  
Signor Lou Chiha ("Friscoe") 10
- 4459 Dapper Dan (A. Von Tilzer)—Tenor and baritone,  
Billy Jones and Ernest Hare 10
- 4460 There's Only One Pal After All (Klickmann)—  
Baritone .....Edward Allen 10
- 4461 It's You (Conrad)—Fox-trot, for dancing  
Rudy Wiedoeft's Californians 10
- 4462 A Mother's Croon (Walt)—Soprano...Margt. A. Freer 10  
4463 Yorktown's Centennial March (Souza),  
United States Marine Band 10
- 4464 The Shop Girl—Department store scene,  
Justine Roberts 10
- 4465 Tea-cup Girl (Wilson)—Fox-trot, for dancing,  
Lenzberg's Riverside Orchestra 10
- 4466 Jesus, I Come to Thee (Stebbins)—Tenor and bari-  
tone .....John Young and Fred J. Wheeler 10
- 4467 Remember the Rose (Simons)—Soprano and tenor,  
Betsy Lane Shepherd and Lewis James 10
- 4468 Little Min-nee-ha! ha! (Be My Little Injun,  
Squaw) (Kalmar-Ruby).....Isabelle Patricola 10



ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 158)

- 4469 My Mother's Evening Prayer (Green-Pierce-Dubin)—Tenor.....George Wilton Ballard
- 4470 Weep No More (My Mammy) (Pollack)—Fox-trot, for dancing.....Harry Raderman's Jazz Orchestra
- 4451 Wabash Blues (Meinken)—Fox-trot, Broadway Dance Orchestra
- 4452 Georgia Rose (Rosenthal)—Fox-trot, for dancing, Rudy Wiedoeft's Californians
- 4453 Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot.....Club de Vingt Orchestra
- 4454 Sal-O-May (Stolz)—Fox-trot.....Broadway Dance Orch.
- 4455 April Showers (Intro.: "Down South," from "Bombo") (Silvers-Donaldson)—Medley fox-trot, for dancing.....Club de Vingt Orchestra

EDISON RE-CREATIONS

- 50870 St. Patrick's Day Medley (Larry Briers)—Jigs, violin, piano accomp.....Joseph Samuels
- Oh, Gee! (Joe Linder)—Medley of Irish reels, accordion, piano accomp.....John J. Kimmel
- 50871 Ambrose and Steve in Court—Vaudeville sketch, Billy Golden and Billy Heins
- Shop Girl—Department store scene...Justine Roberts
- 50872 Valse Caprice, No. 1 (Frosini)—Accordion, P. Frosini
- Perfect Day (Jacobs-Bond)—Xylophone, Signor Lou Chiha ("Friscoe")
- 73003 Das verbrochene Ringlein (The Little Broken Ring) (Glück)—Baritone, in German, Eduard Mittelstadt
- Muss i denn zum Städle hinaus? (Must I Then Leave My Little Town?)—Baritone, in German, Eduard Mittelstadt
- 80675 Just For Today, No. 11, (Lesson Sermon, "Substance") (Abbot)—Baritone, harp accomp. by Paul Suerth.....Robert C. Dyrenforth
- Consider the Lilies, No. 12 (Lesson Sermon, "Matter") (Topliff)—Baritone, Robert C. Dyrenforth
- 80676 Enough To Know, No. 13 (Lesson Sermon, "Reality") (Ross)—Baritone, organ accomp. by Robert Gayler.....Robert C. Dyrenforth
- Lord Is My Shepherd, No. 14 (Lesson Sermon, "Unreality") (Liddle)—Baritone, Robert C. Dyrenforth
- 80688 Leave It With Him (Ellis)—Contralto, Georgia Brevillier
- Land Where the Roses Never Fade (Ackley)—Baritone.....Robert E. Clark
- 80689 Erminie Airs, No. 1 (Jakobowski)—Mixed voices, New York Light Opera Company
- Erminie Airs, No. 2 (Jakobowski)—Mixed voices, New York Light Opera Company
- 80690 Sunshine and Cloud (Glover)—Contralto and haritone.....Helen Clark and Joseph Phillips
- Could I See My Boy Again (Westendorf)—Contralto.....Elizabeth Lennox and Chorus
- 80691 Love Me Or Not (Arranged by A. L. Secchi)—Tenor.....Paul Reimers
- Flow Gently, Sweet Afton (Spilman)—Contralto, Christine Miller
- 80692 Berceuse (Iljynsky).....Zoellner String Quartet
- War Dance (Skilton).....Zoellner String Quartet
- 80693 La Gitana (Kreisler)—Violin, piano accomp. by Maurice Nadelle.....J. Piastro Borissoff
- Mazurka de Concert (Musin)—Violin, piano accomp. by Maurice Nadelle.....J. Piastro Borissoff
- 80702 Blue Danube Waltz (Strauss-Chapman)—Piano, Walter Chapman
- Liebstraum (Dream of Love) (Liszt)—Piano, Walter Chapman
- 82247 Silvio! a quest'ora (Silvio! At This Hour?) (Pagliacci) (Leoncavallo)—Soprano and baritone, in Italian...Claudia Muzio and Mario Laurenti
- Io son l'umile ancella (Of Art I Am Only the Hand Maid) (Adriana Lecouvreur) (Gilea)—Soprano, in Italian.....Claudia Muzio
- 82248 Clang of the Forge (Rodney)—Bass-baritone, Arthur Middleton
- Voice of the Mountain Land (J. R. Thomas)—Bass-haritone.....Arthur Middleton
- 82249 Dearie (Kummer)—Soprano.....Anna Case
- 'Tis Not True (Mattei)—Baritone...Mario Laurenti
- DECEMBER FLASH NO. 4
- 50887 If You Like Me, Like I Like You (Gilbert)—Tenor.....Lewis James
- When Shall We Meet Again (Whiting)—Soprano and tenor.....Gladys Rice and Lewis James
- DECEMBER FLASH NO. 5
- 50897 Down in Midnight Town (H. Von Tilzer)—Male voices.....Premier Quartet
- Tomorrow Land (Tandler)—Tenors, Charles Hart and Lewis James

PATHE FRERES PHONOGRAPH CO.

- MARCH
- STANDARD VOCALS
- 27519 (Pathé) In the Sweet Bye and Bye (Webster).....Margaret Matzenauer
- Home Sweet Home (Payne-Bishop), Margaret Matzenauer
- 20675 (Pathé) Honey, Dat's All (Gillespie-Van Alstyne).....Vernon Dalhart
- Dear Old Southland (Creamer-Layton), William Lowe
- 20676 (Pathé) I Hear You Calling Me (Harford-Marshall).....Charles Harrison
- Serenade (Schubert), Lewis James and Charles Hart
- SACRED
- 20677 (Pathé) Whispering Hope (Hawthorne), Gladys Rice and Nevada Van der Veer
- Sweet Hour of Prayer (Bradbury), Nevada Van der Veer
- HAWAIIAN
- 20678 (Pathé) Hawaiian Eyes (Coots), Ferera and Franchini
- Hawaiian Rainhow (Gravelle-Haring), Warren Mitchell
- NOVELTY
- 20670 Casey Jones.....County Harmonizers
- Arkansas Traveller.....Steve Porter
- POPULAR VOCALS
- 20693 (Pathé) Roll On, Silvery Moon (Fisher), Ernest Hare
- There's a Down in Dixie Feelin' (Perkins), Ernest Hare
- 20694 (Pathé) After the Rain (Kahn-Sizemore-Shrigley).....Billy Jones
- Just a Little Love Song (Young-Lewis-Cooper), Billy Jones
- 20695 (Pathé) Carolina Rolling Stone (Parish, Young-Squires).....Vernon Dalhart
- Atta Baby.....Al Bernard
- DANCE RECORDS
- 20696 (Pathé) Persianna—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)
- Old-Fashioned Girl—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)

- 20697 (Pathé) Granny—Fox-trot, Casino Dance Orchestra
- Stealing—Fox-trot.....Casino Dance Orchestra
- 20698 (Pathé) Why Don't You Smile—Fox-trot, Ernest Hussar and His Hotel Claridge Orch. (N. Y. C.)
- Good-hye, Shanghai—Fox-trot, Casino Dance Orchestra
- 20699 (Pathé) Carolina Blues—Fox-trot, Synco Jazz Band
- On the Gin, Gin, Ginny Shore—Fox-trot, Synco Jazz Band
- 20700 (Pathé) Little Girl—Fox-trot, The Royale Trio
- All That I Need Is You—Fox-trot, Samuels' Music Masters
- All of these records may be obtained in both Pathé (sapphire) and Actuelle (needle-cut).

OKEH RECORDS

- CLASSICAL RECORDS
- 72305 Le Cygne (The Swan) (Saint-Saens)—Violin solo.....Jan Kubelik 10 3/4
- 50002 Carmen—Il fior che avevi a me (The Flower Song) (Bizet)—Tenor, with orchestra, in Italian.....John McCormack 12
- 52001 Faust—Cavatina—Gegrusst sei mir (All Hail, Thou Dwelling Lowly) (Gounod)—Tenor, with orchestra, in German.....Leo Szak 12
- 3009 Rigoletto (Selections, Part 1) (Verdi), European Concert Band
- Rigoletto (Selections, Part 2) (Verdi), European Concert Band
- 3010 Rienzi (Overture, Part 1) (Wagner), European Concert Band
- Rienzi (Overture, Part 2) (Wagner), European Concert Band
- DANCE RECORDS
- 4496 Thrills (Eugene West)—Fox-trot, Rega Dance Orchestra
- Whistle the Blues Away (Jack Coale)—Fox-trot, Rega Dance Orchestra
- 4497 Blue Danube Blues (From musical comedy, "Good Morning, Dearie") (Jerome Kern)—Fox-trot, Blue Diamond Dance Orchestra
- Ka-Lu-A (From musical comedy, "Good Morning, Dearie") (Jerome Kern)—Fox-trot (Hawaiian guitar effect by Virginia Burt), Blue Diamond Dance Orchestra
- 4498 The Sheik of Araby (Ted Snyder)—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys
- Four Horsemen (Alice Terry)—Fox-trot, Glantz and His Orchestra
- 4499 The Down Home Blues (Tom Delaney)—Fox-trot.....Tampa Blue Jazz Band
- Every Day (Shepard N. Edmonds)—Fox-trot, Tampa Blue Jazz Band
- 4500 Blue Moon (Intro.: "Swanee River") (E. Burt-nett-L. Marcasie)—Medley fox-trot, Damon's Orchestra
- Good-hye, Pretty Butterflies (J. Yellen-C. L. Cooke-A. Olman)—Fox-trot... Damon's Orch.
- 4502 Leave Me With a Smile (C. Koehler-E. Burtnett)—Fox-trot...Erdody and His Famous Orchestra
- Ten Little Fingers and Ten Little Toes (Down in Tennessee) (I. Schuster-Ed. G. Nelson)—Fox-trot...Erdody and His Famous Orchestra
- 4503 Kill 'Em With Kindness (Ahner Silver)—One-step.....Julius Lenzberg's Harmonists
- I Want Love (Maurice Yvain)—Fox-trot, Julius Lenzberg's Harmonists
- 4504 Dear Old Southland (Creamer-Layton)—Fox-trot, James P. Johnson's Harmony Eight
- Bandana Days (Intro.: "Love Will Find a Way" from "Shuffle Along") (Sissle-Blake)—Medley fox-trot, James P. Johnson's Harmony Eight
- 4505 Da Da Da My Darling (Jimmie Monaco)—Fox-trot.....Damon's Orchestra
- Hawaiian Starlight (From musical romance, "Hawaiian Starlight") (F. W. Hager-J. Ring)—Fox-trot. Imitation of Hawaiian guitar by Virginia Burt...Blue Diamond Dance Orchestra
- 4514 Moon River (Lee David)—Waltz, Rega Dance Orchestra
- Three o'Clock in the Morning (Julian Robledo)—Waltz. Whistling effects by Sibyl Sanderson
- Fagan.....Rega Dance Orchestra
- 4515 Song of India (Rimsky-Korsakoff)—Fox-trot, Glantz and His Orchestra
- When Buddha Smiles (N. H. Brown-A. Freed)—Fox-trot.....Glantz and His Orchestra
- 4516 Smilin' (Coburn-Rose-Wolohan-Krausgrill)—Fox-trot.....Blue Diamond Dance Orchestra
- Ain't You Coming Out, Malinda? (Harry Von Tilzer)—Fox-trot...Blue Diamond Dance Orch.
- INSTRUMENTAL RECORDS
- 4506 Lucia Di Lammermoor (Donizetti)—Piano sextet. Transposition by Himmelreich, Ferdinand Himmelreich
- Silver Threads Among the Gold—Piano. Transcription by Himmelreich...Fred Himmelreich
- 4508 Medley of Hymns (Intro.: "Lead Kindly Light" and "Nearer My God to Thee")—Church chimes and harp-o-phone bells...James Hager
- Onward Christian Soldiers—Cathedral chimes and church chimes.....James Hager
- 4518 The Irish Washerwoman—Jig. Accordion with piano accomp. by Nellie Meany...Peter J. Conlon
- Stack of Barley—Long dance. Accordion with piano accomp. by Nellie Meany...Peter J. Conlon
- 4495 Keep Off the Grass (James P. Johnson)—Piano solo.....James P. Johnson
- Carolina Shout (James P. Johnson)—Piano solo, James P. Johnson
- 4509 One, Two, Three, Four—Hawaiian guitar duet, Ferera-Franchini
- Pau Carnation—Hawaiian guitar duet, Ferera-Franchini
- 4512 My Hawaiian Melody (D. Ringle-J. F. Coots)—Hawaiian guitar duet with Hawaiian guitar imitation by Virginia Burt, Frank Ferera and Anthony Franchini
- Hawaii (Isles of Happiness) (C. E. King)—Waltz.....Okeh Marimba Band
- UNCLE JOSH RECORDS
- 4517 Uncle Josh Buys an Automobile (Cal Stewart)—Monologue.....Byron G. Harlan
- Uncle Josh At the Circus (Cal Stewart)—Monologue.....Byron G. Harlan
- FOR THE COLORED CATALOG
- 8022 Wang Wang Blues (L. Wood-G. Mueller-B. Johnson-H. Busse)—Colored vocal quartet, The Norfolk Jazz Quartet
- Get Hot (Al Siegel)—Colored vocal quartet, The Norfolk Jazz Quartet
- 8023 Home Again Blues (Irving Berlin-Harry Akst)—Colored vocal quartet...Palmetto Jazz Quartet
- Base Ball Blues (George Turner)—Colored vocal quartet.....Palmetto Jazz Quartet
- 8024 Cuhanita (W. Goldman-W. Freedman)—Fox-trot, Mamie Smith's Jazz Hounds
- Rambling Blues (Al. Bernard-D. J. La Rocca-L. Shields)—Fox-trot, Mamie Smith's Jazz Hounds

- 8025 Stingaree Blues (A Down Home Blues) (Clinton A. Kempt)—Contralto, with orchestra, Esther Bigeau
- If That's What You Want Here It Is (Shepard N. Edmonds)—Contralto with orchestra, Esther Bigeau
- NEW IRISH SELECTIONS
- 21001 The Foggy Dew (New version) (E. Milligan-C. M. Fox)—Irish tenor with orchestra, James O'Neil
- When Irish Eyes Are Smiling (C. Olcott-G. Graff, Jr.-E. R. Ball)—Irish tenor with orchestra.....James O'Neil
- 21002 Danny Boy (F. E. Weatherly)—Irish tenor with orchestra.....Emmet O'Toole
- Willy Reily and His Colleen Bawn—Irish tenor with orchestra.....James O'Neil
- 21003 God Save Ireland (Alfred Moffat)—Irish baritone with orchestra.....Patrick Jordan
- The Harp That Once Thro' Tara's Halls (Thomas Moore)—Irish tenor with orchestra, Emmet O'Toole
- 21004 Who Fears to Speak of Easter Week?—Irish baritone with orchestra.....Cathol O'Hare
- The Felons for Our Land (J. J. Johnson)—Irish tenor with orchestra.....Shaun O'Mally
- 21005 Barn Dance—Irish accordion solo. Piano accomp. by Nellie Meany.....Peter J. Conlon
- Cameronian Reel—Irish accordion solo. Piano accomp. by Nellie Meany.....Peter J. Conlon
- VOCAL RECORDS
- 4492 I Ain't Gonna Be Nobody's Fool (F. Davis-G. Bennett-Van-Schenck)—Contralto with orchestra.....Vaughn De Leath
- All By My Lonesome Blues (D. MacBoyle-S. Coslow)—Contralto with orchestra, Vaughn De Leath
- 4493 Snow Flakes (From "Greenwich Village Follies, 1921") (J. M. Anderson-A. Swanstrom-C. Morgan)—Baritone with orchestra, Ernest Hare
- On the Old Bob Sled (Milo-Rega)—Male quartet with orchestra.....Shannon Four
- 4494 Hawaiian Chimes (I. Bibo-E. Applefield)—Tenor-contralto duet. Hawaiian guitar effect by Virginia Burt.....Lewis James and Jane Neilson
- Dreamy Hawaiian Shore (Virginia Burt)—Soprano with orchestra.....Virginia Burt
- 4501 When Francis Dances With Me (B. Ryan-Violinsky)—Tenor-contralto duet with orchestra, Billy Jones and Vaughn De Leath
- Oh Dear (C. Friend-J. Blyler)—Tenor with orchestra.....Billy Jones
- 4511 Let's Agree to Disagree (M. Smith-C. Smith-J. Durante)—Popular blues vocal, Mamie Smith and Her Jazz Hounds
- Sweet Man o' Mine (R. Turk-J. R. Robinson)—Popular blues vocal, Mamie Smith and Her Jazz Hounds
- 4513 Weep No More (My Mammy) (S. D. Mitchell-S. Clare-L. Pollack)—Contralto with orchestra, Aileen Stanley
- Write and Tell Your Mammy (I'm Coming) (B. Grossman-B. Frisch-W. Donaldson)—Contralto with orchestra.....Aileen Stanley
- 4510 Brighten the Corner Where You Are—Sacred song. Tenor with organ accomp...Charles Hart
- When I Look In His Face—Sacred duet. Tenor and haritone with organ accomp., Elliott Shaw and Charles Hart
- 4507 Kathleen Mavourneen—Tenor with orchestra, Frank J. Corbett
- Killarney—Tenor with orchestra...Frank J. Corbett

EMERSON PHONOGRAPH CO., INC.

- DANCE
- 10491 Song of India (Rimsky and Korsakoff)—Fox-trot, Glantz and His Orchestra
- Smilin' (Coburn-Rose-Wolohan-Krausgrill)—Fox-trot.....Glantz and His Orchestra
- 10492 Ty-Tee (Tahiti) (Wood-Bibo)—Fox-trot, Joseph Samuels' Music Masters
- Stealing (Dan Sullivan)—Fox-trot, Joseph Samuels' Music Masters
- 10493 I Want My Mammy (Louis Breaux)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- The Sun Will Soon Be Shining (For You, Sweetheart of Mine) (Kortlander-Squires)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10494 April Showers (From the musical production "Bombo") (Louis Silvers)—Fox-trot, Golden Gate Orchestra
- Georgia Rose (Intro.: "Snowflake") (Rosenthal-Morgan)—Medley, fox-trot...Golden Gate Orch.
- 10495 All That I Need Is You (Santly and Baer)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- By the Silvery Nile (Charles L. Johnson)—Fox-trot.....Plantation Dance Orchestra
- 10496 Arkansas Blues (Lada and Williams)—Fox-trot, Lanin's Southern Serenaders
- Lonesome-Lovesick Got-To-Have-My-Daddy Blues (Erdman-Cohn-Jones)—Fox-trot, Lanin's Southern Serenaders
- VOCAL
- 10497 Granny (You're My Mammy's Mammy) (Young-Lewis-Akst)—Tenor solo, orchestra accomp., Charles Harrison
- Lalawana Lullaby (Stark-White)—Tenor and haritone duet, orchestra accomp., Vernon Dalhart and Ernest Hare
- 10498 That's How I Believe in You (Dubin-Cunningham-Rule)—Tenor solo, orchestra accomp., Richard Bold
- In My Heart, On My Mind, All Day Long (Kalmar-Ruby)—Tenor solo, orchestra accomp., Richard Bold
- 10499 Roll On, Silvery Moon (Fred Fisher)—Novelty song, orchestra accomp., Al Bernard and Frank Kamplain
- How Is It By You (By Me It's Fine) (Bartton and Perkins)—Novelty song, orchestra accomp., Arthur Fields
- STANDARD
- 10500 Come Back to Erin (Claribel)—Tenor solo, orchestra accomp.....John Finnegan
- When It's Moonlight in Mayo (Mahoney-Wenrich)—Tenor solo, orchestra accomp., Hugh Donovan
- CONNORIZED MUSIC CO.
- 3041 Ty-Tee (Bibo)—Fox-trot.....Lanin's Dance Orchestra
- The Sheik of Araby (Wheeler-Snyder)—Fox-trot, Lanin's Dance Orchestra
- 3042 Just a Little Love Song (Young-Lewis)—Fox-trot, Lanin's Dance Orchestra
- Blue Danube Blues (Caldwell-Kern)—Fox-trot, Lanin's Dance Orchestra
- 3043 Plantation Lullaby (Stevens-Gillette-Holmer), Strand Theatre Quartet

(Continued on page 161)



# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

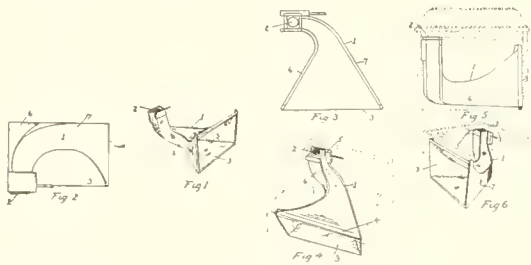
WASHINGTON, D. C., February 8.—**Phonograph Resonator.** John Herzog, Saginaw, Mich., assignor to the Sonora Phonograph Co., New York. Patent No. 1,397,733.

This invention relates to resonators and pertains more particularly to an improved construction for horns of sound-reproducing instruments such as phonographs and the like.

The objects of the improvement are, first, to provide a horn having a sound-carrying channel of angular cross-sectional shape, the walls of the channel being in the form of warped or twisted planes, whereby the resonance of the horn is increased and the quality or timbre of the sound is unimpaired by its transmission through the resonator.

A further object is to provide a horn of such construction and shape that it can be made of wood at relatively small expense and yet be of such shape that that part of the tapered body near the smaller end of the horn may be bent laterally and upwardly to a position such that the tone arm of a phonograph may be joined to the upper end of the horn at one corner of the motor board of the instrument, while enabling the horn to deliver the sound from its flared end extending across the front of the cabinet of the phonograph. Thus the horn, in its preferred form, passes underneath the motor and then laterally and upwardly to the corner of the motor board, occupying small space and enabling the horn and the mechanism of the phonograph to be arranged compactly.

In the drawings Figure 1 is a perspective view of a resonator or horn built in accordance with the invention and shown as it would appear when viewed from one side; Fig. 2 is a rear end view

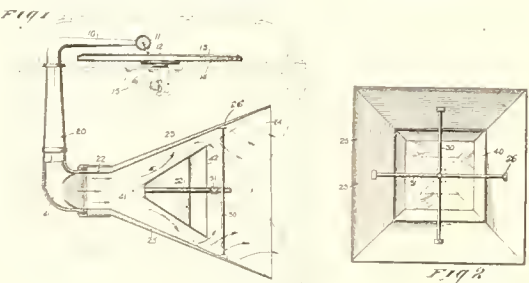


shown inverted; Fig. 3 is a top plan view of the form of horn shown in Fig. 1; Fig. 4 is a perspective view of the horn as seen from above; Fig. 5 is a side elevation; Fig. 6 is a perspective view, showing the side opposite that illustrated in Fig. 1.

**Amplifying System for a Complex Sound-vibration Source.** Lorren M. Hart, New York. Patent No. 1,398,965.

This invention relates to amplification of sonorous vibrations and the object is to make possible the delivery of a complex vibration sound of large volume in such a manner and of such qualities that it can be perceived by an audience as if identical with the perception of an original sonorous vibration.

The invention is applicable particularly to the



amplification of the complex vibrations of a phonograph, although it is also applicable to those of a telephone receiver and, in fact, any complex vibration source of a volume too weak for practical purposes without amplification of any kind whatsoever.

An object of the invention is to provide this and it is accomplished by preventing the direct passage of the air vibrations from the sound conduit through the amplifying sound chamber and, by deliberately deflecting them against elastic sounding boards designed particularly to be responsive to the harmonics and overtones which require generous amplification, then, as it were, to focus the generously amplified harmonics and overtones together with the amplified vibrations primarily created by air column resonance.

Figure 1 is a diagrammatic vertical side elevation with important parts shown in section, and Fig. 2 is a front elevation of the amplifying mechanism.

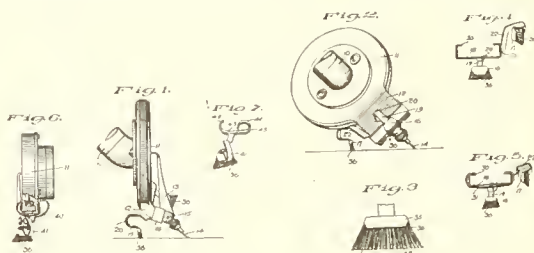
**Brush for Talking Machine Records.** Joseph F. Borst and William Borst, Brooklyn, N. Y. Patent No. 1,399,714.

The present invention relates more particularly to an attachment for the sound box or reproducer thereof. The primary object is to provide a brush attachment for talking machine sound boxes.

It is a further object to provide a brush which is capable of use with sound boxes so mounted as to adapt them for playing records of both the hill-and-dale and lateral types; a brush that will in either position engage the record in advance of the stylus of the sound box and in the path of the stylus in order that the sound grooves may be cleaned of foreign matter before they are engaged by the stylus.

Brushes have heretofore been used in this connection, but have ordinarily been attached to the tone arm of the talking machine rather than to the sound box itself, which method of support has disadvantages in that the path of the brush and the path of the stylus are not always coincident, which is especially true during the playing of the central part of a disc record, and it is a further object of the invention to so mount the brush that its path of travel will at all times coincide with the path of travel of the stylus.

Figure 1 is a side view of a sound box showing the position of the brush thereon, the sound box in this figure being shown in the position



to play records of the hill-and-dale type; Fig. 2 is a side elevation of the sound box when in the position to play records having lateral undulations; Fig. 3 is a detail view of the brush head; Fig. 4 is a detail view of one form of collar for the brush; Fig. 5 is a detail view of a modified form of collar; Fig. 6 is a detail elevational view partly in section showing a single brush applied to the sound box; Fig. 7 is a detail perspective view of a slightly different form of brush.

**Reproducer.** Jobby Belpedio, Bridgeport, Conn. Patent No. 1,399,922, December 13.

This invention relates to new and useful improvements in reproducers for talking machines and has for a primary object the provision of a device of the above-stated character, which is capable of reproducing sounds on different records now on the market and known by the following names: Columbia, Victor, Pathé and Edison, thereby providing a device for universal use and one that will successfully operate on different kinds of talking machines that employ tone arms.

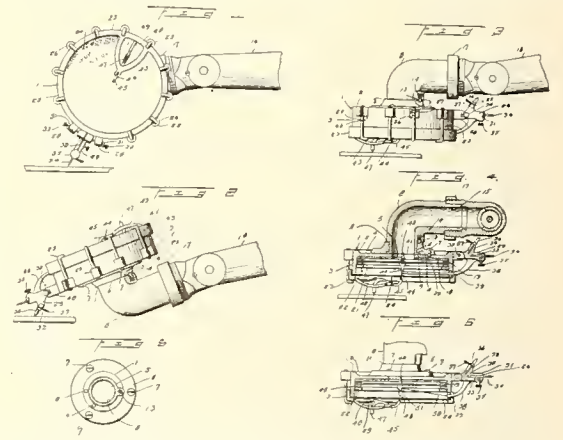
Another object of this invention is the provision of a sound box having the usual diaphragm to which different stylus holders are connected

and which have the desired type of styli for reproducing the kinds of records mentioned.

A further object is the provision of means for connecting the sound box to the tone arm and which will permit adjustment of said sound box to different angles or positions for playing the different types of records.

A further object is the provision of means whereby the sound box may be easily and quickly disassembled when desiring to make repairs or adjustments to the diaphragm or the means that connects the same to the stylus holder.

Figure 1 is a side elevation illustrating a reproducer constructed in accordance with the invention and showing the same positioned to play a Victor or Columbia record; Fig. 2 is a similar view, illustrating the reproducer positioned to play a Pathé record; Fig. 3 is a similar view



partly in section, illustrating the reproducer positioned to play an Edison record; Fig. 4 is a sectional view illustrating the same; Fig. 5 is a detail sectional view taken on the line 5—5 of Fig. 3; Fig. 6 is a fragmentary sectional view illustrating a modified form of means of connecting the diaphragm to the stylus holders.

**Phonographic Tablet.** Victor H. Emerson, New York. Patent No. 1,399,757.

This invention relates to improvements in phonographic tablets, particularly tablets having a special shape and capable of reproducing sounds of special character.

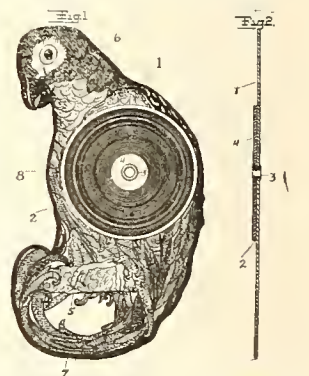
An aim of this invention is to provide a tablet made in imitation of the appearance of a well-known animate or inanimate object and comprising a phonographic record that can reproduce sounds which the hearer generally associates with that object. For example, if the tablet represents a living creature the record will be adapted to reproduce sounds characteristic of that creature or pertaining to it, or appropriate in some other way. Hence, the tablet can be used for purposes both of entertainment and instruction, especially when the record is played in the presence of young persons.

Figure 1 is a plan view of a phonographic tablet made in accordance with the invention and Fig. 2 is a longitudinal section through Fig. 1.

**Sound Box.** Henry K. Sandell, Chicago, Ill., assignor to Herbert S. Mills, same place. Patent No. 1,399,404.

The present invention relates to improvements in sound-reproducing devices, and more particularly to sound boxes in which a diaphragm is supported, which is caused to vibrate and thereby emit sound waves.

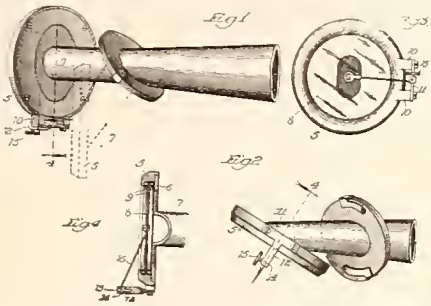
Figure 1 is a plan view of a portion of a tone arm, showing the sound box in position thereon; Fig. 2 is a side elevation of a portion of a tone arm, with the sound box attached thereto in position for playing records with lateral sound





PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

wave impressions; Fig. 3 is a front elevation of

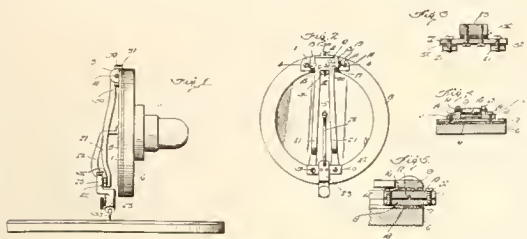


the sound box, and Fig. 4 is a section through the sound box on the lines 4 of Figs. 1 and 2.

**Sound Box.** Leo L. Hughes, Washington, D. C. Patent No. 1,399,302.

This invention relates to phonographs and has for its object to provide means for improving the quality of the sound reproduced by such instruments.

Figure 1 is a side elevation of the reproducing mechanism of a phonograph equipped with the invention; Fig. 2 is a front view showing the construction of the tone arm support; Fig. 3 is



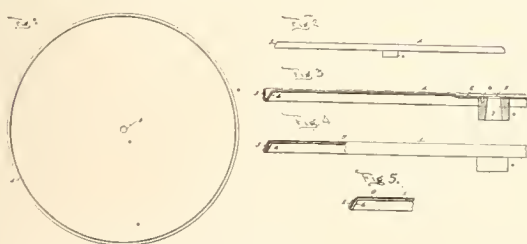
a section on the line 3—3 of Fig. 2; Fig. 4 is a section on the line 4—4 of Fig. 2, and Fig. 5 is a section on the line 5—5 of Fig. 2.

**Turntable for Talking Machines.** Anthony Vasselli, Newark, N. J., assignor to the General Phonograph Corp., New York. Patent No. 1,399,171.

This invention relates to turntables for talking machines, and has for its object to produce a device of the character described, which will be light in weight, cheap to manufacture, ornate in appearance, and from which the record disc may be easily removed.

The invention relates to means for securing a pad to turntables of disc talking machines and the production of means so that such pad will not become disarranged in use and to prevent the unraveling of the fabric constituting the pad.

Figure 1 is a top plan view of a turntable made in accordance with the invention; Fig. 2 is a side



elevation of the same; Fig. 3 is a sectional view of the device at one stage of the operation of forming the turntable; Fig. 4 is a fragmentary side elevation partly in section showing a further step in the manufacture, and Fig. 5 is a detail section showing a modification.

**Talking Machine Cabinet and Amplifier.** John Bailey Browning, Camden, N. J., assignor to the Brunswick-Balke-Collender Co., Chicago, Ill. Patent No. 1,402,738.

This invention relates more particularly to sound-reproducing or talking machines having

an enclosed horn or amplifier to which the sound is transmitted through a suitable sound conduit from the sound box or sound-reproducing means.

In the drawings: Fig. 1 is a sectional side elevation of a machine embodying the invention; Fig. 2 is a front elevation of the same on a reduced scale and with the front doors open; Fig. 3 is a rear elevation; Fig. 4 is a vertical section of the collar for securing the horn section to the opening in the back of the cabinet;

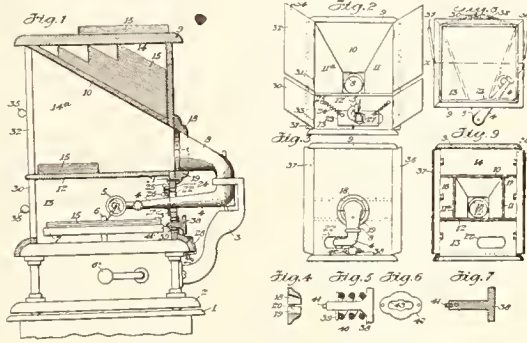


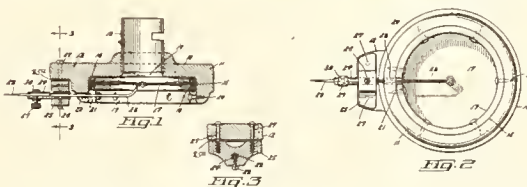
Fig. 5 is a side elevation of the turntable brake; Fig. 6 is a plan view of the brake escutcheon; Fig. 7 is a longitudinal section of the turntable brake; Fig. 8 is an inverted plan view of the cabinet, and Fig. 9 is a vertical section of line x—x of Fig. 8 with the position of the cabinet reversed.

**Phonograph Reproducer.** Pius Sucher, Philadelphia, Pa. Patent No. 1,402,909.

The invention relates to phonographs, and more particularly to reproducers for use in connection therewith, and has for an object to provide a reproducer which is of a simple construction and which will effectively reproduce the desired sounds from a phonograph record and transmit the same to the usual apparatus of a phonograph machine.

The invention comprehends, among other features, a reproducer which is almost entirely made up of non-vibratory parts and materials, excepting, of course, the usual diaphragm, the material employed in the body construction of the reproducer being preferably wood or some other similar material which will not be susceptible to the vibrations of sound, when used in the body formation of the article.

In the further disclosure of the invention reference is to be had to the accompanying drawings constituting a part of this specification,



in which similar characters of reference denote corresponding parts in all the views, and in which—

Figure 1 is a sectional view taken through the reproducer; Fig. 2 is a view looking at the face of the reproducer; Fig. 3 is a transverse sectional view taken on the line 3—3 in Fig. 1, looking in the direction of the arrows.

**Metal Knockdown Phonograph Horn and Method of Making Same.** Louis Jay Gerson, Palisades, N. Y., assignor of one-half to Frank W. Wood, New York. Patent No. 1,403,314.

This invention relates to phonograph horns for phonograph structures, the object thereof being to provide an improved metal horn and method of making the same, which can be readily used with a phonograph cabinet, particularly a cabinet of metal construction, such as that shown and described in contemporaneously pending application, Series No. 371,711, filed April 6, 1920, the object of the present improvement being to provide what may be considered a knockdown horn simple in construction, inexpensive to make and readily assembled without any bolts or similar fastening means.

In the drawings accompanying and forming a part of this specification Fig. 1 is a perspective view of this improved horn looking toward the bottom thereof; Fig. 2 is a perspective view of

the horn looking toward the top thereof; Fig. 3 is a detail view illustrating the manner of assembling the sides of the top and Fig. 4 is a sectional view taken on line 4—4, Fig. 2.

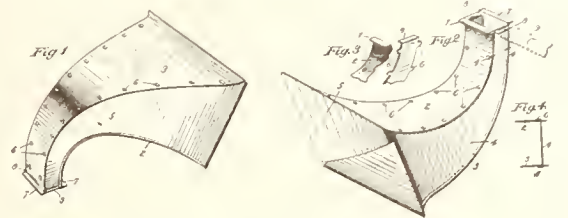


Fig. 5 is a side elevation of the turntable brake; Fig. 6 is a plan view of the brake escutcheon; Fig. 7 is a longitudinal section of the turntable brake; Fig. 8 is an inverted plan view of the cabinet, and Fig. 9 is a vertical section of line x—x of Fig. 8 with the position of the cabinet reversed.

**STARR CO. EXPANDING TERRITORY**

A. W. Holdgate, Manager of the New York Headquarters, Visits New England in the Interests of Starr Products

In line with its aggressive and effective merchandising policy the Starr Piano Co. is bringing its products before communities in every part of the country. The Starr phonograph and Gennett records are enjoying a rapid increase in popularity and the future outlook is exceedingly bright.

A. W. Holdgate, sales manager of the New York headquarters of the company at 9 East Thirty-seventh street, is now visiting a portion of the New England territory where Starr products are gaining a strong following.

The Victor Talking Machine Co. has just issued, in addition to its monthly Bulletin, a number of foreign record supplements, including lists of records in Arabian, German, Greek, Hebrew, Italian, Mexican, Polish, Russian and Swedish.

**RECORD BULLETINS FOR MARCH, 1922**

(Continued from page 159)

- Kentucky—Fox-trot ..... Strand Theatre Quartet
- 3044 Arkansas Blues (Lada-Williams),  
Miss Lee, Accomp. by Her Jazz Boys
- She's a Mean Joh,  
Billy de Rex, Accomp. by the Connorized Jazzers
- 3045 I've Got My Habits On—Fox-trot, Bailey's Lucky Seven  
In My Heart, On My Mind (Ka-mar-Ruhy)—Fox-  
trot ..... Bailey's Lucky Seven
- 3046 Aloha Oe (Liliuokalani)—Accomp. by Hawaiian  
Guitars ..... Crescent Trio
- One, Two, Three, Four—Accomp. by Hawaiian  
Guitars ..... Crescent Trio
- 3047 Old Black Joe (Foster)..... Criterion Quartet
- Medley of Foster's Songs (Foster)... Criterion Quartet
- 3048 Souvenir (Drdla)—Violin, Orch. Accomp.,  
Scipione Guido
- Traumerei (Schumann)—Violin, Orch. Accomp.,  
Scipione Guido
- 3049 When Shall We Meet Again? (Egan-Whiting)—  
Orch. Accomp. .... Hart-Shaw
- I Hold Her Hands and She Holds Mine (Rose,  
Ryan-Bibo)—Orch. Accomp. .... Arthur Fields

**GENNETT LATERAL RECORDS**

- 10053 Because (D'Hardelot-Teschemacher)—Tenor solo,  
Philip Carson
- At Dawning (Eberhardt-Cadman)—Tenor solo,  
Henry Moeller
- 10054 Symphony in E Flat Major (Mozart)—Minuet  
(3rd Movement).... Gennett Symphony Orchestra  
P. Florida, Conductor
- Traviata—Prelude of Third Act (Verdi),  
Gennett Symphony Orchestra  
P. Florida, Conductor
- 4816 Old Black Joe..... Criterion Quartet
- Medley of Southern Songs—(1) Swance River  
(2) Carry Me Back to Old Virginia (3)  
Kentucky Home (4) Massa's in De Co'd, Cold  
Ground (5) Oh! Susanna..... Criterion Quartet
- 4819 I've Got the Red, White and Blues—Soprano  
solo ..... Aileen Stanley
- Boo Hoo Hoo—Soprano solo..... Aileen Stanley
- 4821 I Hold Her Hand and She Holds Mine—Bari-  
tone solo ..... Arthur Fields
- He's a Panic—Tenor solo..... Kaufman Bros.
- 4822 When Shall We Meet Again?—Tenor and Bari-  
tone duet ..... Hart-Shaw
- Tomorrow Land—Tenor and Baritone duet,  
Hart-Shaw
- 4817 The Herd Girl's Dream (Traum Der Sennerin)  
—Violin, Piano and 'Cello..... Taylor Trio
- Sweet Genevieve—Violin, Piano and 'Cello,  
Taylor Trio
- 4818 Blue Danube Blues—Fox-trot,  
Nathan Glantz and His Orchestra
- Smilin'—Fox-trot. Nathan Glantz and His Orchestra
- 4820 The Sheik (of Araby)—Fox-trot,  
Lanin's Famous Players
- Just a Little Love Song—Fox-trot,  
Lanin's Famous Players
- 4823 Ty-Tee—Fox-trot..... Lanin's Famous Players
- All That I Need Is You—Fox-trot,  
Lanin's Famous Players

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 E B Y  
 G J K W  
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 P Q R  
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- Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
- Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
- Detroit, Mich., Columbia Graphophone Co., 115 State St.
- Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 800 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
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Headquarters for Canada:

- Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
- Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.

Executive Office

**COLUMBIA GRAPHOPHONE CO.**

Gotham National Bank Building New York

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“I was astounded to find that I could not tell when Prihoda was playing or when your phonograph was playing.”

Thus wrote the venerable John C. Freund, editor of “Musical America” and President of the Musical Alliance of America, to Mr. Thomas A. Edison after hearing Vasa Prihoda play his violin in comparison with the Edison RE-CREATION of his art.

The proof showing that there is no difference between the artists’ actual playing or singing and the Edison RE-CREATION of their performance continues to pile up. And among all the phonographs manufactured, the New Edison is the only one which can sustain this acid test of direct comparison.

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

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JOBBER OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

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San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago—The Phonograph Co.  
Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenherger Co.  
Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
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St. Louis—Silverstone Music Co.

**MONTANA**  
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Omaha—Shultz Bros.

**NEW YORK**  
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New York—The Phonograph Corp. of Manhattan.  
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amherola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buehn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
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**WISCONSIN**  
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Babson Bros. (Amberola only).



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

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

# Victrola

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



**"HIS MASTER'S VOICE"**

REG. U. S. PAT. OFF.

**Victor Talking Machine Company, Camden, N. J.**





*Pembroke (Improved)*



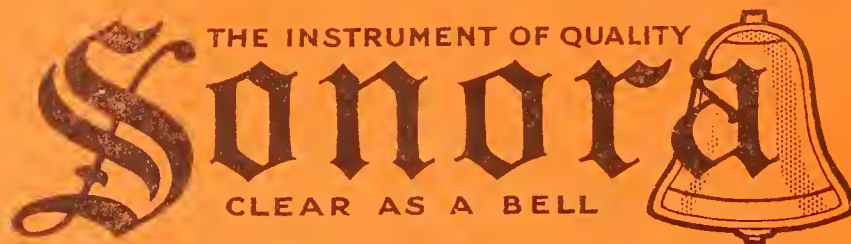
*Queen Anne (Improved)*

*Two Beautiful New Sonora Models*

## Merit—Backed by Multitudes

The Sonora wins on merit. It is built to gain favor by comparison. In every detail every Sonora will substantiate your highest claims side by side with any other phonograph.

But more than merit is needed to make volume sales. The recognition of multitudes, fostered by distinctive bull's eye advertising, has made



*The Highest Class Talking Machine in the World*

From the smallest hamlet to the greatest metropolis, Sonora needs no introduction. It is known to be the instrument that makes its owner proud—supreme in tone—superb in appearance—faultless in construction.

**SONORA PHONOGRAPH COMPANY, Inc.**

GEORGE E. BRIGHTSON, President

Canadian Distributors: I. MONTAGNES & CO., TORONTO

New York: 279 Broadway



# The Talking Machine World

Vol. 18. No. 3

New York, March 15, 1922

Price Twenty-five Cents

## USES BUNGALOW AS SALES QUARTERS

How the Cottage Music Shop of Cincinnati Enables Customers to Hear the Talking Machine Play Exactly as in Their Own Home

Store arrangement and attractiveness are essentials of importance to dealers who are really catering to the public and who desire not only to hold but to augment their trade. One of the most popular and live talking machine houses of Cincinnati—the Cottage Music Shop, of Twelfth and Vine streets—has, as will be noticed in the picture appearing herewith, built a bungalow within the store in order to demonstrate to the music-loving public the pleasure to be derived from having a talking machine in the home. The cottage is completely furnished like an ordinary home and all tests are made directly within the cottage, thus demonstrating how the talking machine would brighten up the home of the customer. This plan of being able to hear a talking machine and records just as they would be



Novel Salesroom Arrangement

heard in their own home is a very important means of closing sales, but better than all that it gives an idea to prospective purchasers of the enterprise and go-aheadedness of the institution that inaugurates such up-to-date merchandising methods.

## CAPITALIZE THE RIDICULED PHRASE

Pointer for the Salesmen When "Canned Music" Is Referred to Sneeringly—Make Capital of It

It has been the practice of a great many writers and talkers to refer sneeringly to "canned music" when discussing the reproduction of music on the talking machine. Recently a salesman in an address before the Kiwanis Club, of New York dwelt on this much-used phrase and made a suggestion which salesmen may apply when handling a customer or others who talk sarcastically of "canned music." To the customer, the salesman says in effect: Yes, call it canned music if you will, but it is canned only as someone might say that the telephone, telegraph and wireless can human thought and expression, or as you would say that important documents are canned when you put them in the cornerstone of a great public building. You can ridicule anything by giving it a sneering nickname, but it is often possible for the shrewd man to adopt the term and make capital out of it. If your customer talks about canning music tell him how the wisdom of the ages is canned in the printed word, how beauty is canned in sculpture or fine architecture.

## ANTAGONIZING CUSTOMERS RUINOUS

One of the impossibilities of selling is to antagonize and influence at the same time. Antagonizing a customer or a prospect means not only the loss of one sale but also of future patronage. A few of the things that antagonize and which the salesman should steer clear of are lack of knowledge of the product, inattention to the customer, servility and slovenliness. A few of the qualities which help to close sales are the reverse of those that antagonize.

## HE WHO READS MAY WIN IDEAS

The Man Who Keeps in Touch With the Mail Literature Reaching His Desk Will Often Strike a Vein of Gold—Don't Discard It

Quantities of direct mail literature are received by business men—manufacturers, dealers, jobbers—every day. A great many people have made it a practice of throwing practically all circular matter into the waste basket without investigation. The other day the general manager of a company, who was receiving a lot of this literature, conceived the idea of literally putting the waste paper basket on a pedestal. He read and digested the business literature thrown away, not only by himself, but by other people in the same firm, and as a result was able to give the "Boss" a suggestion which got him his first raise in salary.

The cost of labor turnover shrivels into nothingness compared to the cost of preparing sales literature which is consigned to the waste basket unread and unwept. Even trade periodicals are slighted—but not by the successful business man! The business man who is always too tired to be interested in new developments in his own line of business is on the toboggan slide for the sanitarium.

There is a great deal of excellent direct literature being sent out by manufacturers and jobbers of the talking machine industry, and it behooves every enterprising member of the industry who is on the mailing list to receive this literature to look it over for new and valuable ideas.

## AN AID TO MUSIC MEMORY CONTESTS

Valuable Booklet Regarding the Victrola in Music Memory Contests Just Issued by the Victor Co.—Rich in Pertinent Information

The Victor Talking Machine Co., through its educational department, has just issued a most interesting and practical new booklet on "The Victrola in Music Memory Contests," with descriptive and informative notes on two hundred standard selections compiled by Robert J. Coleman, A.B., Mus.B., of DePauw University, with an introduction and some practical suggestions for organizing and conducting a Music Memory Contest by Mrs. Frances E. Clark, director of the educational department of the Victor Co. For further particulars on the conducting of contests readers are referred to C. M. Tremaine, director of the National Bureau for the Advancement of Music, New York.

The new booklet should be of particular value from many angles, for it serves to identify the dominant features of the many selections offered and also to impress them on the mind in order to make simpler the rendition of that particular selection.

Owing to the growing popularity of the music memory contest, and the fact that such contests are now being held annually in many cities and towns of the country, the new Victor Co. booklet represents a particularly timely and stimulating piece of literature.

## INCREASE CAPITAL STOCK

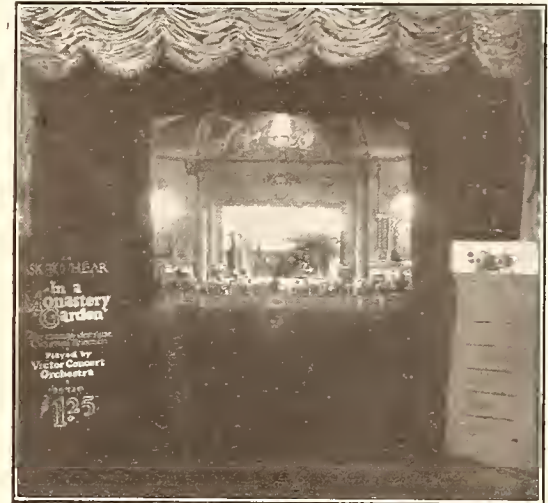
The United Phonograph Stores, Inc., of New York City, have filed a certificate at the office of the Secretary of State of Delaware, increasing the capital stock of the corporation from \$5,000,000 to \$25,000,000.

The Smith-Woodward Piano Co., 1017 Capitol avenue, Houston, Tex., distributor of the Brunswick phonograph and records in Houston, Tex., removed on March 10 to 908 Capitol avenue, the building formerly occupied by the Haverty Furniture Co.

## VALUE OF THE ARTISTIC WINDOW

Demonstrated by Interest Created in Display of a Miniature Theatre Made by the F. L. Steers Co., Inc.—It Is Most Ingeniously Arranged

A miniature theatre installed in one of the display windows of the F. L. Steers Co., Inc., at 145th street and Broadway, New York, drew the attention of numbers of shoppers of Washington Heights for the past few weeks. Designed by Bradley Barker, the well-known motion picture actor, as a toy for his own use, the theatre is a perfect miniature of the interior of the average American theatre. No trivial detail is missing. An ornate plaster proscenium arch frames a small stage for which Mr. Barker has designed several charming settings. There is a lifelike orchestra of twenty-two men, all made of plaster



Miniature Theatre Interests

and the crowds that viewed the window marveled at the fidelity with which the musicians and their various orchestral instruments were designed. As a matter of fact, it took Mr. Barker six months of painstaking labor to create the little plaster orchestra.

The principal idea of the theatre, however, was the use of the stage-settings to feature records, and during the first week the Steers Co. featured Victor record 35710, "In a Monastery Garden." The setting caught the eye at once. It depicted a garden of one of the old California missions, with its red-tiled adobe buildings, a cool-looking fountain, pigeons, flowers and stately palm trees. Soft-colored lights thrown on the scene gave the impression of a delightful California twilight. During the second week the stage-setting was changed to a view of a street in Bagdad. Here were Oriental shops with merchandise, beggars asking alms, minarets, ox-carts and other details that conveyed at once the atmosphere of the ancient Arabian city.

The records featured in connection with the Arabian setting were the two Victor numbers from the popular Scheherazade suite of Rimsky-Korsakow, played by the Philadelphia Symphony Orchestra, 74593, "Festival at Bagdad," and 74691, "The Young Prince and the Princess." All in all the window proved to be one of the most attractive ever seen on the Heights and demonstrated the progressive spirit of the Steers organization under the guiding hand of its snappy president, Stuart J. Steers.

## NEW STORE IN SANTA MONICA, CAL.

SANTA MONICA, CAL., March 3.—A new music establishment has been opened at Wavecrest and Ocean Front Walk here by Ed. Young and Ray Seward. The concern handles Brunswick phonographs and records and a line of pianos and player-pianos. Mr. Young has had a wide experience in the music business, having been connected for a number of years with the Barnes Music Co. Mr. Seward has been on the beach for the past fifteen years and he is well known in this vicinity.



## PAYING INTEREST ON DEFERRED PAYMENTS

The Justice of the Interest Charge—This Vital Question Will Not Down Until It Is Settled Right—Stability Will Be Lacking in Any Trade That Straddles or Ignores the Question

By HAYWARD CLEVELAND

In any transaction the cash buyer should have preference. The cash merchant of to-day is the prosperous one and deservedly so. His is a quick turnover and he can afford to take a smaller profit. Next comes the thirty-day account business, wholesale and retail, without penalty. Even much of this is booked wholesale, with a 2 per cent ten-day clause. This is all sound and conservative and is not complained of here. Then follows the sixty or ninety-day wholesale account, without interest, on seasonal goods. There is a reason for the omission of the interest in this case too. That is about all. When it comes to the granting of sixty, ninety and 120 days' time on wholesale charges for all-the-year-round products and the writing of instalment contracts, without interest, at cash prices, the whole trade structure is threatened, for the proceedings thus indulged in are unethical, inequitable and unsound from a financial point of view. They breed in the buying public a sense of injustice and disrespect that checks the establishment of that good will that is so essential to the successful conduct of any business.

The retail ethics appear to be justly these:

The instalment furniture house that has two prices, instalment and cash, and declares them, is right: the two sets of prices are justified if interest is to be waived. If only the instalment price is quoted an essential fact is wrongfully withheld. This same reasoning applies to piano and talking machine houses that have two sets of prices.

The music house that charges interest on deferred payments and collects it, from month to month, is all right. The house that charges the interest but does not attempt to collect until the end shows lack of moral courage, knowing full well that it will be lucky to collect one-half of it. The policy of collecting the interest, if one can, is inherently dishonest, is unfair to the cash buyer and to the customer who lives up to his contract as written. Further, such a policy creates a steadily increasing set of uncollectible accounts receivable, pads the assets, as it were, and when the crash comes that only too often follows such a policy, the reprehensibility of the plan is brought home to its users and those whose funds are invested in the enterprise.

**T**O act with the honesty we ask of others—to buy with a thorough knowledge of our market—to sell with the tactics we would admire in competitors—to credit when credit is a blessing—to refuse when credit is a curse—to direct the work of subordinates so that each day is for them a day of self-development—to treat customers as honored guests in our homes—to see our business as a vital necessity in the wholesomeness of life—to realize that above the universal tangle is a sure, omnipotent God waiting for man to use the infinite power He gave him to disentangle the whole—*this is the foundation for better business.*

## The Cleveland Talking Machine Co. Cleveland, Ohio

The talking machine house that has an instalment and a cash price for the same article and that proclaims both, or that charges and collects interest on deferred payments, is doing the right thing by itself and its trade. The house that sells, at the same price, for cash and on instalment is doing an indefensible thing. The cry that it is a trade custom is no excuse. The act will not stand up under analysis. It cannot claim analogy to the furniture and piano trade customs, for in both the attempt is generally made

and more or less successfully carried out of differentiating between the cash and time trade. There is a distinctly discernible line of demarcation between the two as evidenced by the grade of goods offered or terms granted, or both.

Introspection, realignment, a new order of things are in the air. Would it not be well to comprehend within the horizon of proposed reforms this old but important defect in the selling system? Until this canker is removed from the body phonographic its growth will be retarded.

### A. B. MURRAY JOINS BRUNO FORCES

Jerome Harris, secretary of C. Bruno & Son, Inc., Victor wholesaler, of New York City, has announced the appointment to its sales staff of A. B. Murray. Mr. Murray has a pleasing personality, is well experienced in the music business and enjoys a wide acquaintance in this trade. Mr. Murray will cover Northern New Jersey and New England for C. Bruno & Son, Inc., and will shortly begin to cover this territory. The Bruno sales organization has seen steady growth along constructive lines. The efficiency of this important part of the organiza-

tion is reflected in the notable expansion of business enjoyed by this well-known wholesaler.

### VICTROLA SHOP CHANGES HANDS

The Victrola Shop, of Red Oak, Ia., has been sold by Henry L. Heckert, proprietor, to W. B. Jardine, formerly of Omaha, Neb. The name of the concern has been changed to the Jardine Music Co. Mr. Jardine's sister, Miss M. A. Jardine, is also associated in the enterprise.

L. A. Dexter has been appointed manager of the store of Widener's, Inc., Hartford, Conn.

THE TALKING MACHINE'S HELPMATE



## SERVICE

In the selling organization of the New York Album & Card Co., Service plays an important part.

Service is a word that is often abused, but in our organization it means all it implies.

Our service consists not only in prompt delivery but in conferring with each individual regarding his requirements and the production of albums best suited to his needs—and when delivered, the albums are exactly as per the specifications.

*The word "NYACCO" guarantees service*



The Only Loose-Leaf Record Album on the Market

*Quotations and Prices on Request.*

## New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

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

CHICAGO  
415-417 S. Jefferson St.



# Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every dealer in Victor products.

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

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

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

## Victor Wholesalers

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



Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



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



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

## Victor Talking Machine Co.

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



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



# Action Is the Keynote of Success in Making the Show Window Interesting :: :: By James J. Davin

Sec'y, Reinecke-Ellis Co.

The Grant Music Parlors in Racine, Wis., are using a living Victor dog as a drawing card and employing one of the first principles of advertising—ACTION. The dog, an exact counterpart of the pup that made Victor famous, paces back and forth with the current monthly supplement in his mouth, which he presents to customers as they come into the store.

The value of a living, moving dog over an inanimate image cannot be measured—that there is a value cannot be disputed.

Action is the keynote of all successful advertising. The reason is clear when one realizes that our enjoyment in life comes from *action*.

The verb is the part of speech denoting action, but

there are passive and active verbs. To illustrate: The pleasure one gets out of a new automobile is not in *owning* it, but in *driving* it. Women love to *shop*, not merely to order goods over the telephone. The former is the *active* method of buying, the latter is the *passive*.

To have a massive moose-head adorn the wall of your home brings a certain amount of pleasure, but the greatest joy is in the hunting and shooting of the moose. *Adorn* and *shoot* are both verbs, but there is no question as to which implies the most action, and which brings the greatest sense of pleasure through achievement. The trophy that graces your wall gives you far greater pleasure than the one that your friend owns, although

your own may be smaller, and the antlers carry fewer points.

Now, how can this delight in ACTION be translated into the advertising world to the merchant's profit?

As you walk through the streets of your city have you ever noticed the kind of display windows that attract the largest crowds? The value of an advertising medium (whether it be a display window, a picture, a phrase, or a story) can be accurately determined by its ability to attract and hold attention.

You will always find the largest crowds watching a display built around ACTION. People like to watch things moving. Hence you will always find the greatest crowds looking at a human demonstrator. This is an example of pre-determined, conscious ACTION.

The next in order in its power to attract and hold attention is the animal store. Have you ever seen the window of an animal or bird store during the business hours, before which no one was standing? People like to watch animals even though they are untrained and their movements are more or less unconscious. Perhaps there is a greater charm for the reason that the action is natural.

When you see a piano revolving in a display window do you stop because you have any desire to see the rear view of the piano or is it because it is moving? Would you pause as long in front of a window in which there were two pianos on display, neither of them moving, one of which showed the front view and the other the rear view?

You have noticed many times that many more people are admiring and inspecting the display in the window of a sporting goods store than there are at the adjacent window, no matter what it may be displaying, although there is motion in neither window.

The reason is that the goods on display in the sporting goods store suggest ACTION to the mind of the individual.

Another form of action, which we might term potential action, used to good effect is that of a picture. The picture itself, of course, is motionless, but the idea it conveys is one of action, either about to take place—imminent action, taking place or suppressed action.

The power of suggestion lends a great appeal to the imminent action picture. A good example of this is to be seen in one of the largest sporting goods stores in Chicago. The center of the window was taken up with a picture of a guide standing in the doorway of a cabin leaning negligently against the door-sill. But for two things the picture would not call for a second glance.

These two features in the picture caught and held the attention of the passerby and led him to study the scene and speculate on the possibilities suggested but not expressed. The two elements that intrigued the eye were a rifle and the eyes of the guide.

The rifle was held carelessly, the muzzle pointing downward. The eyes of the guide were looking off across unseen distances. Rather idly, speculative one might say. Yet through the entire ensemble of carelessness, idle ease there seemed to breathe a spirit of alertness, an idea of quiet, efficient readiness. Potential or imminent action was expressed in every line, and the speculator was left to his own musings as to what that action would be should the occasion arise.

Such pictures, while in themselves motionless, express action. If you cannot put action into your window displays with a literal use of motion, at least it can be suggested in a manner that will call attention and arouse interest in the display. Action in some form carries a pulling power that can hardly be overestimated.

## This Sign Will Sell Albums

### Album Sales Mean Record Sales



We have designed the above sign to assist you in merchandising albums. Album sales mean record sales, for albums are purchased to hold records, not to stay empty.

This sign is multi-colored and will be a welcome addition to your window display. We are distributing them free of charge. Order as many as you can use from your jobber or advise us and we will gladly send you a supply.



## Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Boston Representative

L. W. HOUGH, 20 Sudbury St.

San Francisco Representative

WALTER S. GRAY CO., 942 Market St.

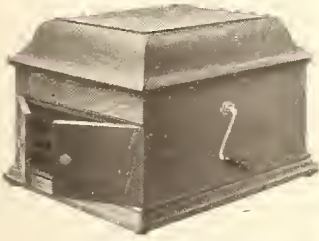




Victrola IV, \$25  
Oak



Victrola VI, \$35  
Mahogany or oak



Victrola VIII, \$50  
Oak



Victrola IX, \$75  
Mahogany or oak



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



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



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



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



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



# Victor Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The success of dealers in Victor products is the natural result of this overwhelming supremacy.

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

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

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

## Victor Talking Machine Co.

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





(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

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**RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors**

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Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.

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

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

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

**NEW YORK, MARCH 15, 1922**

**PERSISTENT ADVERTISING NECESSARY TO-DAY**

THE importance of advertising is not always as seriously considered by a great many members of the trade as it should be; in fact, with many the use of publicity is a matter of mood rather than of sound business practice. When times are good and business is booming they limit their advertising because they seem to be getting business without it. When times are bad and they are depressed about the general outlook they feel that they haven't got the money to spare for advertising. The result, consequently, is a business that in boom times is little above the average and in bad periods is simply stagnant.

This attitude shows a lack of concentration, an absence of the proper comprehension of the importance of publicity as an outstanding factor in achieving success. Too many people consider the money spent for advertising as a gift—as just thrown away—when, as a matter of fact, the money spent for advertising is an investment that pays large dividends when the publicity is correctly conceived and properly presented to the trade.

It is steady, persistent advertising, year in and year out, in both good and bad periods, that builds business and enhances prestige. The publicity that is seemingly unnecessary when the demand exceeds the supply is nevertheless working steadily to build up and maintain a reserve demand when there is any form of depression in the trade field.

Look around and you will observe that the successful concerns—those that dominate every industry—are without exception the big advertisers and, mark you, they are big advertisers not because they happen to have the money to spend, but rather because the advertising which they put forth has been a vitally important factor in the growth of their enterprises. Many of the successful concerns started in a humble way, but they were dominated by men who had vision and a full comprehension of the value of advertising. They put money into this department of their business, fully realizing that it would pay a profit and that it was as vital to their success as the money spent in making reliable products and in selling them through their traveling men.

The matter of publicity should really receive greater consideration from those who made the mistake of cutting down appropriations last year. The manufacturer who desires to emerge from the "recuperation" period successfully, with his name and fame aug-

mented, should invest heavily in advertising and thus realize its importance and value as an element in his success.

When a trade paper talks about advertising it is viewed by some people suspiciously. They are apt to say that the publisher is making a plea for himself, but, be that as it may, there is a fundamental truth that can't be denied, and that is that advertising is the greatest possible factor in achieving business success to-day. Those who believe in this policy will win out; those who play with it in part are only in a degree successful; those who ignore it fail. It is, therefore, necessary to study the facts and be governed by the conclusions.

**WILL RADIO CRAZE AFFECT OUR INDUSTRY?**

THE great spread of interest in radio broadcasting services established and maintained by the various electrical companies, and the featuring of talking machine music and in many cases the talking machine artists in person in connection with the daily concerts sent out by the broadcasting stations have led a number of members of the talking machine trade to wonder just what effect this radio craze will have on future sales of talking machines and records.

Just at the present time it is impossible to judge the permanency of the enthusiasm regarding radio concerts, and any possible danger to the talking machine trade lies in the development and improvement of radio music reproduction to a point where it offers a real musical value rather than simply a novelty. Under existing conditions the radio enthusiast who establishes a receiving station in his home must depend upon various conditions to permit him to receive perfectly the broadcasting service, and when the music is heard it almost always lacks the quality which would be demanded of the living artist or of the instrument reproducing the singing or playing of the living artist.

There is, of course, equipment available that will receive the radio waves from stations hundreds of miles away as distinctly as though the operator were really sitting in the same room in which the concert is given, but such receiving stations represent an investment that the average talking machine purchaser will hardly consider unless he is given a definite guarantee for what he is going to receive in the matter of broadcasting service and just how permanent that service will be.

Just at present the interest in wireless telephony does not in any sense represent a menace to the sales of talking machines, records, or other musical instruments, any more than does the opening of a new theatre or music hall represent a menace. It is more likely, in fact, to stimulate interest in talking machine music on the part of the comparatively few citizens who can claim complete ignorance regarding the musical possibilities of that instrument.

It may be that the radio craze will develop into something permanent, but that is likely to be far in the future and may be expected to supplement rather than replace the actual music produced or reproduced by talking machines or other instruments. One of the big thoughts is that the radio enthusiast has no choice in the type or quality of the music offered to him in the broadcasting program and must accept what is given without question. With the musical instrument in his own home he is free to arrange his own programs and listen to the sort of music that appeals to him most. This possibility for individual musical expression is something that no radio service, however elaborate, can hope to take away from the musical instrument in the home.

**HOW SOCIAL SIDE OF ASSOCIATION HELPS**

AT quite regular intervals there is heard in the trade criticism of trade associations, the argument most generally used being that their accomplishments are of a social rather than a business nature. Judging from results, however, it is a question as to just how strongly the social activities of business associations should be condemned. It is quite evident that the active business man hesitates about leaving his establishment for one day, or perhaps several, for the sole purpose of participating in a jamboree with his contemporaries and competitors, but it is equally evident that the same business man is not overenthusiastic about giving up such time as he can snatch from his business to association activities entirely for the consideration of deep problems.

Experience has shown that associations wherein both business and social affairs receive a fair proportion of recognition are generally the most successful in the long run, both in size and in accomplishments. The primary function of an association is to bring



members of the industry together and have them co-operate in the consideration and development of plans for the betterment of the industry and for the elimination of any evils that may exist. Certainly members who, through a strict adherence to business in the meetings, come as strangers and go away as strangers through lack of opportunity for mixing with their fellows, cannot be expected to work to the best advantage of the association membership as a whole. The social side of the association work must receive attention. The individual who meets his competitor in association circles, learns to call him by his first name, finds out his many good points as a man and his real personal views on various phases of business, is doing much to make impossible competitive conditions that are unethical and annoying.

There are so many things that might be done to a stranger without a twinge of conscience that would seem rather raw and unclubby when tried on a fellow, even though he is a competitor, who is regarded as a personal as well as a business friend.

**AVOIDING LOSS ON INSTALMENT SALES**

TALKING machine merchants in New York State, in common with members of the piano and furniture industries, are interested in the efforts now being made to have transformed into a law the bill which is now before the State Legislature making it obligatory upon moving men to report to the police all removals of household goods, with the name of the householder together with both the old and new addresses.

The need for such a law is obvious, for such registration provides a most direct means of avoiding loss of goods out on instalment contracts. In the larger cities, particularly, talking machine and furniture men will find such protection of great value. It will virtually put an end to a practice, common unfortunately, of buying on instalments and then removing the product purchased to parts unknown.

The plan of having all movers of household goods registered has worked out successfully in various sections of the country, and has unquestionably saved to merchants hundreds of thousands of dollars, not only in the value of the goods taken away by careless and dishonest purchasers, but in the expense of maintaining searchers to trace such goods. The bill is one of a sort that imposes no hardship on the honest citizen, while at the same time it serves to discourage the activities of a type whose ethics are not commendable.

**CARUSO FOUNDATION WINNING SUPPORT**

THE work of the American Caruso Memorial Foundation is, according to reports, progressing rapidly, and during the past few weeks there have been given in connection with the celebration of Caruso's birthday anniversary a number of elaborate concerts in New York and elsewhere that have added materially to the fund, which has a million dollars as its ultimate goal. Prominent artists who have been closely associated with the talking machine have appeared prominently in the various programs, and it would seem as

though the members of the talking machine trade as a whole should be inclined to take an active part in the work for the memorial, for no individual artist did more to establish the standing of the talking machine as a musical instrument than Caruso. He was one of the first great stars to see the possibilities of talking machine reproduction, and his willingness to associate his name with a comparatively new product without question had a great influence in dictating the attitude of other artists of almost equal standing.

**THE PROBLEM OF THOROUGH DISTRIBUTION**

THE question of the successful distribution of talking machines, or, for that matter, any other product, does not lie alone in the number of dealers established in a given territory, but depends primarily upon the efforts put forth by dealers already established to cover the territory thoroughly and properly.

It might be well for talking machine manufacturers and wholesalers in some cases to make a study of what a given territory may be expected to yield in the matter of business, and what the present dealer is doing to get that maximum business with a view to helping him in his sales campaign, if the proper spirit is shown, rather than to simply open up other dealers in the same section.

To divide a certain quantity of business between two dealers simply means the opening of a new wholesale account and frequently prevents either retailer from getting a sufficient volume of sales to offer him a fair income. If the retailer does not appreciate the value of his franchise and neglects his territory, it frequently proves a matter of policy either to replace him with a live retailer or to put competition in the territory to stimulate his efforts. Dividing the territory under other conditions, unless the territory is so large that it cannot be handled properly by one concern, is likely to act as a detriment to the distribution plan through causing a let-down of effort. Reaching the greatest number of people and reaching them effectively and in a way to encourage buying is the big problem of to-day in this and other industries, but it might be well to determine whether or not existing agencies may be stimulated to increased efforts before the established dealer is asked to divide with another a volume of trade that is not any too large as it stands.

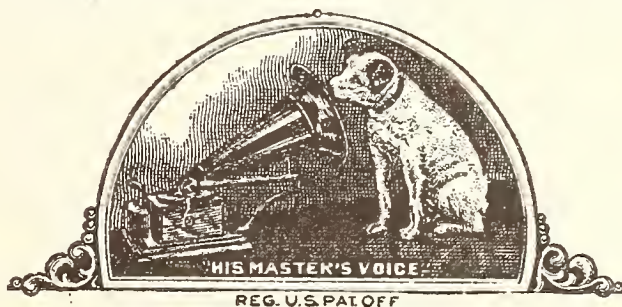
**NEW YORK'S THIRD ANNUAL MUSIC WEEK**

EVERY indication points to the ultimate success of the Third Music Week Celebration which is to be held in New York from April 30 to May 6, and active preparations for which are already under way. The success of the two previous Music Week celebrations has made a deep impression on those who, for one reason or another, are interested in music, its exploitation and its advancement, and even before the dates for this celebration were announced the National Bureau for the Advancement of Music received numerous inquiries regarding the contemplated plans.

This campaign for the propagation of music should enlist the aid of all branches of the talking machine trade.



TELEPHONE NUMBER  
FITZROY 3271—3272—3273



2 + 2 = 4

This statement is very clear and undeniable.  
As equally well proved and unquestionable is the statement that Victrolas plus Victor records form a merchandising combination that is unequalled.  
Victor retailers--place all of your energies behind this superior combination for the best results.  
Ormes Service will co-operate to the fullest extent within the bounds of good business.

**ORMES, Inc.**

*Wholesale Exclusively*

15 West 37th Street

New York



# Possibilities of Increasing Record Sales Through the Co-operation of Repair Men

The repair department can be made one of the most valuable adjuncts to the talking machine business if properly handled. Many establishments have efficient and profitable repair departments, but very few realize the many ways in which this branch of the business can be made to bring profits to the coffers of the company in addition to the returns from actual repair work.

Repairmen should be chosen not only for their mechanical skill in putting broken and defective machines back in shape, but they should also be selected for their qualities as salesmen. This is extremely important when the fact is taken into consideration that the repairman has welcome access to the homes of talking machine owners and has opportunities for sales talk either in the interests of records or machines which the average outside salesman or canvasser very seldom encounters. In short, the day of the untidy, often discourteous, purely mechanical repairman is rapidly drawing to a close, and it will not be long before the species is extinct. The man with sales ability will be given preference.

The repairman of the future will understand the mechanics of the talking machine thoroughly and he will be a clever and intelligent salesman. One large progressive dealer specializes in his repair department and the returns in increased record sales and the sale of an occasional machine bring a steady stream of profits to him. When he sends a man out to repair a machine in response to a call from a customer he lays a subtle campaign. First he goes through his list and finds out the particular kind of music which appeals to this customer. He then selects several of the latest records containing the kind of music which that customer prefers and turns

them over to the repairman, who takes them with him on his call.

He arrives at the home, and when the job of fixing the machine is completed, instead of testing with some of the customer's records, he places one of the latest records on the instrument.

In many cases the mistress of the house is an interested spectator while the repairing is going on, and she certainly is present when the

*Repair Men Possessing  
Real Sales Ability Can  
Make Many Record  
Sales While Calling  
on Customers of House*

job is completed and the machine is being tested. The playing of the new record naturally interests her because she likes that brand of music. The repairman, who has a considerable knowledge of salesmanship and records, does not make a direct attempt to make a sale. Instead, he casually remarks that the disc which is playing is one of the latest recordings and mentions the name of the artist. The sale in the majority of cases makes itself. If the lady of the house is inter-

ested he produces his other records and demonstrates them for her.

The wise dealer will do everything in his power to train his repair staff in salesmanship and encourage it in this manner of making sales. The dealer mentioned above stimulates his staff to make sales by an equitable system of commissions. When a man knows that his efforts will be rewarded in proportion to the results produced it follows that he will try by every means known to him to produce the greatest possible results.

Where a dealer employs only one repairman the possibilities in this direction may seem infinitesimal, but, as has been said and written many times, it is the little things that count, and if the above plan is tried out for a year and a close record is kept it will be found, provided that the proper methods are pursued, that considerable profits have resulted, a large part of which would have been lost otherwise. It is truly the little things that make or break a business, especially the talking machine business, and the dealer who overlooks several of these possibilities is not doing the business he should. The survival of the fittest is still a maxim of business life as well as any other kind of life, and overlooking bets, no matter how small, is a sign of unfitness.

## WHAT GOES INTO UDELL CABINETS

Udell Works Explains Just What Descriptive Terms in Catalog Mean

The Udell Works, Indianapolis, prominent manufacturer of music roll and talking machine record cabinets, together with book cases, writing desks, etc., has included in its latest catalog the following definite notice regarding the quality of materials entering into the Udell products:

"The following explanation is made in order that there should be no misunderstanding of the descriptive terms used in this catalog:

"When a piece is described as mahogany front, it means that it is mahogany veneered over some other wood.

"When a piece is described as mahogany, it means that it is mahogany veneered, top, front and ends.

"When a piece is described as solid mahogany, it means that all exteriors, except back, bottom and shelves, are of solid wood of the kind designated."

These descriptions are in conformity with the official standard descriptions adopted by the National Alliance of Case Goods Associations at Atlantic City last October.

## "TALKER" HELPS TO SELL BANJOS

Banjo Manufacturer Places Talking Machine in Salesroom as Demonstrating Aid—Good Publicity for Machine Used by Dealer

Demonstrating banjos with the aid of a Victor talking machine is the effective plan followed by William Lange, banjo manufacturer. Mr. Lange has placed a Victrola in his salesroom and when a prospective customer enters the store with the intent of looking over the line of instruments the tone is demonstrated by means of an ordinary record on which banjo selections are played. Of course, he only chooses those records the artist of which he knows uses one of his instruments. The plan is not only proving worth while in promoting the sale of banjos, but it is also a good avenue of publicity for the talking machine.

Where both talking machines and small goods are handled the dealer has an opportunity of selecting records which feature the instruments he carries, such as the trombone, violin, cornet, etc.

## SEND FOR YOUR SAMPLE TO-DAY



**Mr. Victor Retailer—**

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

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. *YOUR ad inserted without extra charge.*

## KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

*Victor Wholesalers*

New York City





Style 100  
Mahogany or Walnut

*Introducing*

# Fischer

The  
Artistic  
Reproducing

## Phonograph



Style 110  
Mahogany or Walnut

built on the solid foundation of experience gained in more than 82 years as manufacturers of instruments that produce good music

WE OFFER TO THE TRADE  
**A Beautiful Phonograph**

*of*

**BETTER TONE  
BETTER DESIGN  
BETTER FINISH**

*Let us show you our Splendid Instruments, or send you details of our attractive proposition. WRITE NOW!*

# J. & C. Fischer

417 West 28th Street

New York City

EST. 1840



Style 150  
Mahogany or Walnut

**Oldest  
Piano Makers  
in New York**



Style 140  
Mahogany or Walnut



# Some Timely Suggestions and Selling Ideas for Talking Machine Dealers

By Thornton Hall

Resourcefulness is one of the most essential characteristics of the successful salesman, whether he be a retailer of talking machines or a vendor of any other kind of merchandise. The writer was the witness of an interesting demonstration of sales resourcefulness that was rewarded by a substantial sale in a talking machine shop the other day.

The proprietor had just made a memorandum that he was out of a certain record and that he must replenish his supply of that number without delay. Just at that time a lady entered the store and asked if he had that particular record. Knowing that there was not a single one in the store it was with some little surprise that I heard him say, "Just a moment, please, I shall have to go back to the stock room and see if I can find you one."

He was gone some little time, obviously in search of the requested record. During his absence the resourceful merchant's ruse became apparent to me as soon as I observed the glance of the customer straying about the salesroom. While she waited for the return of Mr. Proprietor she read the various advertising streamers and posters, as well as the various record lists on the counters. She also discovered a record album which seemed to remind her that she needed one. Right then and there I decided that there was a method in the dealer's search, which was quite obviously a vain one.

At this point the dealer returned with the regret that the record was out of stock. He would, however, be very glad to supply the lady with it the day after the next. To this she acquiesced and then proceeded to purchase the album she had remembered she needed and a John Mc-

Cormack record suggested by a poster which she had read during her wait. A little persuasion on the part of the dealer and he sold her several other Red Seal records. This merchant knew what he was doing. He tells me his motto is: "Keep Them in the Store as Long as Possible."

Speaking of John McCormack records. Saint Patrick's Day is with us again, or rather it will

*Resourcefulness Pays at All Times—Featuring Saint Patrick's Day in Window and Newspaper Displays*

be with us in a couple of days. We now have the Irish Free State, which should mean that that portion of the American population which proudly traces its ancestry back to the Emerald Isle is more responsive than ever to Saint Patrick's Day suggestions. Let us consider a few of these appropriate suggestions.

In the first place, it will be well to make sure that your stock is sufficient to meet the demands for such appropriate records as those of John McCormack, Walter Scalan, etc., etc. In case

your supply of them is low you have just about time to rush an order to your nearest jobber. It is a matter of record that these records always sell well with very little pushing at this season of the year. Do not be caught without them. With the exception of Christmas, no holiday appeal is ever quite so effective as the birthday of Ireland's patron saint.

Last year a Pennsylvania dealer carried out the idea with the following newspaper ad:

**KELLEY—THE POPULAR NAME OF THE WEEK**

The name of Kelley has always connoted something rich and ripe in the way of wit and humor. Saint Patrick's Day is the Day of the Kelleys, the world over.

The particular Kelley we have in mind is Walter C. Kelley—the famous Virginia Judge, Story Teller Extraordinary, Raconteur of Raconteurs.

You know Judge Kelley—how rich in humor and human interests his anecdotes always are! Have you heard his latest record on the Victor? A ten-inch series of witty yarns it is—a chuckle to the inch, and another bunch on the other side.

And they're not like other stories; you can hear them with pleasure over and over again. Come in and hear them once.

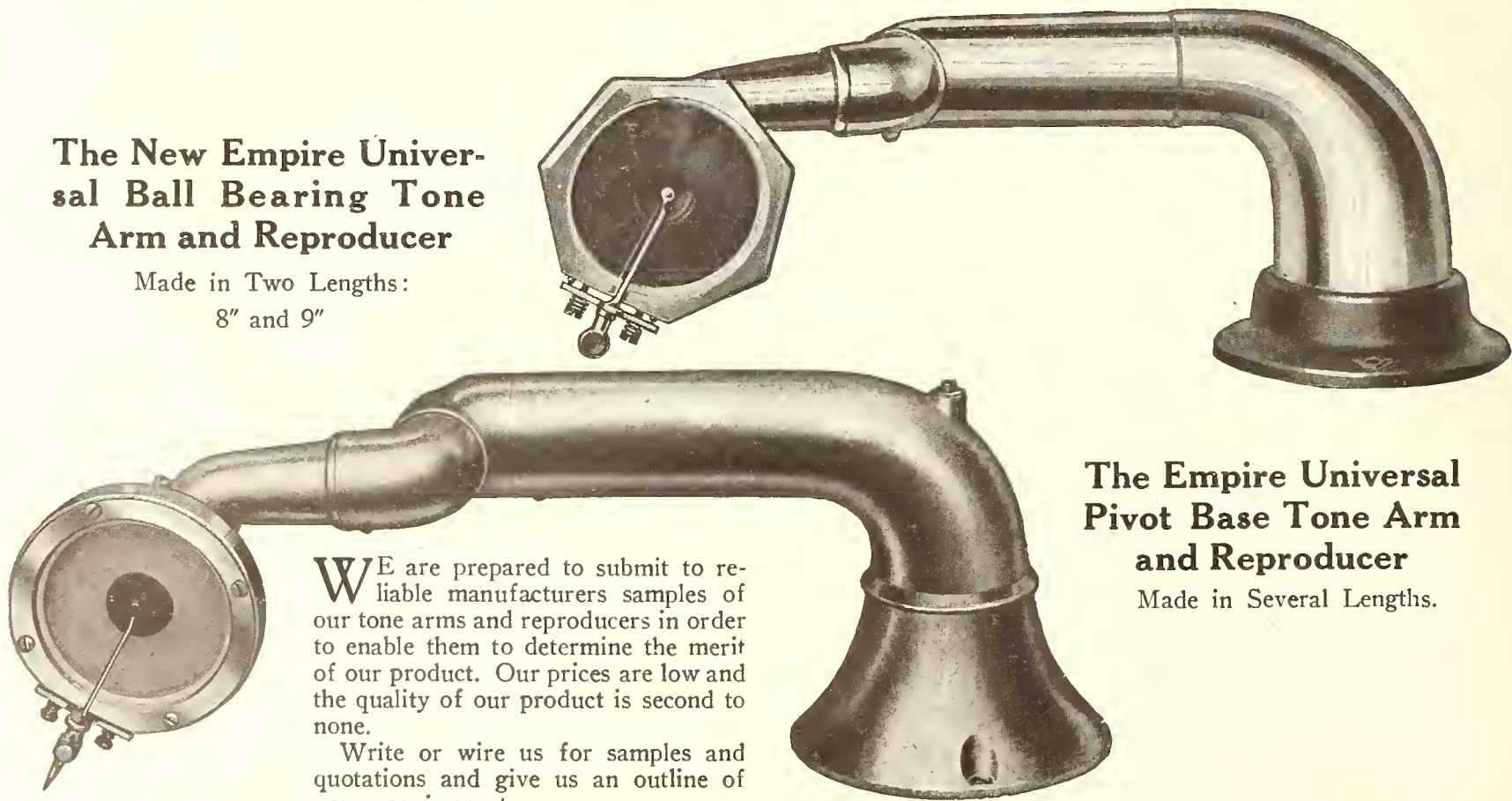
This year you have another opportunity for a timely tie-up. For example, there are the O'Neil records, "Peggy" and "Micky." Re-

(Continued on page 14)

## Individuality in Your Product Will Mean More Sales for You!

### The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



### The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

**THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.**

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

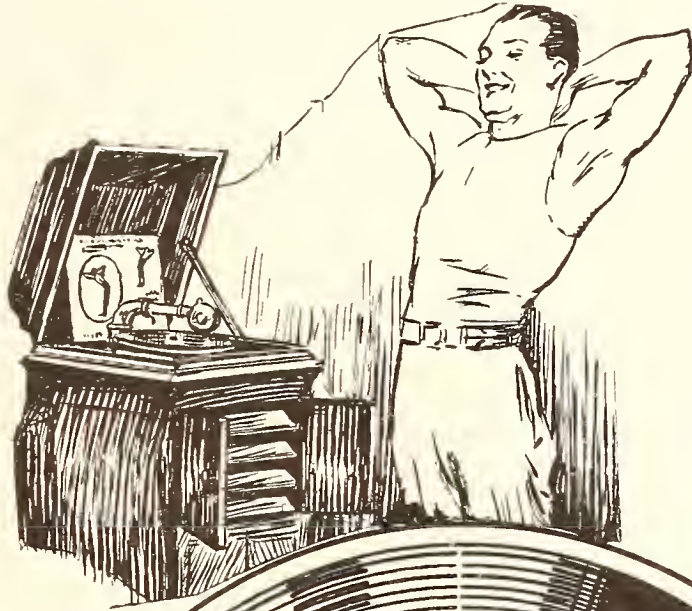
W. J. McNAMARA, President



# Are you getting Your Profits on this new idea?

Walter Camp's famous "Daily Dozen" Exercises, set to music on phonograph records, leap into big sales wherever featured

**I**N New York City alone such prominent stores as Lord and Taylor, John Wanamaker, Bloomingdale Bros., Frederick Loeser & Co., Abraham & Straus, Davega (5 stores), Kay Talking Machine Co., Ideal Talking Machine Co., Musical Instrument Sales Co., and others have stocked the "Daily Dozen" records and charts. They demonstrate and sell them. You, too, can increase your sales by stocking the Health Builder System. Everywhere the public is enthusiastically taking up this new idea of exercising to music. This is your opportunity to cash in on this popular interest.



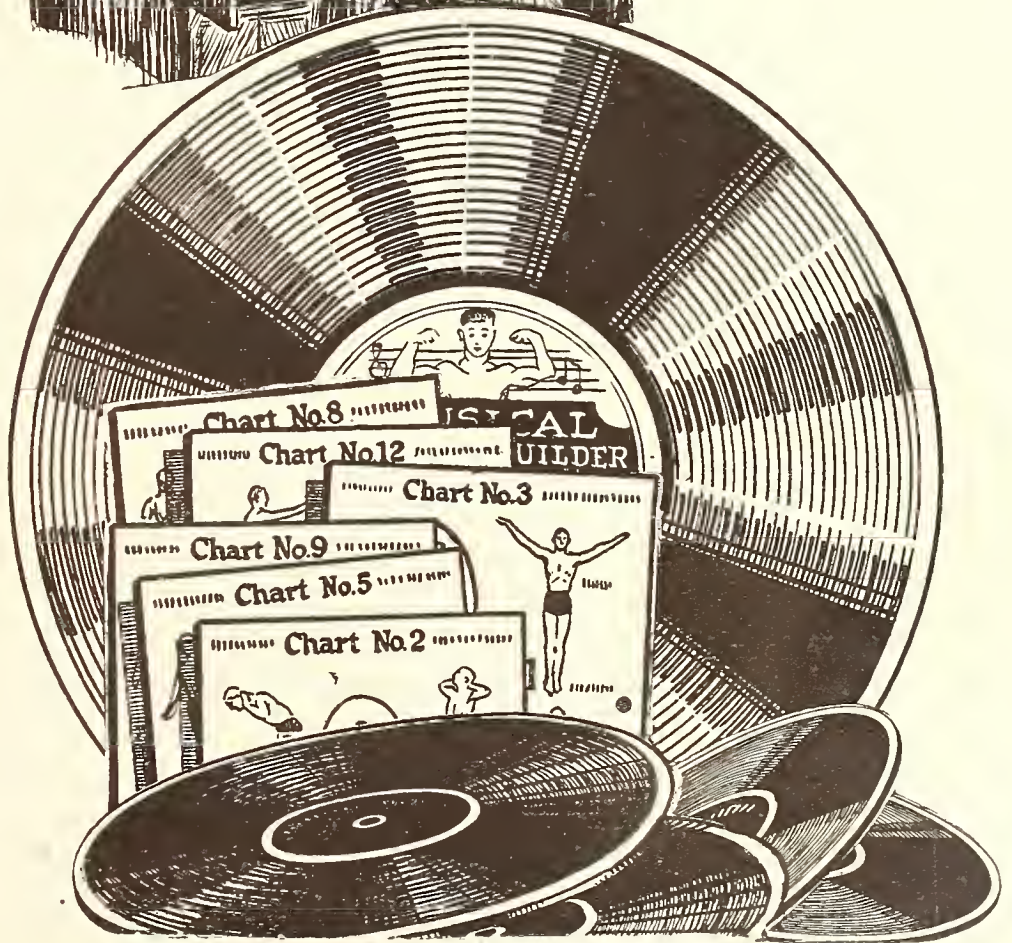
"Health Builder" Records are sold in sets consisting of five 10-inch double-disc records, 12 charts containing 60 real photographs, and booklet of instructions.

## People flock into the stores from curiosity—and stay to buy

A demonstration in your store of the Health Builder records will attract crowds and create business. People are fascinated by this new system of exercising to music. Thousands have written us giving their endorsement to this big movement. For example, Mrs. Charles G. Hickish, La Crosse, Wis., says: "We wish to express our delight with our set of records and exercises. Our entire family of eight, including the maid, are taking them. The children are fascinated with them and bring in the neighbors' children to do them."

Here's your opportunity to tie up with A NEW IDEA, which is a proven success. This one is more fascinating and enjoyable than a new game. It gives the people something to do to the music of their phonograph, and they like it, just as they like to dance to phonograph music.

"Health Builder" records are sold in sets; each set consists of five 10-inch double-disc records,



with commands and instructions given in a fine, clear-speaking voice and specially selected music for each exercise, 12 charts containing 60 real photographs and a booklet of instructions written in Mr. Camp's clear, forceful style. This course is proving itself to be the most profitable phonograph record proposition ever put before the dealer. See for yourself. Mail coupon today for sample 10-inch record, with chart and full particulars to you. We give full cooperation to help you boost your sales. Sign and return coupon

today--it does not obligate you in any way.

### Health Builders', Dept. K

334 Fifth Avenue New York

DAVEGA

Distributor for New York City  
831 Broadway

Health Builders,  
Dept. K,  
334 Fifth Ave., New York.

Without obligation to me, you may send prepaid one 10-inch double-disc "Health Builder" record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have the privilege of returning this outfit.

Name .....  
Address .....



## SUGGESTIONS AND SELLING IDEAS

*(Continued from page 12)*

member how popular "Peggy O'Neil" was? She is not dead yet. Give her a new lease of life by associating her with Saint Patrick. And her brother, "Micky O'Neil," the companion piece that has already begun to share her popularity. Launch this hit effectively by linking it up with the Seventeenth of March.

And there are many other selling ideas that can be utilized in the month of March. There is the case of the New York City dealer who last year brought in the universally noted tendency of the wintry winds to blow during this turbulent month. He introduced a "weather motif" into his window display in the following manner:

He first divided his window space in halves by means of a cardboard partition representing the exterior wall of a house. The left side was the outdoor part of the picture and the right side showed the comfortable interior of a home. In the outdoor section he concealed a rapidly revolving electric fan and cut up thousands of

flakes of white paper snow. The whirling snow effectively and picturesquely gave a shuddering idea of March weather at its worst.

By way of contrast the other half of the display offered a living room of the most comfortable sort. There was a cardboard fireplace, a handsome talking machine, a beautiful lamp and heaps of records strewn about. No need for explanatory posters. The artistic display pointed out its own obvious moral. This brainy merchant received many congratulations upon the cleverness of the idea and he attributes the sale of a number of machines and of countless records to this "Marchy" display.

While on the subject of window trims it might also be well to speak of one that this same dealer is going to use this month. This time it is a Saint Patrick's trim, but, in keeping with the policy of the store, it will be a departure from the stale and hackneyed window idea commonly used. That is, instead of merely sprinkling about the window a profusion of stove-pipe hats garnished with Shamrocks and clay pipes, he plans to show his customers something out of the ordinary.

He is using the same divided window effect that proved to be such a sure-fire winner a year ago. The subject is "Exercise," for it features the "Daily Dozen" exercises on talking machine records which he includes among his wares. The left part of the window is given over to the March Seventeenth tie-up. Its title is: "One Way to Exercise" and it shows a group of Blackthorn Shillalabs. The trimming is done with green crepe paper and a large oil painting of the famous "Donnybrook Fair" has been borrowed from a library for the center of the display.

"The Modern Way to Obtain Your Daily Exercise" is the title of the contrasted half of the display, which is an arrangement of an effective exhibit of the "Daily Dozen" system of exercising. The details of this part of the trim have not yet been worked out in full, but the idea is a good one and well worth using by other dealers who are carrying this proposition.

Use the biting winds of March to blow its "pep" into your salesmen's lungs. Let us hope that the Irish displays will imbue them with the desire to fight hard for more business, not only in March, but *from now on*.

# What others think of TONEPENS

"I put on one of the William Tell records on an old \$5 Stewart and was surprised that such music could come from such an old machine."

—A. E. Hoffman, *United Y. M. C. A. Schools, N. Y.*

"We have tried the sample Tonepen on 73 records and find no change in the tone and no noticeable scratching noise."

—Kahn's Music Shops, *Boston, Mass.*

"We . . . find it the best needle . . . we have ever had."

—The Martz Music Shop, *Kokomo, Ind.*

"We found this needle to be very satisfactory indeed."

—Manophone Corporation, *Adrian, Mich.*

"We believe these are the best needles yet tried."

—New Mexico Phonograph Co., *Albuquerque, N. M.*

"I am much pleased with the sample Tonepen which you sent me."

—J. H. Ellis, *Milwaukee, Wis.*

## TEST THE TONEPEN AT OUR EXPENSE

*Write for free samples and attractive dealer offer*

# TONEPEN COMPANY

217-A Center Street

New York City

### GIVING RECITAL IN MIDDLE WEST

Princess Watahwaso, Well-known Victor Artist,  
Interesting Large Audiences Wherever Heard  
—Under Auspices of Distributors

The Princess Watahwaso, mezzo-soprano and well-known Victor artist, is touring the Middle West giving recitals under the auspices of Victor distributors and dealers. In a large auditorium in St. Louis Princess Watahwaso gave a series of three recitals of Indian songs, dances and folklore under the auspices of Miss Blanche Rosebrugh, in charge of the Victor educational department of Scruggs, Vandervoort & Barney. Princess Watahwaso also gave a series of recitals among the retailers of the Koerber-Brenner Music Co. Among these enterprising dealers was the Cline-Vick Co., which operates many stores in Southern Illinois. Fay Luyster, who is in charge of the activities of this company, has recently completed the salesmanship course at the Victor factory and is using many of the helpful ideas gleaned there in the advancement of this business. Following the completion of this Middle West trip Princess Watahwaso will appear in Camden, Bryn Allyn, and will then return to New York to continue her work in the New York schools.

### INCREASING USE OF SIGNS

Harry Cuddeback, of the Da-Lite Electric Display Co., Toledo, O., was a recent visitor to The World sanctum in the course of his monthly visit to New York, and spoke in very enthusiastic terms regarding the general outlook. The increasing use by dealers in talking machines and music of the signs made by this company is testimony of the keener appreciation by merchants generally of the value of modern and artistic advertising methods in bringing the products which they handle to the attention of the purchasing public.

### TO MOVE TO LARGER QUARTERS

The Cable Piano Co.'s store in Chattanooga, Tenn., will be moved on April 1 from its present location at 117 East Eighth street to handsome new quarters at 115 East Seventeenth street, where double the present space will be available for the requirements of the business. The store, of which J. H. Shaw is manager, reports a large and growing business in both pianos and Victrolas.

### FARGO MUSIC CO. IN NEW HOME

The Fargo Music Co., of Fargo, N. D., has leased the store adjoining its present quarters to provide increased floor-space made necessary by its rapidly growing business. The new store is one of the most attractive in this section.



# Is There a Definite Science of Talking Machine and Record Salesmanship? By W. Braid White

Ever since men began to think in terms of scientific accuracy about their daily affairs there has been more or less attempt to formulate some sort of science of business conduct. The aim has always been to provide a set of rules whereby a man may direct his thinking, and translate that thinking into action, in such a manner as to give him the result to which he naturally looks forward as the reward of his efforts.

Within the last generation many efforts have been made to translate rules for business guidance into practical form from a basis of scientific reasoning. Unfortunately the attempt has been founded on premises often patently false and sometimes even nonsensical. But within the last ten years the art of salesmanship has been studied under conditions which allow for something like precise and scientific observation, and it ought by now to be possible to state with some approach to finality what that art really amounts to and how much of it can be charted and plotted in a scientific way. In other words, we should be able now to answer these questions:

Is there a science of salesmanship?

Can it be applied in daily life?

To which, in our case, may be added a third question: How far, supposing that a favorable answer can be given to the other questions, can any rules or principles be applied to the art of selling the talking machine, its records and its accessories?

### The Suggestion Fallacy

A good deal of what is called "scientific salesmanship" rests upon theoretic considerations whose validity has never been above question and, in fact, has frequently been called in ques-

tion. Some years ago there was a craze for teaching the mental-suggestion sort of salesmanship, the "look your man in the eye" sort of salesmanship, the sort of salesmanship which depended upon committing to memory a lot of rules intended in fact to give the salesman the power to persuade the prospect against the latter's will. It was a combination of psychological misinformation with undigested hypnotism, mixed into a sort of literary hotch-potch and sold to gullible young persons as an infallible method for coining money out of the profession of salesmanship.

### The Scientific Basis

Like all previous business panaceas this one has pretty nearly had its day. In the reaction from its absurdities there has been a tendency to overlook the fact that salesmanship is as much a matter for analysis as is any other feature of men's daily conduct. Genuine psychology simply tries to find out everything about why men do thus and so in given conditions. Now the man who is trying to sell anything, whether a talking machine or a million-dollar life insurance policy, is undertaking a task in which obviously it will be extremely important for him to do everything in the best way possible. He needs all the help he can get. Hence the importance of any scientific inquiry into those mental processes and physical actions which together make up the work of selling or of trying to sell.

### The Order-taker Ideal

In the talking machine industry we have not proceeded much beyond the old "order-taker" ideal. That ideal is most perfectly represented by the department store clerk. The woman who goes to a department store to buy has usually

been persuaded in advance by newspaper advertising. She is usually after a bargain; and if she is not after a specific bargain she is looking around to see what she can get for a certain sum of money in terms of some goods which she wants or needs. The clerk does not need to do any scientific work with her, for she knows what she wants and in most cases cannot be persuaded to do anything which she had not previously determined to do. To the department store's customer then, the clerk is principally a sort of mechanism for showing goods and giving information about them in response to questions. Not once in a hundred times is there, or can there be, any systematic salesmanship.

### Consider the Opportunity

It might be argued by some that talking machine salesmanship is really not much better. Yet this would be a great mistake. For there is just as much opportunity for the display of selling talent in retail talking machine stores as in the offices of bond brokers. The American people are popularly supposed to be thoroughly acquainted with the merits and beauties of the talking machine and to need no education in respect of its desirability as a possession. Yet this is not so. The American people are gradually getting to that frame of mind, but they have yet a long way to go. Neither in reference to principles of value, nor in respect of musical choice, nor as regards appreciation of its possibilities, has the public in general any adequate ideas about the talking machine. The task of placing these ideas before the American people in an effective manner is a task of peculiar importance just now and one which should engage the

(Continued on page 18)



## Inauguration Day

Seven years ago Pearsall Service was inaugurated. It's been the leader ever since.

Ask any Pearsall Dealer—he will tell you

*"Desire to Serve Plus Ability"*

10 EAST 39th ST.



NEW YORK CITY

**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**



# 4000 Subscriptions



Columbia Dealer Service Materials, including the monthly Display Service, are furnished to Columbia Dealers strictly as sales producing "Helps" without profit to the Company, except as they help sell Grafonolas or Columbia Records for Columbia Dealers.

**EDDIE ELKINS**  
WITH HIS ORCHESTRA  
Exclusive Columbia Artist

**Ireland's Music**  
for Your St. Patrick's Party on  
Columbia Records

**Whistling**  
Simple Confession  
Flower Song  
A 3549 75c

**Accordion**  
Wedding of the Winds  
Skaters' Waltz  
A 3526 75c

**Columbia Records**  
Musical Specialties  
Novelty selections on unfamiliar instruments and typical dialect records offer interesting variety to your Record Concerts

**Song Hits**

Saddle Up Blues  
Honey from the Heart  
Katie Perry  
A 3550 75c

Ka-Lira  
Lalawala-Lalala  
Shamus Sam  
A 3551 75c

The Sheik  
Granny  
A 3550 75c

**Columbia Records**

**New Dances!**

Broken Toy  
After the Rain  
A 3546 75c

Ed Her-er at Twilight  
On the Sunny Shore  
A 3550 75c

Goodie Shanghai  
Wimmin' -  
A 3542 75c

**Columbia Records**



# Testify for this Service

NON-SUBSCRIBING Columbia Dealers should carefully consider the weight of this recommendation *now*. Merchandisers generally are learning that the creation of a buying impulse at the place of sale is the most effective form of present-day advertising.

People buy more carefully today. Window-shopping precedes nearly every purchase.

*How do your windows explain the attractiveness of your merchandise and your service?*

They used to go looking to see what they could buy.

*What is there about your displays that overrules present-day caution?*

Most folks want more things than they have dollars to spend.

*How do you argue that they need music—instead of something else?*

A mere phonograph and some records in the window don't mean as much as they did.

*How do you illustrate the enjoyment a Grafonola will bring unless the Records it will play are made pictorially interesting?*

*These are modern conditions.* It is penny-wise and pound-foolish to economize on your valuable display windows at the expense of store sales. We urge you to join the ranks of the big majority of Columbia Dealers who have found the Display Service profitable. If it sells only one 75c Record every three days, *you're not spending a cent.*

The desire for music still exists.

*What is there about your exhibit which stimulates this desire?*

Not so long ago any record was worth a dollar.

*What is there in your windows to satisfy anybody there's 75c worth of real fun in every Columbia Record?*

As far as appearance goes, one record looks pretty much like another.

*Who can prefer the Record by Jolson or Van and Schenck unless they know these artists sing only for your Records?*

There are prospects passing your store regularly who have never come in

*Has your store faded into the surrounding scenery to them, or do you keep it fresh and interesting by constant change in displays?*

Send your subscription for the Columbia Monthly Display Service, to begin with this April list issue, to your regular Columbia Distributor, at once. Regularly thereafter your postman will deliver a complete mid-month and 20th list trim which will relieve you of chronic window-worry at the small cost of \$3 a month.

COLUMBIA GRAPHOPHONE COMPANY

New York City





## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

**Price Reductions**  
**35% to 40%**

within the past year. It will be to your interest to write us for prices before placing further orders for Record Albums.

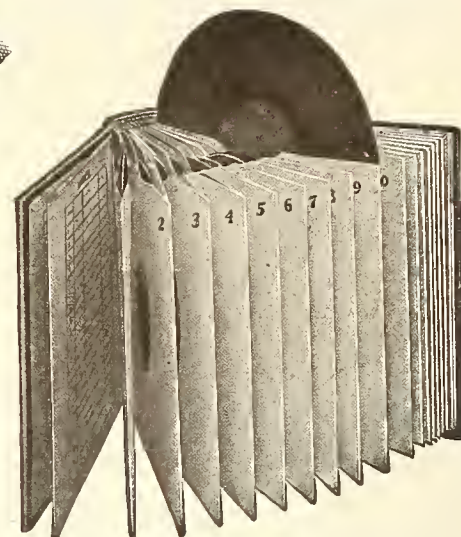
Please mention quantity, as large orders help some in lowering costs.

We guarantee satisfactory Albums.

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

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

### THE SCIENCE OF SALESMANSHIP

(Continued from page 15)

attention of all retail merchants. Just as soon as it is generally recognized by business men that in our industry the selling of talking machines and records at retail is a subject which can be scientifically formulated and studied there will be, we think, a movement which will not be checked until it has placed the entire matter of music-means merchandising upon a new and permanent level of method and system.

#### There Is a Science

There is indeed a science of talking machine selling. It has nothing to do with secrets, with suggestion or with half-baked pseudo-psychology. It, however, rests upon the unshakable basis of genuine psychological observation; that is to say, upon observations which have been made solely with a view to discovering why men act thus and so in these or those conditions. This science of talking machine salesmanship is not yet completely formulated, but its main outlines may be laid down very briefly. In so laying them down the writer asks the indulgence of the reader for any faults or crudeness of expression, since the whole subject is very new and its paths almost as yet untrodden.

#### Five Leading Ideas

In the first place, then, we may say that the selling of talking machines involves the following ideas:

1. Clearly realizing ourselves that the object of the sale is, fundamentally, to put the buyer in possession of means to entertainment, pleasure, interest, through the medium of reproducing music in any of its forms.

2. Clearly realizing likewise that the prospect is only half convinced of this fact in advance, since the best of advertising copy can but start into action processes of thought in the prospect's mentality.

3. Understanding consequently that the first requisite of the salesman is that he or she be personally persuaded that the talking machine is an unsurpassed instrument for musical entertainment, pleasure and education; which involves and necessitates the salesman's personally using, and enjoying the use of, the talking machine, knowing its musical possibilities, appreciating its powers, understanding how to dance to its music, listen to its music, enjoy and know its music.

4. Learning how to tell the prospect a story which will bring that man or woman into approximately the mental state toward the talking machine which the salesman already possesses.

5. Demonstrating that there exists a monetary basis on which the prospect may organize the possession of the entertainment, pleasure and education which has been envisaged by the salesman, without undue hurt to his present financial condition, engagements or prospects.

These five simple ideas comprehend the entire technique of salesmanship and embrace demonstration, talk and close. They are formulated here strictly in accord with what is known of the probabilities of individual reaction toward the talking machine as a possible purchase, in the light of accepted psychological investigation, such as may be studied in detail in the works of the best authorities on business science. In the course of a short article like this no more can be done than clear the ground in order that the salient facts to be grasped may be set forth in their full light.

With these preliminary considerations, then, let us close this present article, hoping to reopen the subject and consider in detail the ideas here briefly foreshadowed, in a further article at an early date.

### 1906 ADVERTISING SELLS RECORDS

Woman Selects Three Caruso Records From Program Issued Sixteen Years Ago

James J. Davin, secretary of the Reincke-Ellis Co., cites a case that came to his attention recently to prove that there is no accurate way of judging the time it takes for advertising literature to exhaust its selling power. A woman recently visited the store of the E. W. Owens Co., Mankato, Minn., and asked to hear some records from a program she held in her hand, finally purchasing three Caruso records. The clerk asked to see the program and discovered that it was one issued in 1906, entitled: "Three Programs by the Master Musician—the Victor-Victrola." Doing business on advertising sixteen years old probably sets a new record—it proves that an investment in publicity is continually paying dividends.

### TRENTON STORE IS ENLARGED

TRENTON, N. J., March 4.—Joseph P. Fee, proprietor of the Record Shop, 236 North Warren street, has enlarged his store and made a number of other improvements to take care of increasing business. Mr. Fee was the first dealer to open a phonograph shop in Trenton, having started eight years ago with a practical experience in talking machines and their construction. The repair end of the business has been greatly enlarged to facilitate the handling of repair work.

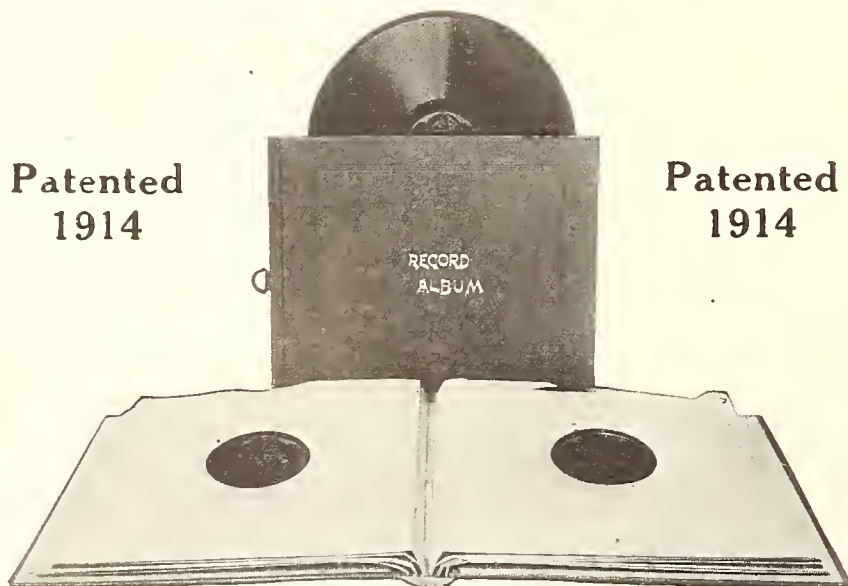
### BECKER'S DOG LIKES MEDICINE

John H. Becker, the talking machine repairman, of 1207 Chestnut street, Milwaukee, Wis., has a dog that is proving a good advertisement. The dog, a bull terrier named Pyro, has learned to take even the bitterest medicine without a whimper and is used as a shining example by the parents in the neighborhood who desire to dose the children with castor oil or other medicine bitter to the youthful taste.

## A REAL MONEY MAKER

Patented  
1914

Patented  
1914



If you are not familiar with the new

### BOSTON INTERCHANGEABLE LEAF ALBUM

Be sure to send for a sample immediately. The envelope leaves may be changed at will. This new feature made possible only by our newly patented wood-back.

Remember, when you sell Real Merchandise, your customers will never trade elsewhere.

**BOSTON BOOK COMPANY**

501-509 Plymouth Court

CHICAGO, ILL.



Wonderful Sellers

Timely Releases

# OKeh Records

The Records of Quality

OKeh Dealers get the hits while they are hits! You know what that means—Rapid stock turnover and the good will of your patrons.

These six best sellers are the last word in superb recording, novelty and “pep.” That’s what the public wants and that’s what you will find in all OKeh Records.



## Six Best Sellers

- 4477 { I'VE GOT MY HABITS ON—Fox-trot..... Joseph Samuels' Jazz Band  
10-in. {  
75c { MUSCLE SHOALS BLUES—Fox-trot..... Harry Raderman's Jazz Orchestra
- 4519 { WHEN SHALL WE MEET AGAIN?—Waltz..... Erdody and His Famous Orchestra  
10-in. {  
75c { BY THE OLD OHIO SHORE—Waltz..... Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 4497 { BLUE DANUBE BLUES—Fox-trot..... Blue Diamond Dance Orchestra  
10-in. {  
75c { KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt.... Blue Diamond Dance Orchestra
- 4498 { THE SHEIK OF ARABY—Fox-trot,  
10-in. { Ray Miller, Melody King, and His Black and White Melody Boys  
75c { FOUR HORSEMEN—Fox-trot..... Glantz and His Orchestra
- 4515 { SONG OF INDIA—Fox-trot..... Glantz and His Orchestra  
10-in. {  
75c { WHEN BUDDHA SMILES—Fox-trot..... Glantz and His Orchestra
- 4522 { ATTA BABY—Fox-trot..... Tampa Blue Jazz Band  
10-in. {  
75c { UNCLE BUD (Tennessee Blues)—Fox-trot..... Tampa Blue Jazz Band



### General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City









# Dealers Tell of the Hardest Talking Machine Sale They Have Ever Made :: By Frank H. Williams

What is the hardest talking machine sale you ever made, Mr. Dealer? How did you put it over?

It is always worth while for a dealer to think over his hard sales every now and then for the purpose of checking up on the points that enabled him to put the sales over and in this way gain suggestions and ideas for putting over other hard sales.

For the purpose of learning how some successful dealers have clinched their hardest sales of talking machines the writer recently interviewed a number of successful dealers. And, undoubtedly, other dealers will be able to get good pointers from the things said by the men.

Here, for instance, is what a leading Middle Western dealer in talking machines had to say about his hardest sale:

"I think my hardest sale," said this dealer, "was to a very well-to-do retired farmer. This farmer had never had any real money in his life until within recent years, when his farm land increased in value to unheard-of heights and then he sold out at the peak price and retired to the city to spend the rest of his days. This farmer brought to the city with him his wife and his orphan granddaughter, and he also brought with him an ingrained tightness which made it almost impossible to get him to loosen up and buy anything beyond the mere necessities of life.

"I got on to this farmer through a patron of mine who told me I ought to sell the farmer a talking machine, because he enjoyed music and had plenty of money to spend for phonographs and other things. Of course I went around to see this prospect at once—as it looked good

for a quick sale. But—nothing doing! The farmer was perfectly willing to talk—in fact, I think he was mighty glad to have someone to talk to. But as for even considering the purchase of a musical instrument—I should say not!

"This old man interested me because he was such a hard nut to crack and because he seemed to take an evident delight in watching me butt my head against a stone wall and because I felt that some time or other someone would sell

of her girl friends, rather than at her own home.

"As soon as I learned this I saw that I had an opening. Right away I talked to the girl, to whom I had been introduced and found out that she liked music and dancing and that at her friends' homes there were talking machines and dance records and that she had a fine time at these homes dancing and listening to the music.

"After this talk with the girl I felt certain that I would soon make the sale. I went right back to the store, got out a \$250 machine, stocked it with a good supply of dance records, popular music and records of the sort of music I knew the old man was interested in and sent it out to his house with a note reading like this: 'This machine and these records will keep your granddaughter at home nights.' I instructed the delivery man to give the farmer the note first because he had positively refused time and again to let me send a machine out on trial. I felt sure this note would win a hearing for the machine. I was right. The note did win a hearing for the machine. And eventually the sale was made. Since then this retired farmer has become one of my best patrons in purchasing records.

"And my deduction from all this is that when it comes to hard sales you can generally find some opening which will lead to a sale if you will become friends of the prospects rather than treating them merely as prospects alone."

Another successful Middle Western talking machine dealer had this to say about his hardest sale:

"My hardest sale was to the trustee of a town-

(Continued on page 20)

*Checking Over the Points Which Helped Close a Difficult Sale May Uncover Some Valuable Sales Hints*

him a talking machine and I couldn't see why I shouldn't be the person to do so.

"So I kept on calling on him. Eventually we became friends. Finally, I learned that he had one worry in life—his pretty granddaughter, who was just about twenty years old, didn't stay home in the evenings hardly at all. She didn't do anything wrong, of course, but she preferred to spend her evenings at the homes

## WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

ALWAYS INSIST ON GETTING

# DE LUXE NEEDLES

and you won't be disappointed.

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*  
ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

**Perfect Reproduction of Tone No Scratchy Surface Noise**

**PLAYS 100-200 RECORDS**



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)



## DIFFICULT TALKING MACHINE SALES

(Continued from page 19)

ship near our city. This man was a backnumber all right. He wouldn't buy a tractor for his farm, he wouldn't have a farm lighting system installed, he wouldn't have a phone in his house. But he was genial and likable and had a big following in his township. I knew that if I once sold him a machine I could make a lot more sales in that township on the strength of the trustee having purchased a machine of me.

"So I worked on this trustee hard. I took a talking machine to his home and demonstrated it. I made friends with him, had him look me up when he came to town and pumped him full of information and enthusiasm about music. But still he wouldn't buy—he simply couldn't get out of his lifelong rut—he simply couldn't get into the attitude of mind where he could feel that a 'new-fangled contraption' such as the talking machine was actually worth the money asked for it.

"I almost despaired of ever making a sale to this man, but I persisted in my efforts, trying out new angles of attack from time to time. And at last my efforts met with success. And what do you suppose it was that put the sale over? Simply making a sale to his township political rival! It was merely by chance that I learned of a bitter rivalry between the two men. The minute I learned of this rivalry I saw my chance. I told the rival that a talking machine in his home would bring people to his home and thereby help him in politics. He saw the point at once and purchased a machine. Then I went to the township trustee, told him what his rival had done and how it was helping the rival's political aspirations and I then told the township trustee that it was up to him to get an instrument at once and combat the inroads on his popularity which were being made by his rival's talking machine. And the sale was closed right then."

A third dealer, in speaking about his hardest sale, said:

"While it is rather difficult to pick out some specific sale and say that it is the hardest sale I ever made, still I can tell you about one recent sale which was very hard indeed.

"This sale was to a women's club. The club as a whole wanted the machine but, individually, the club members felt they shouldn't obligate themselves for the expense involved. And so while the sentiment was all for a machine the sale hung fire from week to week and from month to month.

"I suggested various methods of raising money—such as an amateur play. The club finally did decide to give a play, but the proceeds amounted to only \$47.65, and it then looked as though the sale was off for good.

"But I continued skirmishing around for ways and means of raising the money. Finally I hit on the idea of having the club give a rummage sale. I suggested that every member of the club contribute something toward the sale in the way of old clothes, old furniture, etc. This idea took in spite of the failure of the play idea. After much work the club raised \$75 in this way. Six months later they had another rummage sale which realized even more money. And the talking machine was purchased. But it sure took a lot of hard thinking and digging on my part to get the money for that club to pay for the machine!"

Aren't there suggestions and ideas in all this for other dealers and talking machine salesmen? Here's hoping so. And if other dealers and salesmen do get some good out of this article, then the interviewing and writing will have been worth while.

### NEW OKEH AND FONOTIPIA JOBBER

Lansing Sales Co., of Boston, Appointed Distributor for New England Territory

BOSTON, MASS., February 17.—The Lansing Sales Co., of this city, general talking machine accessories, distributor for the New England territory, has been appointed a distributor for Okeh and Fonotipia records. The Lansing Sales Co., under the enterprising direction of A. J. Cullen, president, and R. G. Lipp, secretary and manager, is excellently equipped to handle these lines. Not only is the organization live, but it has built up for itself a wide circle of friends throughout New England through the quality of service rendered in other accessories in the past.

### CHALIAPIN RECORDS POPULAR

The recent visit to the United States of Feodor Chaliapin, the noted Russian basso, and his successful appearance with the Metropolitan Opera Company and in concert, gave a great stimulus to the sales of his records, three of which are produced by the Victor Co. in its March list. The great voice of this masterful singer is splendidly reproduced, and the demand for his records is quite a tribute to the increasing musical taste and appreciation of users of talking machines.

IN THE  
HANDY  
CAN



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

# NYOIL

FOR YOUR  
PHONOGRAPH

**Made in Our  
Watch Oil  
DEPARTMENT**

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

**The Best Oil For Any Talking Machine**

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

**Colorless, Odorless and Stainless.**

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

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers  
**WILLIAM F. NYE, New Bedford, Mass., U.S.A.**

### DISPLAY WINDOW AS SALES FACTOR

Artistic Windows Arranged by Milwaukee Dealers Win Praise of Evening Sentinel

The artistic display windows of talking machine dealers in Milwaukee have been the subject of much praise from the Evening Sentinel of that city. The novel window display recently made by the Lyric Music Co. came in for particular comment in this wise:

"The old-time conservative window display of the music store is giving way to the latest in feature advertising, in accordance with modern publicity methods. Talking machine dealers, especially, are finding the window display an effective means of advertising their records.

"One of the most interesting displays is that of the Lyric Music Co., 86 Wisconsin street, advertising the new Brunswick record 'Ty-Tee.' 'Ty-Tee' is a South Sea maiden and the display depicts a scene on a tropical island, with a painted background and small palms, dolls in Tahitian costume, a lagoon and a bamboo hut in the foreground. A bright orange moon in the background makes the window very attractive in the evening. Mrs. J. C. Rousselot, wife of the proprietor of the store, is the designer."

The Valentine day window display made by the Badger Talking Machine Co. also came in for favorable mention, the red hearts and Cupids against the black records with the famous Victor dog wearing a huge heart about his neck, made, in combination with love ballads and appropriate records for Valentine day, a very effective display.

The artistic use by dealers of Lincoln portraits in connection with well-arranged record displays on Lincoln's birthday also attracted much favorable notice.

As the Talking Machine World has been emphasizing month after month a little intelligent interest in the window in the way of artistic displays on holidays and current events will do much to bring the talking machine store and its products to the attention not only of the general buying public but to all those interested in progressive merchandising.

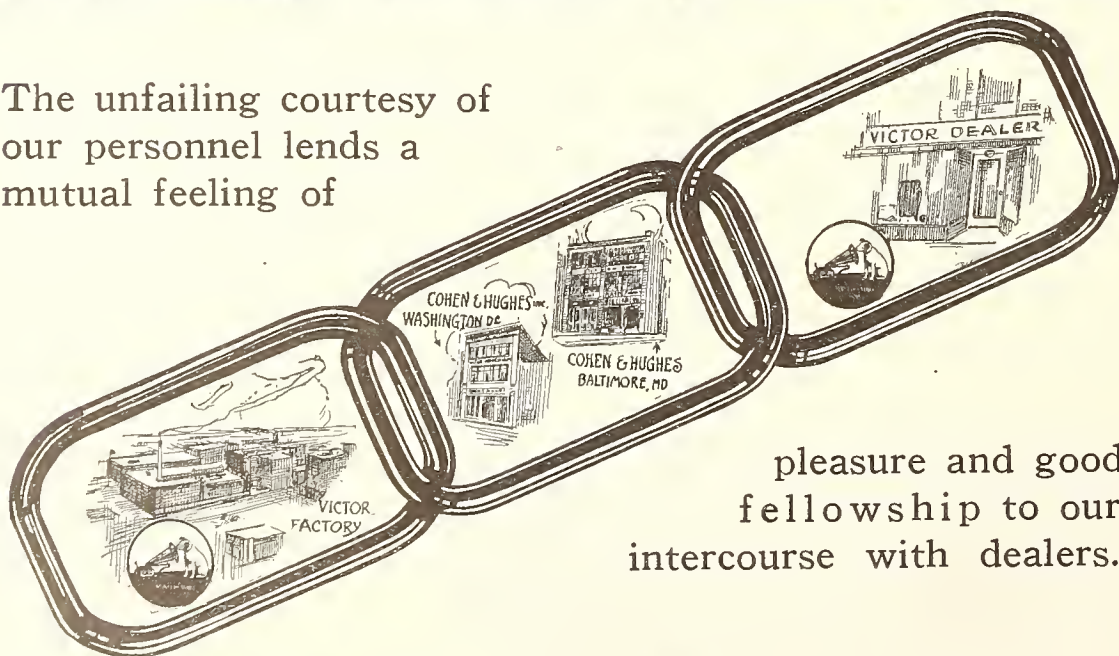
### RHOADES-ROACH CO. CHANGES HANDS

LARNED, KAN., February 28.—The Rhoades-Roach Music Co., here, which has been in the hands of a receiver for some time, was sold at a bankrupt sale last week to C. A. Ammerman, proprietor of Ammerman's Music Shop and Book Store, at Kingman, Kan. The name of the bankrupt concern has been changed to The Music Shop and S. C. Clinesmith has been placed in charge. Pianos, musical instruments and supplies of all kinds and talking machines are handled.

# "COURTESY"

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

The unfailing courtesy of our personnel lends a mutual feeling of



pleasure and good  
fellowship to our  
intercourse with dealers.

## COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON



# A \$10,000 Man Will Go to Work for You for as Little as \$5 a Month!



## W. C. Eckhardt Service

for Phonograph and  
Music Dealers in the  
United States  
229 So. Wabash Avenue, Chicago



*This  
Booklet  
Costs You  
Nothing.  
Send for  
it today.*

One of the best known phonograph sales promotion men in the country offers a service to phonograph and music dealers at a price so low that it seems beyond belief. Except in rare instances, the profit on the sale of one additional \$250.00 phonograph will pay for a *full year's service*.

He maintains an office in Chicago, as your headquarters, and acts *personally* for you in all transactions with manufacturers and distributors.

He acts as your advertising manager, furnishing each month a series of advertisements full of pep and sales power for each standard line of phonographs.

As your sales promotion man he assists with all phases of your sales problems.

Special literature such as letters, folders, booklets, circulars, etc., will be produced in quantities and distributed at minimum prices.

Idea Bulletins will be sent regularly presenting new plans for stimulating business.

Assistance is given in the solution of any problem of your business, including advertising, sales, financial, organization, collections, etc.

*You have personal representation in Chicago to handle details or transact any business for you.*

Above are only a few of the many things which constitute W. C. Eckhardt Service. The complete story is told in the booklet illustrated. Leading Jobbers endorse this service.

*It Costs You Nothing to  
Find Out*

*Send for this Booklet  
NOW!*

**W. C. Eckhardt**  
229 So. Wabash Avenue  
Chicago, Ill.





**Two male trios with a fine orchestral background. "The Sheik" and "Granny," both sung by Hart, Shaw and Clark—a new combination added to the big staff of Columbia artists. A-3556.**

**Columbia Graphophone Co.  
NEW YORK**

### KELLEY CO.'S NEW STORE OPENED

**Formal Opening Attended by Over 5,000 People—New Establishment Is One of the Finest in West Virginia—Large Columbia Grafonola Department Feature of Second Floor**

FAIRMONT, W. VA., March 6.—The formal opening of the Kelley Music Co.'s new store, at 420 Main street, this city, has just occurred, with a large turnout of the residents of this and the adjoining territory. It is estimated that over 5,000 persons visited the handsome music shop, which is one of the finest in the Mountain State. The new music shop has an area of 4,500 square feet. The lower floor, especially, is said to be the largest single room devoted to the display of musical instruments in West Virginia and is equalled in size only by stores in other cities. The upper floor is given over principally to the Columbia Grafonola department where eight record demonstration booths are installed. Each of the booths is sound-proof and handsomely furnished with comfortable settees and heavy rugs on the floors.

The front portion of the street floor is a large reception space, with rugs on the floor and chairs for visitors, and a few instruments are cleverly displayed, including a Duo-Art reproducing piano. From this section one passes along an aisle leading between the rows of record shelves to the business office at the rear and also to the wide stairway to the lower floor which embraces the

main display of pianos, player-pianos, the complete Columbia Grafonola stock and the player demonstration rooms.

The decorations throughout are artistic and an original color scheme of soft tones of tan has been utilized to splendid effect. An ivory tint has been used throughout the lower floor and on the walls candelabra effect lighting fixtures are used in addition to handsome overhead fixtures which diffuse a brilliant glow of light.

W. G. Kelley, the proprietor, has been engaged in the music business in Fairmont for the past twelve years and is widely known in the State. For ten years his place of business was but two doors from his new location. In addition to the Duo-Art piano Mr. Kelley also handles the Steinway, J. & C. Fischer, Packard, Stultz & Bauer, Ludwig and Behr Bros. pianos and player-pianos and is exclusive Columbia Grafonola dealer. Souvenirs were presented to all callers on the opening day and an orchestra furnished special music.

### NEW RECORD EXCHANGE AT NIAGARA

NIAGARA FALLS, N. Y., March 3.—The Phonograph Record Exchange Co. of America, which has established record exchange branches in several States and is planning many more stores in various parts of the country, has established a branch here, under the management of Miss Lillian Walters. Records are exchanged here for others on payment of ten cents by customers.

### NEW LINES FOR HARRIS-LOEB CO.

**Latest Addition to New Orleans Trade to Handle Lyon & Healy Pianos and Brunswick Phonographs—To Open Early in March**

NEW ORLEANS, LA., February 28.—The Harris-Loeb Piano Co., which has just been organized here, has announced that it will become the agent for the Lyon & Healy piano and for the Brunswick talking machine. A carload of Lyon & Healy pianos is on the way and will arrive about the time that the building is ready for occupation.

Mr. Harris and Mr. Loeb have just returned from the East, where they have consummated the deal for the new agencies, and both have expressed themselves as highly appreciative of the wonderful reception accorded them during their visit.

The home of the new piano firm at 315 Baronne street will be ready for occupancy during the early weeks of March.

### NEW POST FOR FENTON STEEL

**Becomes Member of Sales Staff of New York Talking Machine Co.**

Chas. B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, announced this week the appointment of Fenton Steel as a member of the company's sales staff. Mr. Steel, who is a brother of John Steel, the well-known vaudeville and musical comedy star and exclusive Victor artist, will work under H. M. Kelley, of the New York Talking Machine Co.'s sales staff, who is handling the metropolitan territory.

Arthur D. Geissler, president of the New York and Chicago Talking Machine companies, left recently for Chicago, where he will probably spend about six weeks at the headquarters of the Chicago Talking Machine Co. D. A. Creed, general manager of the Chicago Talking Machine Co., arrived in New York the early part of the month, subsequent to the marriage of W. C. Griffith, sales manager of the company.

### H. E. PARKER PASSES AWAY

**Former Member of Columbia Co. Advertising Department Dies From Pneumonia**

Henry E. Parker, for several years associated with the advertising department of the Columbia Graphophone Co., and more recently a member of the copy staff of the Hanff-Metzger Co., New York, died a fortnight ago from pneumonia after an illness of two weeks. Mr. Parker was well known in musical and advertising circles, having been identified with the Columbia organization during 1911, 1912, 1913 and 1914.

The Carney-Neece Music Shop, of Okmulgee, Okla., has just been completely remodeled and several new record demonstration booths have been added.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

## EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

### Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922  
Sample program and particulars upon request

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



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



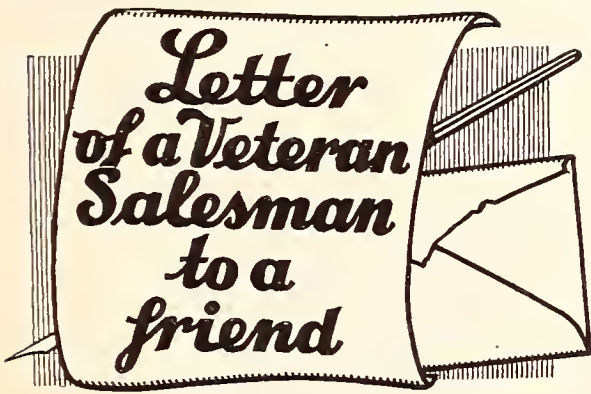
FRED VAN EPS



FRANK BANTA

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





(NO. III)

Dear Bill:

Yes, the Blank Music Co. has just gone out of business and the events leading up to this incident are so clearly defined and yet so little realized by the average talking machine dealer that I am going to pass them along to you for analysis and also as a warning of what can happen when a business gets into a rut and the dealer fails to realize the fact.

Five years ago this concern was one of the most progressive in this part of the State. For a year or so business remained good and the company made a substantial profit and then trade commenced to die down gradually and the profits declined accordingly, until Mr. Blank was running his store at an actual loss. The failure followed.

As I size up the situation, Mr. Blank got into a rut from which he seemed unable to extricate himself. He did the same things in the same way with a monotonous regularity, which finally ruined him. He built up a prosperous business by hard work and attention to details and then lay down on the job when he was fairly started. He came to the erroneous conclusion that since he had made a reputation for himself and his business he could sit back and reap the profits from a few years of hard work indefinitely. His advertisements were mere announcements of the line which he handled, window displays consisted of showing a few instruments and records without any effective attempts at originality and freshness, and he made no serious attempt to build up his business by the acquisition of new customers.

In short, his establishment became similar to any one of a hundred in the surrounding communities and he found to his sorrow, when it was too late, that the growth of a business depends entirely upon continued aggressiveness and hard work as well as the constant searching and taking advantage of new plans to increase business and arouse the interest of the public.

When a business has reached that stage known as a "growing concern" it has reached a dangerous period in its growth. From this time onward the enterprise continues to grow or stands still for a short period and then retrogresses.

A business will grow only in proportion to the ability and growth of the human units which compose the personnel. There must be a constant striving to surpass past performances. Each window display should be equal to or better than the last. Perfection of service, complete stock and facilities for the comfort of patrons all tend to bring a business to a state of prosperity. Advertising, free publicity, effective circularization of prospects, unique plans for the stimulation of trade and for the purpose of adding new names to the prospect list, are all prime essentials to success and not one of them should be overlooked or slighted. Trade papers in the talking machine field are an invaluable help in bringing to the dealer the experiences and plans of other dealers which have proved successful and many of these can be duplicated with advantage.

In closing, I want to emphasize that while there is nothing new in these few paragraphs they are items which are liable to be slighted and if the failure of the Blank Music Co. has made you analyze your business methods I shall have done some good.

As ever,

Jim.

EFFECTIVE VICTOR ADVERTISING

The Presentation of the "Victor Immortals" in Magazine Advertising Proves Most Timely

The great value of the talking machine in preserving to posterity the voices of great artists who have passed away was emphasized with particular strength by the Victor Talking Machine Co. in an unusually attractive advertisement which appeared on the back cover of recent issues of the Saturday Evening Post. The advertisement, which represented the reproduction from a bas relief, showed the busts of famous Victor artists who have passed away, among them those of Caruso, Powell, Williams, Plancon, Patti, Tamagno, Gilibert and Gerville-Réache, above the caption: "Victor Immortals." The Victrola has transformed their art into a living reality that will endure for all time.

Coming at a time when much interest is being shown in the establishment of the Caruso Memorial Foundation and the celebration of Caruso Week the advertisement was timely.

TRI-STATE MUSIC CO. OPENS STORE

Concern Whose Activities Extend Over the States of Ohio, Pennsylvania and New York Secures Location in Conneaut, O.

CONNEAUT, O., February 28.—The Tri-State Music Co. has completed arrangements for the location of its headquarters here. The site which the company has secured is on Harper street, one of the best locations in this vicinity. H. A. Copeland, president of the concern, states that pianos, player-pianos, talking machines and small musical instruments of all kinds will be handled and a large repair department will be installed. The activities of this company cover the States of Ohio, Pennsylvania and New York.

What people do not understand they oppose; therefore, the talking machine salesman must implant in the mind of the prospect a clear knowledge of the instrument which he represents and prove to the prospect's satisfaction that his machine is a worth-while product.

# HARPONOLA

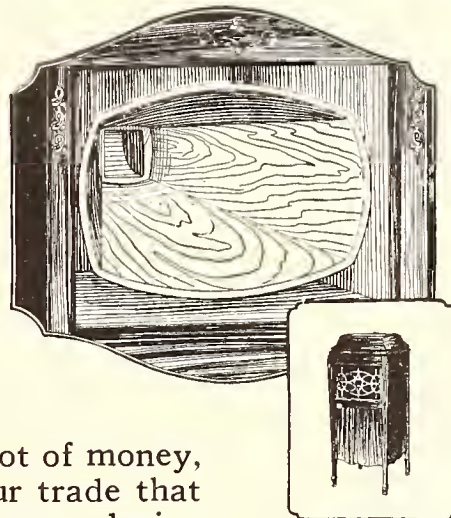
The Phonograph with the "Golden Voice"

## Common Sense

The factor that decides whether you make a little or a lot of money in the phonograph business is your ability to convince your customers of some very simple, easily understood facts.

Briefly:—To make a lot of money, you have to show your trade that there are no longer any exclusive patents and improvements in talking machines—that any maker, who honestly wants to, can build a fine and satisfactory machine—then show the customer that you have such a machine, and this last is the easiest part if you happen to be selling the Harponola.

If you doubt your ability to con-



vince people of these easily proved truths, then your only choice is to handle a heavily advertised machine and be satisfied with your small share of a trade that is distributed among a great host of dealers.

We have many hustling dealers who are making huge profits with us because the available business for the "independents" is hardly yet scratched.

Later, there will be greater competition, even in our particular field. The subject is worth investigating carefully. Ask for the Harponola proposition.

THE HARPONOLA COMPANY

101 MERCELINA PARK  
CELINA, OHIO

Edmund Brandts, President



*"The longer you  
play it, the  
sweeter it grows"*

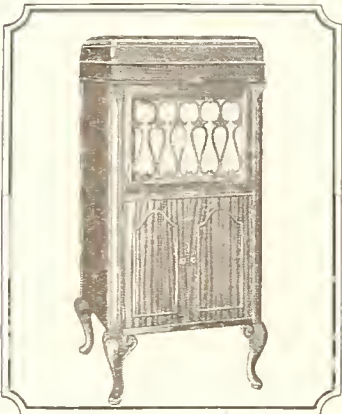


*Genius is but the capacity  
for taking infinite pains*



By the chalk mark indicated above under the searchlight, the inspector had actually marked an imperfection of cabinet when the photographer flashed his camera.

When the camera man looked he was scarcely able to find the defect for which this instrument was being sent back.



Cheney cabinets are artistic masterpieces. They are recognized by connoisseurs as among the best modern adaptations of the world's most beautiful furniture designs, the period styles of Old England.

Regular Models retail from \$115 to \$325.

## *The Man Who Snaps His Fingers at the Whole Cheney Factory*

Here is one man—the Cheney inspector—who cares nothing for the opinion of any workman or any foreman in the Cheney factory. He is accountable to and takes his orders only from the executives of the Cheney Talking Machine Company. They have issued strict instructions to him that before any Cheney instrument leaves the factory it must be as nearly perfect as a phonograph can be made. *Without fear or favor*, he rejects every Cheney that shows even the tiniest blemish.

Stand and watch him. Get down under his searchlight, and try to discover some of the infinitesimal imperfections which he demands must be corrected before the instrument shall leave the factory.

It may surprise you to learn that standards worthy of the most exacting arts are maintained in this commercial organization—that here fineness and quality of product, and reputation for superiority are placed above all else.

CHENEY TALKING MACHINE COMPANY, CHICAGO

# The CHENEY

THE MASTER INSTRUMENT



# Why Music Broadcasted by Radio Should Not Hurt Sales of Talking Machines and Records

Editor, The Talking Machine World:

Will you please advise me what effect the wireless telephone is going to have, in your judgment, upon the phonograph industry. It occurs to me that you have investigated the matter, hence my inquiry. Yours truly,

J. M. Noel, Portage, Pa.

The rapid development of the wireless telephone craze has caused a number of members of the talking machine trade to make the same inquiry as that propounded by Mr. Noel, particularly in view of the fact that talking machine music is featured very prominently in the concert programs of the various broadcasting stations.

The wireless telephone craze has spread so rapidly that even the big electrical companies who instituted the broadcasting concert idea for the purpose of stimulating the sale of radio sets for the home have no really definite idea of the permanence of the movement and in a letter to The World an official of one of the largest companies declared that in the matter of wireless telephony they themselves were faced by a "chaotic condition."

There is no reason to assume that music broadcasted by radio will affect the sale of talking machines and records to any appreciable extent, and there are many who believe that, on the contrary, the featuring of talking machine music in radio concerts will serve to attract to talking machines and records the attention of many who have up to this time not been fully acquainted with the great variety of entertainment offered through that medium.

Those who have concluded to listen in on the wireless concerts through the ordinary home radio receiving sets will realize that there must be some substantial developments in the art of transmitting music through the air before the results are sufficiently impressive from a musical standpoint to warrant serious consideration. The experience of listening to music out of the air, as it were, is unique and interesting in itself and the novelty naturally makes a strong appeal, but the quality of the music itself does not compare with that of the actual playing of the talking machine. It may be that some system will be devised for improving this quality, but that remains for the future.

In considering the effect of the permanent popularity of radio music in the talking machine field it must be remembered that the talking machine, although it has offered the faithful reproduction of the singing and playing of great artists, as well as of music hall favorites, has not served to detract from the interest shown by music lovers in concerts and operas, nor has

it cut down the attendance at the theatres. As a matter of fact, the talking machine has been credited with playing a great part in developing a keener and nation-wide appreciation of the good things in music. It is to be assumed, therefore, that, barring the unexpected development of radio telephony along new lines, the music carried by wireless will simply stimulate interest in the living artists or their records and inculcate a desire to own the records or listen to them in the quiet of the home.

A most important point is that the radio broadcasting program is fixed and represents the music selected by those in charge of the broadcasting rather than that desired by the listener. The talking machine, on the other hand, enables the

*This Question, Which Is of General Interest, Is Discussed in an Illuminating and an Informative Way*

individual to listen to the class of music he likes best, when he wants it, and in his own home.

He arranges his own concert and does not depend upon the whims of others. So long as the talking machine makes this possible there is little to fear from any system of radio music broadcasting. It may supplement the talking machine and serve to cultivate interest in it, but it cannot supplant it.

Another thought. It is not impossible that we will find music by certain famous artists of the talking machine field being sent out by radio for advertising purposes. When a manufacturer wants to attract public attention to a given record by a given artist he may feel that radio distribution, on a limited basis of the selection in question, will constitute good sales promotion. That the radio work of artists famous in the talking machine field can be definitely limited seems certain, because the artists who are great enough to earn handsome record royalties will not hastily or undiplomatically proceed to do extensive radio work against the wishes of the manufacturer who pays such record royalties. Such action would be too much like killing the

goose that lays the golden egg before a new goose capable of laying as many or as good eggs has grown up.

Another angle to be considered is that the music publishers are paying considerable attention to the radio, considering it rightly as constituting a public performance of copyrighted works, and will probably exercise their rights to demand royalties for broadcasting privileges.

Our feeling on the whole matter of radio development, so far as it bears on the talking machine industry, is just this. The progress of music by radio must, and will, be carefully watched by manufacturers and retailers of the talking machine industry and, this being true, the future may find the two industries closely allied and co-operating with each other, both as regards production and distribution. The Talking Machine World proposes to work to the end that the talking machine industry may take every possible commercial advantage of opportunities offered by the radio and to keep its readers accurately and properly informed as fast as developments of import occur to any branch of the talking machine business.

## ILLUSTRATIONS A GREAT FACTOR

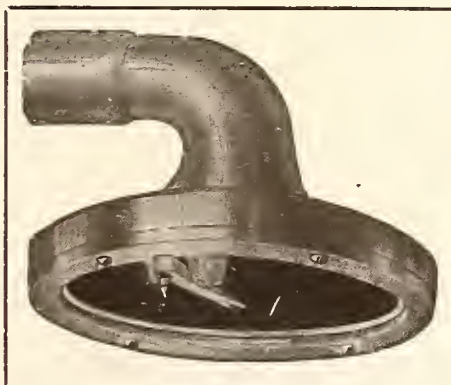
Their Use in Retail Advertising Generally Considered to Be Helpful and Stimulative

The value of illustrations in retail advertising is generally admitted, although there are those who believe that a type display properly arranged will catch the eye and do as good work in attracting interest as the illustrated advertisement. It is, however, the opinion of Arthur Weisenberger, who holds forth in The Dry Goods Economist, that "the use of well-selected and well-placed cuts is an extremely important factor in securing a maximum return for advertising expenditure. This is proved by the consensus of opinion of advertising men from widely scattered parts of the country. While they vary somewhat as to details, ad men agree on certain very definite values in illustration. People want pictures; they like to see what is offered to them without having to visit the store. A good illustration provides a mental image far more accurate than the best piece of copy could inspire. How to use illustrations is a subject of some dispute. One point stressed is that there should not be too many cuts as a general thing. For ordinary advertising a few cuts well distributed are most profitable. Only high-grade art work is worth using. The size of cuts also should be carefully considered; they should be large enough to admit of detail being shown."

Quality

## The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

*Meet the demand—Serve your customers*

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

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

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.





For duet and quartet fans! "Ka-lu-a," from *Good Morning, Dearie*, sung by the Shannon Four, a male quartet. Also "Lalawana Lullaby," sung by Billy Jones and Ernest Hare, two new Columbia artists. A-3552.

Columbia Graphophone Co.  
NEW YORK

## PATENTS ELECTRICAL TALKING MACHINE REPRODUCERS

E. T. Jones, of New Orleans, Claims His Devices Transfer Vibrations From Records So That Music Is Produced From Reproducing Apparatus in the Home

NEW ORLEANS, LA., March 9.—Entertainment of friends with phonograph music received by telephone in the same distinct tone as that furnished by the phonograph may be a possibility through the invention of E. T. Jones, radio supervisor of the Gulf division of the United States Shipping Board, who resides in this city. Mr. Jones has obtained two patents on electrical phonograph reproducers which he believes will make more interesting the reproduction of music from ordinary phonographs.

While several inventions have been patented which take the sounds after they are received from a phonograph and transfer them for some distance, Mr. Jones' invention is said to be the first that transfers the vibrations from the record so that the sound is not produced from the phonograph, but from the reproducing apparatus at the other end. This system eliminates any false tones that may be reproduced when the sound itself is transferred instead of the vibrations. Mr. Jones also points out that "The carbon granule principle used in the telephone, while it enables persons to converse over the wires, yet does not faithfully produce a great singer's voice."

Mr. Jones' invention is a small generating machine which generates current from the feeble

vibrations from the needle arm holder through wires to the reproducing apparatus. No extra batteries are used because the reproducer generates its own current.

If these wires were stretched all over the city every house could be furnished with music from the main wires. Mr. Jones says it would be a simple matter to run a pair of wires throughout the city and take leads off at subscribers' residences. These wires would run into a house in the same way the electrical current and telephone wires do, and after passing through a controlling switch they would be connected to an electrical horn which would reproduce the music faithfully and at any strength desired.

Different records could be continually operated and changed at the main office, where an ordinary phonograph would be installed. Whenever one of the subscribers wanted music, all he would have to do would be to turn on the switch.

The "Magnavox," which is an invention that reproduces the sounds in a greater or lesser degree of loudness, would be attached to the other end of the wire.

Mr. Jones points out that one of the advantages of his invention is that scratching is entirely eliminated in his reproducer. The reason for that is the vibrations imparted from the scratch-

ing of the needle are not of sufficient strength to generate electrical current and therefore they are not reproduced at the receiver end, thereby increasing enjoyment of the music.

While this electrical reproducer can be made use of to very good purpose in dictaphone machines for use in the business office, yet one of the greatest uses which the new device can be put to is the furnishing of music for entertainments and amusement places, such as theatres, ball parks and dance halls. By connecting the reproducer to a two-stage amplifier and a set of loud-speaking Magnavoxes it will be an easy matter to provide music of great volume and faithful reproduction, Mr. Jones points out.

In the use of the reproducer ordinary phonograph records are used. Any phonograph instrument that revolves the record and moves the needle arm can be used. The mechanism in the phonograph that produces the sound is not called into use at all, the reproducing machinery being confined entirely to the disc-shaped needle point and holder invented by Mr. Jones.

A scientific study of phonograph records can also be made with the new instrument, Mr. Jones said. By connecting the reproducer to a printing tape recorder the actual grooves of the records could be recorded on a small strip of paper passing under the inking pen. The movement of the pen is actuated by the electrical impulses from the electrical reproducer. With this tape the different qualities of records can be ascertained and many voice problems solved.

Mr. Jones has not yet made plans for putting his invention on the market, but expects soon to make some such arrangements.

## BLATT MUSIC STORE IN NEW HOME

Columbus, O., Concern Occupies Attractive New Store—Diversified Line of Pianos and Musical Instruments of Various Kinds Are Handled

COLUMBUS, O., March 6.—The Blatt Music Store is now located in its attractive new quarters at 133 South High street, this city. The new warerooms were completely remodeled to meet the demands of the business and the most modern music store fixtures have been installed. R. S. Blatt, proprietor of the store, also controls the Buckeye Phonograph Co., at 209 East Main street, this city. The leading lines of pianos handled here are the Packard, Lester, Acoustigrande and Stultz & Bauer instruments. Sonora phonographs, Holton band instruments and sheet music are also handled.

## H. B. PHILLIPS SOLE PROPRIETOR

DANVILLE, ILL., March 8.—T. W. Hopkins, of the T. W. Hopkins Music Co., 22 West North street, this city, has retired from the firm. The enterprise is now owned solely by Howard B. Phillips, who has been interested in the business since it was started. Bush & Lane pianos, player-pianos, phonographs, Gennett records and Q R S music rolls are handled. The company reports a brisk business, particularly in the sale of pianos and players.



**BRUNS  
MADERITE**

## "BRUNS MADERITE"

### Rubberized Phonograph Dust Covers

Dealers have found it advantageous to advocate the sale of BRUNS Rubberized Fleece-lined Phonograph Dust Covers to their customers.

BRUNS MADERITE Dust Covers offer a means of protecting phonographs from dust, finger-marks, bruises incident to house-cleaning and other unforeseen accidents to the highly polished surface of the talking machine cabinet.

Send to us for complete details regarding BRUNS MADERITE Phonograph Moving Covers and Rubberized Fleece-lined Dust Covers or consult your jobbers.

It will pay you to investigate.

*If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.*

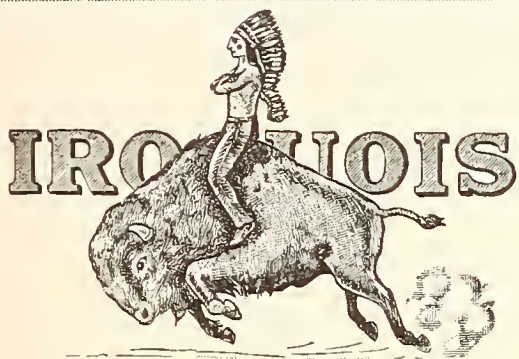


One Man Delivery Cover

**A. BRUNS & SONS**  
50 RALPH AVE.  
BROOKLYN  
N. Y.

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas





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

**NEEDLES**

Okéh — Truetone — Wall Kane  
 Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

**Complete Stocks—Prompt Service**

**IROQUOIS SALES CORPORATION**

Wholesale Distributors

210 Franklin St. BUFFALO, N. Y.

**MAKE RECORDS IN CHICAGO**

R. F. Bolton Returns to New York After Trip to Chicago to Supervise Making of Records by Several Prominent Columbia Artists

R. F. Bolton, director of the Columbia recording studios, returned to New York a few days ago after a trip to Chicago in connection with making additional recordings for the Columbia library. Mr. Bolton was accompanied on this trip by Chas. A. Prince, musical director of the company; Hal Houseman, recording operator, and Geo. Stehl, first violinist of the Columbia orchestra.

When the Columbia party arrived in Chicago they made arrangements to secure a series of records by Van and Schenck, Bert Williams, the Paul Biese Orchestra and Frank Westphal's Rainbow Gardens Orchestra. In addition, several records were made for the foreign language library, and all of the recordings were made at the Columbia headquarters in Chicago, 325 West Jackson Boulevard. Mr. Bolton states that the trip was a signal success, and that the new records by these Columbia artists will be announced shortly.

**CONTRIBUTING TO CARUSO FUND**

Victor Talking Machine Co. Subscribes \$5,000 in Support of Movement—Music Industries Chamber of Commerce Also Co-operating

The Victor Talking Machine Co. has subscribed \$5,000 to the permanent endowment fund of the Caruso American Memorial Foundation, according to an announcement by John Aspegren, chairman of the Executive Committee, which is directing the memorial movement.

The subscription has come through the Music Industries Chamber of Commerce, which is conducting special activities with a view to having all branches of the music industry participate nationally in the memorial movement. Although Caruso was related more directly to the talking machine industry, the Chamber of Commerce feels that all branches of the music industry should co-operate, as one of the important objects of the Foundation is to advance generally the musical arts and their appreciation. The Chamber will endeavor to raise a fund sufficient to support one or more perpetual annual scholarships, to be named in its honor.

It was announced that the Victor Co., in addition to its contributions, will endeavor to enlist the co-operation of the Victor dealers throughout the United States. They are being asked to co-operate by direct contribution to the fund, by distributing the Foundation's leaflet appealing for funds, and by assisting any local movements that may be initiated in the future in behalf of the Foundation.

**THIS COWBOY KNEW GOOD MUSIC**

Wanted His Records From the Red Seal List and Insisted on Getting Them

It has been proven time and time again that the musical tastes of the record customer cannot always be judged by personal appearance, and Neil P. Brennan, of O'Neil, Neb., relates an incident that again proves that fact. According to Mr. Brennan, he was recently visited by a real son of the Plains with a cowboy Stetson, chaps, spurs and all the rest of the characteristic costume, who asked regarding some good records. A number of the most popular dance records were demonstrated, after which the cowboy remarked: "Now, if you have some good records, I'll buy them." "Just what do you call good records?" he was asked. "Well, I'd like to hear one or two by Louise Homer and Heifetz and something of that order." The cowboy proved he wasn't bluffing by buying a substantial number of records when the proper sort were demonstrated for him.

**RUTH ROLAND AND THE SONORA**

Popular Motion Picture Star Keen Admirer of Sonora Portable—Uses It on the "Lot"

The advertising department of the Sonora Phonograph Co. received recently several interesting photographs from Ruth Roland, famous moving



Ruth Roland and Her Sonora Portable

picture star, who has achieved phenomenal success in a number of serials that have been shown the country over. Miss Roland purchased a Sonora Portable some time ago, and she uses it to splendid advantage in her daily work.

Recently Miss Roland, accompanied by a Sonora Portable, took a trip up in the Sierra Moun-



Sonora Entertains After Day's Activity

tains near Huntington Lake, where she made a number of thrilling picture scenes for her new picture serial, "The Timber Queen." At the close of the day Miss Roland used the portable to entertain her company, and the illustration shown herewith indicates the keen enjoyment which the instrument furnished.

The manager who gets the most out of his sales staff knows their characteristics thoroughly.

**THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5**

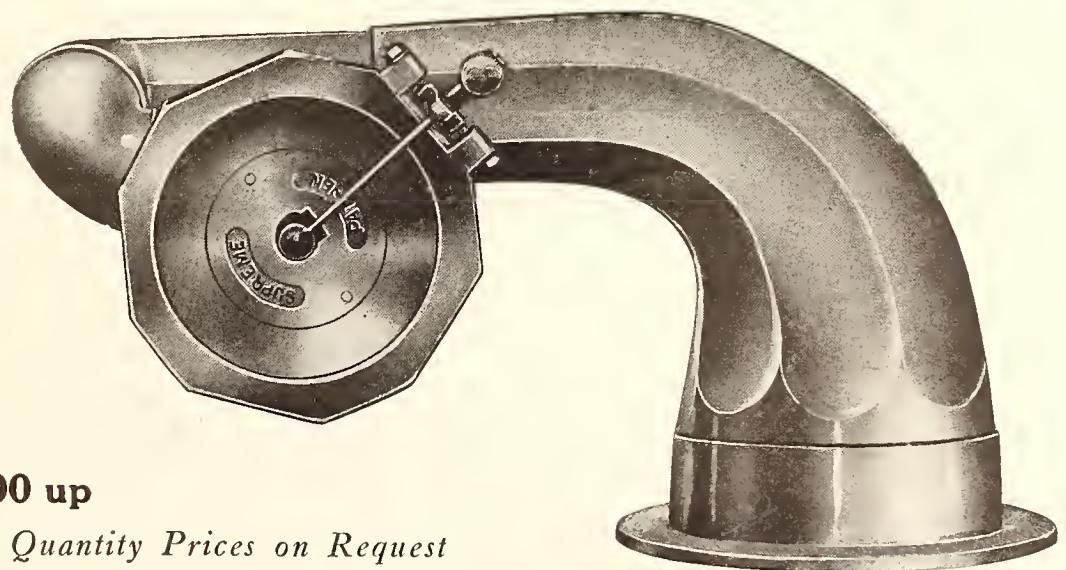
Pleasing to the Eye  
 and  
 Pleasing to the Ear

Also equipped with our regular  
 No. 3 Reproducer if desired

Tone Arm measures 8½ in., and  
 9 in. from centre to centre

Tone Arms and Sound Boxes  
 complete from \$2.00 up

Quantity Prices on Request



**The William Phillips Phono Parts Corp.**

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

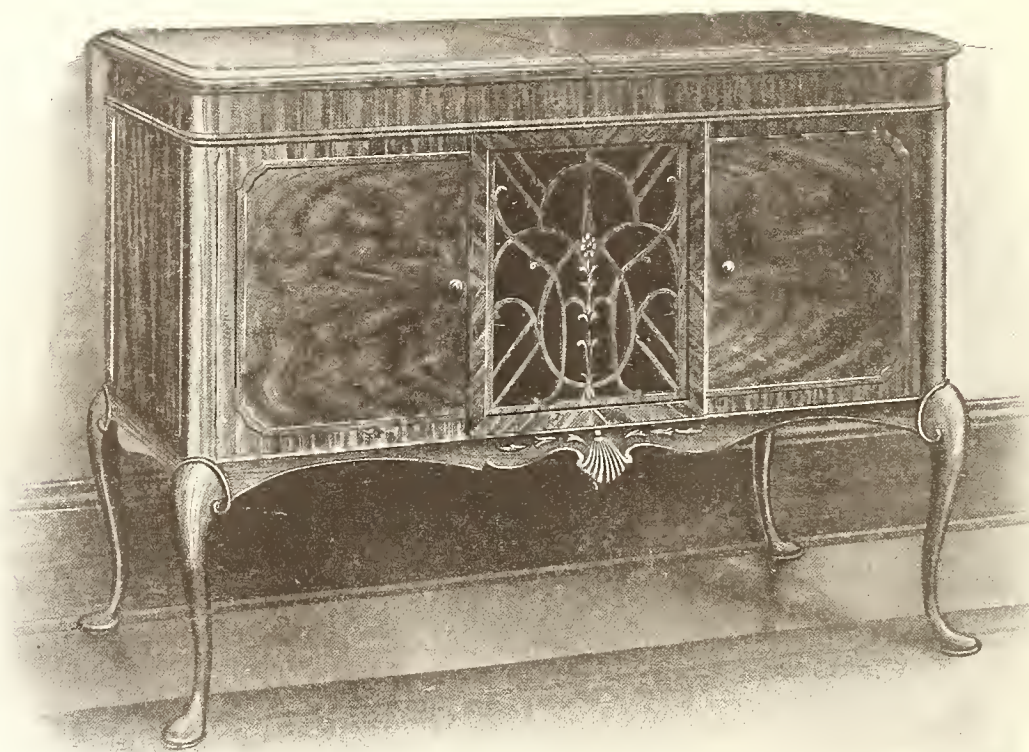
145 West Forty-fifth Street

New York City



## The Most Profitable Phonograph Line in the Industry

*We Mean Exactly What We Say and Can Prove It*



*Queen Anne Console*

The Granby Phonograph is the one phonograph which gives your customers the greatest satisfaction.

The phonograph that will give your customers least trouble.

The phonograph that produces the best vocal and instrumental music.

The phonograph that sells easiest to the largest number of customers with the largest percentage of profit to the dealer.

The present Granby Phonograph is 100% value in finish, appearance, design, construction and tone. Made in the most popular Period styles—in Upright and Console Models.

Compare this instrument, point for point, with any other make of phonograph on the market—this will conclusively prove “who’s who” and “what’s what” in the industry.

A good selling franchise is available for good merchants, in a limited number of good territories.

*Write or wire at once*

# GRANBY PHONOGRAPH CORPORATION

21 West Street

BOSTON, MASS.



## CONVENTION OF THE CENTRAL OHIO VICTOR RETAILERS

Members of Ohio Association Sound Note of Optimism for 1922—Proper Direction of Sales Efforts Stressed by J. W. Pierce—Other Interesting Addresses and News

COLUMBUS, O., March 3.—Optimistic forecasts for business in general for the year 1922 were given by every one of the four speakers on the program of the Central Ohio Retail Victor Dealers' Association convention held at the Hotel Chittenden, this city, last month.

Utilizing the Victrola as the mouthpiece of America for the purpose of spreading the real ideals of a nation by offering the music and songs of that nation was advocated by J. W. Pierce, of the intelligence department of the Hoover Suction Sweeper Co., Canton, O., in his address before the members of this Association. Mr. Pierce maintained that the Victrola could be used as an Americanization agent.

### Some Good Hints on Selling

The development of the customers' good will by dealers, the importance of giving service to the public, the proper training of salesmen and the necessity for business men to have their business properly analyzed were among the other points emphasized by Mr. Pierce. In the course of his address Mr. Pierce suggested the establishment of a service department constituted of men who would visit Victrola owners and examine the machines at frequent intervals, thus enabling the owners to have their talking machines in good order at all times. A house-to-house canvass, preferably by women, for the purpose of demonstrating records in the homes of talking machine owners was another suggestion offered the delegates who attended this convention by Mr. Pierce. "I believe there is a big field for this type of service and in time you would get a large business from this sort of approach," said Mr. Pierce.

Speaking on profits, Mr. Pierce said: "I can buy a watch for \$35 and sell it for \$50 in a short time and make money on it, and I can buy this watch for less money and sell it for more money and lose on it if I keep it in stock for a long period. The solution to making a reasonable profit on your merchandise is to make your stock turn. It is in your turnover that your profits lie. Do not let your rent, heat and light eat up your profits."

In selling Victrolas as well as any other product it is necessary to find a logical appeal, Mr. Pierce told his audience. In this connection he said: "Sell the thing that the thing does. Look upon your work as the physician and surgeon looks upon his work. Look upon your work from a social and religious standpoint and stick to your logical appeal. When you are selling a Victrola educate the public to what the Victrola is. Point out the trade-mark in order that they may know that this talking machine is a Victrola and no other talking machine."

Concluding his speech, Mr. Pierce advocated the importance of developing good personality in salespeople and the necessity of real service to the public. "Service has always paid good dividends."

Methods employed in advertising that has brought the best results to dealers of varied products, including the talking machine, were given in an address to the delegates by James J. Davin, of the Reincke-Ellis Co., Chicago. According to Mr. Davin, advertising and publicity are the best means of securing business. He urged every dealer present to accept the slogan, "The more you tell the more you sell," and in applying it assured them a greater success in their business.

"Advertising is a force in industry just like steam and electricity. The newspaper and magazine are some of the best media for advertising, for through them the greatest number of people are reached. In advertising it is desirable to



Leslie I. King

have a lot of white space." He illustrated this statement by showing a number of advertisements of nationally known products. "Plan your advertising in advance and extend your advertising campaign for a period of time," Mr. Davin advised the delegates. The building up of mailing lists, the proper way of employing billboard advertising and the value of having Victrola shows and concerts were also mentioned in his speech.

### How to Get More Business

Statistics compiled by Leslie I. King, president of the Association and manager of the Victrola department of the Morehouse-Martens Co., were the outstanding points mentioned by Mr. King in his address on "How to Get More Business." He stated that he found by actual experience that there are six sales in every hundred solicitation calls.

That better business is in store for every merchant provided he goes after it was the

contention of H. C. Bard, vice-president of the Morehouse-Martens Co. "The fact that conditions were not so favorable the beginning of this year is really a good thing for the business man," said Mr. Bard. "It is like sand thrown upon the ice to keep us from skidding."

### The Educational Question

Speaking on better music in the home, community and the school, Miss Marie Finney, of the educational department of the Victor Talking Machine Co., Camden, N. J., said: "What is our big social and economic problem to-day? Isn't it the problem of the foreigner? Isn't our failure in the past to provide for the Americanization of the foreigner the cause of most of our labor, our industrial and our social problems of to-day? Has not our failure in the past to provide this means been because we have not known enough about the foreigner and what he has brought to us in exchange for what we have to offer him?"

"In these problems we must meet the foreigner on some common ground of understanding. Music is the one common ground, and no greater truism has ever been formulated than Longfellow's 'Music is the Universal Language of Mankind.' It is the language of the heart; it needs no interpreter. It speaks in words intelligible to every man, no matter what his native tongue may be.

"Since the World War we are finding in every modern progressive schoolroom not only pictures of foreign countries and books containing their folk tales and modern literature, but a Victrola and the native folk songs and folk dances of every country, from which the children study the customs, the occupations, the modes of living and the ideas of all foreign people, because it has been found that in the natural music of a people we find the people reflected just as they are and we find that their music is the spontaneous expression in song of joy or horror, of freedom or oppression about their work or their play."

### Perry B. Whitsit Is Toastmaster

The culminating feature of the convention was a banquet at which Perry B. Whitsit, president of the Perry B. Whitsit Co., was the toastmaster. Don Johns, of the Johns Music Store, Lima, O., offered a number of delightful songs. On the program with Mr. Johns was John Saum, Rike-Kumler Co., Dayton, O., and Earl Murdock, of Ironton.

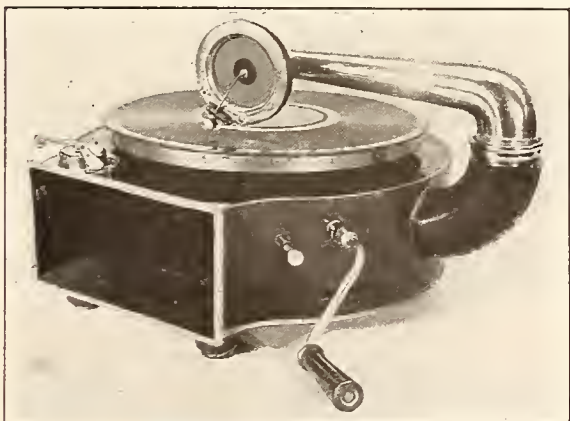
At the business session Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., was appointed assistant secretary of the Association by the chairman, Mr. King.

### DENISON SHOP ENLARGES STOCK

SANTA MONICA, CAL., March 3.—The Denison Music Shop, of this city, has greatly enlarged its stock and, in addition to Victor talking machines and records, a complete line of pianos, player-pianos, sheet music and small musical instruments has been installed.

A slap on the back will accomplish greater results than a whole week of nagging.

## DEALERS—The MADISON is a Real PHONOGRAPH



Size 13" wide—12" deep—7½" high

The BEST SELLING Table Phonograph Ever Offered to the Trade  
For Quick Sales the Madison Leads Them All

A remarkable phonograph, selling at a popular price—it has the qualities of the expensive talking machine.

A wonderful compact motor—improved mica sound box—large amplifying chamber—speed regulator—start and stop device.

Plays 10 or 12 inch records clear and loud.

Sample Price to the Trade \$7.50

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

Madison Music Co., 114 E. 28th St., New York, N. Y.

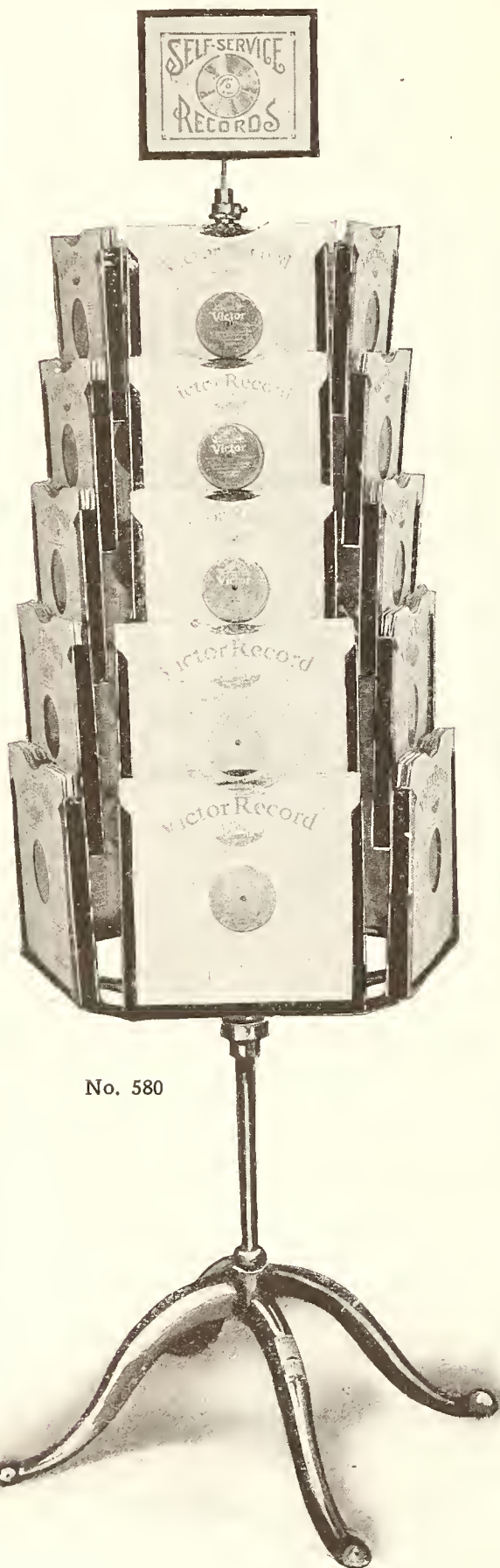


# 4 New Models to Help Increase Your Sales

## Our 1922 Catalogue with greatly reduced prices is NOW ready!

Ask Your Jobber

### There is only one sure way of increasing Sales of Records—Display Them!

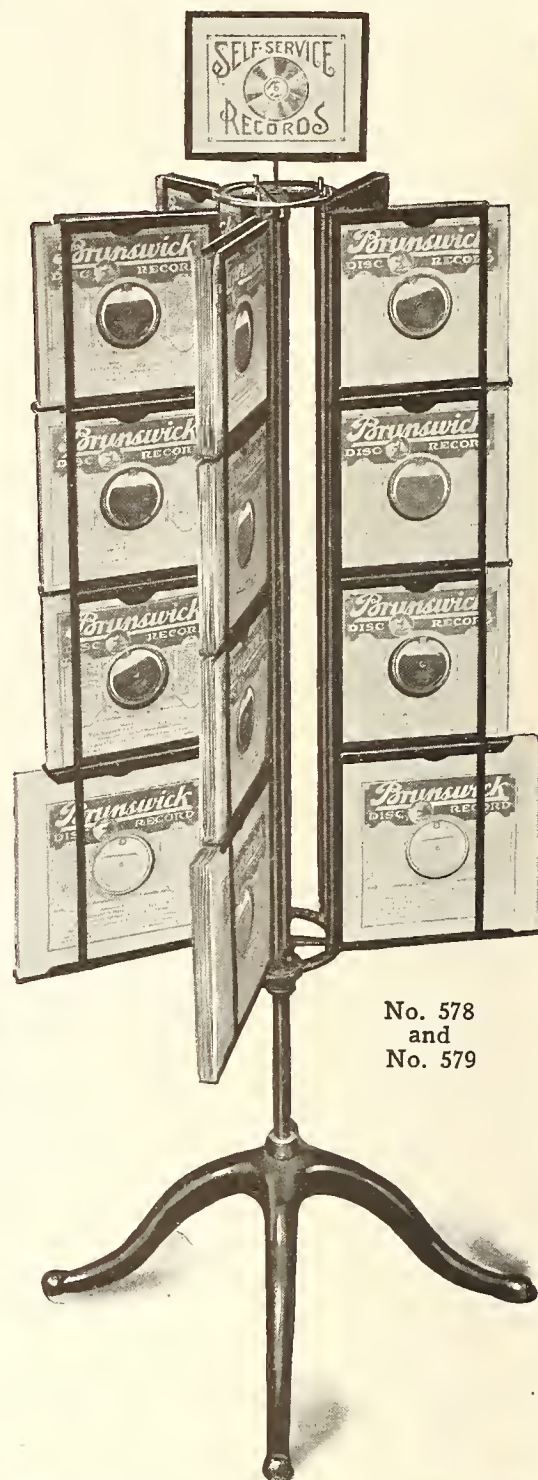


No. 580

**NO. 580. UNIVERSAL SELF-SERVICE REVOLVING RECORD DISPLAYOR.** Equipped with 25 steel pockets, ten holding 12" records and fifteen pockets holding 10" records. Each pocket holds five records, thus giving the fixture a capacity of 125 records. Equipped with heavy cast-iron base, upright steel tube and five sections of steel pockets. Fixture revolves on ball bearings. All titles clearly visible and fixture is guaranteed to hold full weight of records. Height of fixture 6 ft. 2 in. Width 24 in. Weight 95 lbs. Complete.....\$45.00



**NO. 588. VERTICAL RECORD DISPLAYOR.** Holds five 10" records. Constructed of flat steel uprights, with adjustable easel back. The pins that hold the records are made so records cannot fall off. All steel parts are electrically welded and finished in double baked ebony enamel. Height 38 in. Weight, crated, 6 lbs. Complete...\$2.50



No. 578 and No. 579

**NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR** made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

**NO. 579. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR** made to hold 10 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. 80 records are displayed and Displayor enables you to keep a reserve stock of 320 records. Height 6 ft. Width 30 in. Weight 145 lbs. Complete.....\$45.00



A New Idea for Window Display

**NO. 587. THREE PANEL SCREENS** for showing three monthly bulletins. Will make a very attractive window background and can be formed in different shapes, as each screen is hinged together, allowing them to be placed at any angle. Size of each screen, 13x36 ins. Made of channel steel, with 3/16-in. round steel on the outside, electrically welded and finished in double baked ebony enamel. Each screen is furnished with cardboard liners. Complete.....\$6.00

Write for prices to your Jobber or direct to

**UNIVERSAL FIXTURE CORPORATION**  
133 West 23rd Street  
New York



## HONOLULU BOASTS MOST ATTRACTIVE MUSIC WAREROOMS

Headquarters of the Thayer Piano Co. as Artistic and Complete as Any Retail Music Establishment to Be Found in the U. S.—Business Now Controlled by Arthur F. Thayer

The bulletin of the Rotary Club of Honolulu, T. H., of which organization Arthur F. Thayer is a member, recently had the following to say regarding the development of the business of the

Mr. Thayer brought with him a line of pianos which, from his wide experience in the trade, had convinced him would make friends for his organization wherever they were sold. After



View of the Warerooms of the Thayer Piano Co., Honolulu, T. H.

Thayer Piano Co., of that city, which indicates that there is much interest in music in the Hawaiian capital:

Back in the Summer of 1905 Leonard E. Thayer, a man who had been identified with the piano business for about forty years—in fact, ever since he retired from the army at the close of the Civil War—came to Honolulu and founded the Thayer Piano Co.

nearly seventeen years of successful retailing the Thayer Piano Co. is still selling the same line of pianos, including Steinway, Starr, Richmond, Remington, Apollo, A. B. Chase, Francis Bacon and Gulbransen. Hundreds of these instruments have been sold all over the islands and wherever there is a customer of the Thayer Piano Co. he proves to be a booster for its goods and its service.

In 1912 the business was incorporated, and in

1915 the Thayer Piano Co., Ltd., moved into its present location at the corner of Hotel and Union streets. In the Fall of 1920 the company changed its previous policy as an exclusive piano house by taking on the wholesale agency of the Columbia Graphophone Co. In the warerooms of the company there is now the largest stock of Grafonolas and Columbia records ever carried by any firm in this territory. The stock of records alone numbers over 40,000, comprising almost every number in the Columbia library.

The store of the Thayer Piano Co. was remodeled recently and a set of sound-proof demonstration rooms added. These are by far the best-arranged and best-ventilated in the city, the air of each room constantly changing by the use of a large electric blower, which is located in the basement, and keeps the air always pure and cool in the booths and does away with the noisy electric fans.

Leonard E. Thayer, founder of the piano company, died early in the year 1917 and since that time the business has been conducted by his son, Arthur F. Thayer, who is the treasurer and manager of the company.

A view of the modern and attractive quarters of the Thayer Piano Co., now located at 148-150 Hotel street, Honolulu, is presented herewith and indicates that the Hawaiian store compares most favorably with the average musical instrument emporium in the States.

### THE MAN WHO LEARNS SUCCEEDS

There is an old adage which says that "You can't teach an old dog new tricks." Like so many of these old sayings, this is a falsehood. Of course, old habits of thought and methods of doing things stick with a man, but if he allows himself to remain in a rut he certainly can't expect to succeed in the talking machine or any other business. There are new ideas galore, and no man is so smart that he can't learn by the experiences of others. The trade papers are a valuable help in bringing the experiences of other merchants to the attention of dealers.

# Sherman, Clay & Co.

## Pacific Coast Distributors



## Victor Victrolas Victor Records Victor Accessories

*Main Wholesale Depot:*

741 Mission Street, San Francisco

*Branch Wholesale Depots:*

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.,  
Seattle, Washington

427 West First Ave., Spokane, Washington



The examples shown are by  
 1—ENGLANDER SPRING CO.  
 2—OLD HICKORY FURN. CO.  
 3—CHARLOTTE FURN. CO.  
 4—SHELBYVILLE DESK CO.  
 5—HENRY C. STEUL & SONS, INC.  
 A few of the many who consider "Domes of Silence"  
 Standard Equipment for Furniture

**DOMES OF SILENCE**  
*The PERFECT Furniture Footwear*  
 Make furniture of the highest or lowest grade easier to sell. They will not mar the finest floors, rugs or carpets. Hundreds of manufacturers consider them standard equipment.  
 HENRY W. PEABODY & CO.  
 17 STATE STREET NEW YORK CITY  
 Specify **DOMES OF SILENCE**  
 A mark of better furniture regardless of its cost

F-22

*What we say above about Furniture applies also to Phonographs*



**EPSTEIN WITH KNICKERBOCKER CO.**

Will Cover Metropolitan District for Victor Distributors—Sales Staff Numbers Five—Employees With Company Covered by Insurance

Louis Epstein, who has had many years' experience in Victor merchandising, has now joined the sales organization of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City. Mr. Epstein will cover the metropolitan district. The Knickerbocker sales staff now numbers five and is energetically devoting its time to co-operation with the dealer in his many problems.

The record cleaners produced by the Knickerbocker Talking Machine Co., with the dealer's imprint, are gaining steadily in popularity, not only in this country, but abroad. Two thousand were recently shipped to Porto Rico and another substantial order to Japan.

Abram Davega, vice-president, has announced a new policy of the company, whereby the various employees will be covered with life insurance at the expense of the company. These policies will be issued on the lives of all employees who have been with the company one year or more and most of the policies will be governed by the length of service. This new move is in direct keeping with an admirable policy of the Knickerbocker Talking Machine Co., which for many years has shown solicitude for its employees.

Music alone ushers man into the portal of an intellectual world, ready to encompass him, but which he may never encompass. That mind alone whose every thought is rhythm can embody music, can comprehend its mysteries, its divine inspirations, and can alone speak to the senses of its intellectual revelations.—Beethoven.

**THE VICSONIA IN GREAT BRITAIN**

James Smith, of Liverpool, Appointed Distributor for the Vicsonia Reproducer for All of Great Britain With Exception of Ireland

William J. Sess, manager of the Vicsonia Mfg. Co., New York, makers of the Vicsonia reproducers for playing Edison records on Victor and Columbia machines, reports the appointment of James Smith, of Liverpool, England, as distributor for the Vicsonia for all of Great Britain with the exception of Ireland.

Mr. Smith has already received a substantial stock of Vicsonias in order to enable him to fill British orders promptly, and expressed himself as being most enthusiastic over that reproducer and its possibilities. A number of Vicsonias have already been sold direct in England and have met with much success there, so that the future for that reproducer in Great Britain seems very bright.

Negotiations are now under way for the establishment of a distributor in Ireland, and it is probable that in the near future arrangements will be made for local distribution of the Vicsonia in other countries, including South Africa, where the Vicsonia has won such a distinct position for itself.

**WHAT IS "MORALE" IN BUSINESS**

An Elucidation by F. L. Henderson of the More or Less Hazy Conception of the Value and Purpose of Morale in Conduct of Business

A great many people, members of the business world, seem to have a more or less hazy conception of what constitutes business morale; and in this connection it may prove interesting to read what F. L. Henderson, business counselor of the La Salle Extension University, recently said on this subject in "The Dodge Idea":

"Morale is made up of three parts—interest, confidence and satisfaction. Work without interest is drudgery, and one cannot do efficient work when there is no interest manifested. Possibly the biggest job that executives have before them is to inject a larger amount of interest than there exists at the present time. The second element, confidence, makes a man's task become relatively simple when he has confidence in the people for whom he is working, in the institution for which he is working and in the position he holds; but in the absence of confidence there is the possibility of a great measure of criticism on the part of the employe, a destructive criticism which provokes a feeling of distrust, not only on the part of the man who is especially interested, but on the part of everybody with whom he is identified. And then comes the third element—the question of satisfaction. How much joy there comes into the life of a man who is absolutely satisfied with the thing that he is doing, satisfied with himself. Many people think that they are going to make the unusual, the phenomenal success, by easy methods. Success cannot be obtained that way. This life does not work on any hit-or-miss plan or schedule. Success does not come because of unusual opportunity, but success does come when the unusual opportunity is recognized by doing the uncommon things in life in the uncommon way."

**FINE HANGER FOR CARUSO RECORD**

Most Effective Piece of Display Material Issued for Use of Dealers in Connection With First Caruso Record Since His Death

In connection with the announcement of the first Caruso record to be issued since the great tenor's death, namely, his recording of "Crucifixus" from the "Messe Solennelle," by Rossini, the Victor Co. recently issued for the use of dealers in show window and booth display a most attractive hanger, showing a late portrait of Caruso, almost life size, appropriately framed, with the announcement of the record in a panel underneath. The hanger is most artistic.



**THE MOST POPULAR ITALIAN PHONOGRAPH DISC SELECTIONS RECORDED BY THE BEST-KNOWN ARTISTS IN ITALY**

**SONGS - DANCES - COMICALS**

**Some of the Latest Successes**

10-inch Records—Double Faces—75c Each

- 00979x Felicita'-Mazurka.....Banda Municipale di Napoli
- Tango Hero.....Banda Municipale di Napoli
- 00963x Tie-Ti-Tie-Ta. Orch. Acc.....R. Ciaramella
- La Signorina Del Magazzino. Orch. Acc.....R. Ciaramella
- 00965x La Chiamavano Cosetta. Orch. Acc.....R. Ciaramella
- Povere Donne. Orch. Acc.....R. Ciaramella
- 00967x Mattinata D'Aprile. Orch. Acc...Cav. Uff. G. Godono
- Mamma Mia Che Vuo' Sape'. Orch. Acc...Cav. Uff. G. Godono
- 00969x Veneziana A Napule. Orch. Acc.....R. Ciaramella
- Uno Per Cento. Orch. Acc.....R. Ciaramella
- 00971 Tutto E' Pronto. Orch. Acc.....E. Donnarumma
- 'A Figlia D' 'O Pescecane. Orch. Acc...E. Donnarumma
- 00973x Prigiuniero. Orch. Acc.....Cav. Uff. G. Godono
- 'A Canzone 'E Napule. Orch. Acc...Cav. Uff. G. Godono
- 00975x Filava Filava. Orch. Acc.....R. Ciaramella
- Capinera. Orch. Acc.....J. Baroni
- 00961x 'E Doie Serenate. Orch. Acc...Cav. Uff. G. Godono
- E' Primmavera. Orch. Acc...Cav. Uff. G. Godono

12-inch—Double Face—Records

- 10001 Santa Lucia Luntana, 3 parts. Orch. Acc...Cav. Uff. G. Godono
- Carmen Zita. Waltz.....Military Band
- 10003 Muglierema Luntana, 3 parts. Orch. Acc...Cav. Diego Giannini
- 'I Soldatini Di Piombo. March.....Military Band

WITH EVERY RECORD WE GIVE THE WORD SHEET SONGS FREE

We are also manufacturers and distributors of

**ITALIAN POPULAR MUSIC ROLLS**

NEW HITS Released the 15th of each month

**JUST OUT**

- x175—La Farfalla (Mazurka) by L. A. Daniele.....\$0.90
- x176—'A "Santanotte." E. Scala-F. Buongiovanni. Neapolitan Song. (Word Roll)..... 1.25
- F-45—Canto e Chiagno. A. Melina-F. Pugliese. Neapolitan Song. (Word Roll)..... 1.25
- P54—Cafona Mia. S. Quici-G. Leone. Neapolitan Song. (Word Roll)..... 1.25
- P40—'Nnucentella. F. Pennino. Neapolitan Song. (Word Roll)..... 1.25
- x177—Canzona Marinaresca. E. Scala-R. Bossi. Neapolitan Song. (Word Roll)..... 1.25
- x173—Il Grido Di Piave Marcia-Sinfonica. G. Tarditi.. 1.00
- P66—Povera Mamma. G. Bruno-G. Giuda. Neapolitan Song. (Word Roll)..... 1.25
- P65—Tutti in Festa. (Schottish.) B. J. Gioè..... .90
- x168—Chitarre Napulitane. L. Bovio-G. Lama. Neapolitan Song. (Word Roll)..... 1.25

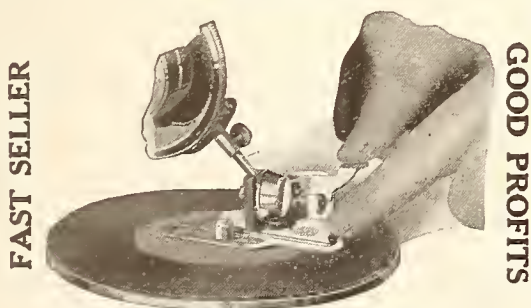
Write for catalogue and discount to trade

**THIS is the MISSING LINK in a Fibre Needle Sharpener**

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times

CONVENIENT



MECHANICALLY RIGHT

Very Simple

**LIDSEEN FIBRE NEEDLE CUTTER**

Let us send you a sample and further details

**LIDSEEN PRODUCTS**

832-840 So. Central Ave. CHICAGO

FAST SELLER

GOOD PROFITS





**Hot doggie! Let your customers hear the "Bow Wow Blues" and "Smilin'"—two fox-trots on one record for April. Played by the California Ramblers—a new addition to the Columbia staff of artists. A-3554.**

**Columbia Graphophone Co.  
NEW YORK**

### MOVING PICTURES OF VOICE MADE

"Color Music" Recorded on Screen by Los Angeles Invention—Produced by Sound Vibrations on a Series of Tuning Forks

LOS ANGELES, CAL., March 2.—Motion pictures of the voice in color is the latest development in this home of the movie. It is the newest thing in "color music" and records tone in colors on the screen just as the regular camera records motion. The voice of the singer or the tones of any musical instrument or of an orchestra are thereby shown in color as the music is heard. The new color music is produced by the sound vibrations on a series of tuning forks.

Each fork is attuned to a particular note and its vibrations produce an electrical connection that releases certain geometric color forms when a light behind these forms projects them to the screen on the stage. The sound is carried to the machine containing the music forks over a telephone wire that is connected with a telephone receiver in front of the singer or the musical instrument that is furnishing the music to be translated into color.

Any number of the forks may operate at one time to represent the number of tones similarly received, and the result on the screen is a combination of colors something like those produced by a kaleidoscope, except that they are much more brilliant and regular in their form. Each note of the voice or instrument has its own geometric form and, therefore, this combination

brings out some remarkably beautiful effects on the screen.

There is one feature that will cause some well-known singers to shy the new color music instrument. Its record is perfect and it will record a sharp or flat just as readily as the perfect sound. For instance, if the singer sounds a note flat the figure representing the note will rotate to the left and if sharp to the right. When the note is perfect the colored figure representing it stands perfectly still and clear until the sound ends and another note is taken up, when the figure disappears and another comes in its place.

This feature, however, is believed to have its advantages, as the singer, by watching the colors on the screen, may see clearly when an imperfect note is sounded and would, therefore, be able to correct it by hard practice. Also, this may make the color music screen valuable in training young singers.

The new color music scheme is the idea of W. M. Thomas, of Los Angeles, and it has been tried out with considerable success. It is said to be an improvement over all other color music instruments, as it can be carried about as easily as a moving picture projector. Its total size is about that of two suit cases. It is easy to operate, say those who have tried it, and ought to prove popular with singers, as it gives them a chance to "see the color of their voices." Also, it has the added virtue of making concerts interesting to the deaf, who may not be able to hear the singing, but will be able to "watch the color of the voice" as it is projected to the screen.

### AN AID TO GIFT RECORD SALES

Pastel Display Card for Dealers' Use Issued by Columbia Co.

In order that Columbia dealers may co-operate with the Columbia Co. in making its new gift record plan a success and so that they may secure tangible profits from this idea the company is furnishing free a beautiful pastel display card, which is shown in the accompanying illustration. Columbia dealers who subscribe to



Display Card for Use of Columbia Dealers  
The monthly display service will receive their poster automatically with the March display and other dealers may secure copies free of charge upon application to their distributing branch.

This gift record plan is meeting with a hearty reception from Columbia dealers everywhere, as, for example, it was featured by many dealers in connection with Lincoln's and Washington's Birthdays and will be used on St. Patrick's Day.

### NEW VICTOR NUMERICAL CATALOG

Latest Volume Lists All Records Issued Prior to January 1, 1922

The Victor Talking Machine Co. has just issued a new numerical list of Victor records for 1922, including all records announced prior to the January, 1922, supplement, and including, in addition, some thirty records listed without previous announcement, among them nine piano records by Novaes, three records by Sothern, three by Sothern and Marlowe, fourteen by Caruso, and one by Caruso and Amato.

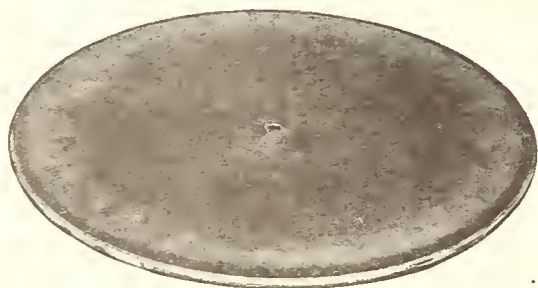
The new numerical list also offers a new grouping of foreign and domestic selections, according to nationality, all of which are listed numerically.

By careful use of the numerical list the Victor dealer is in a position to keep an accurate account of records in stock, the relative demand for the various records and the volume of sales made during a given period.

The Radio Devices International was recently chartered under the laws of the State of Delaware, with a capital of \$250,000.

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845





ELLY NEY  
Pianist



RICHARD STRAUSS  
World Noted Composer  
and Conductor



FLORENCE EASTON  
Soprano, Metropolitan Opera Company

### Another Advantage for the Brunswick Dealer

Greater Profits in the Record Department  
Quicker Turnover! Increased Volume!

Announcing

# Brunswick

## Gold Label Records

Beginning with the April release, Strauss, Ney, Chamlee, Pattiera, Huberman, Rosen, Dux, Danise, Godowsky, Easton and other internationally famous Brunswick artists—on double-faced records.

Twice the value for the buyer for just a little more.  
Two selections at only a slight increase over the present price of one.

This is only the opening gun in Brunswick's nation-wide drive for "Better Music Within the Reach of All."

It doubles the Brunswick dealer's catalog with the same number of records. Reduces his space requirements and those of the buyer.

A letter brings detailed information and entails no obligation.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI



MARIO CHAMLEE  
Tenor  
Metropolitan Opera Company



LEOPOLD GODOWSKY  
Master Pianist



TINO PATTIERA  
Tenor, Chicago Opera Company



GIUSEPPE DANISE  
Premier Baritone  
Metropolitan Opera Company



BRONISLAW HUBERMAN  
Sensational Violinist  
of the day



MAX ROSEN  
Violinist



CLAIRE DUX  
Soprano  
Chicago Opera Company

Any Phonograph  
Can Play Brunswick Records

# BRUNSWICK

PHONOGRAPHS AND RECORDS







# Proper Handling of the Customer in the Store Results in Increased Business :: By Frank V. Faulhaber

"Make the most of your opportunities when people are in your store," advised a successful talking machine dealer. "Too often possibilities are neglected when, by a little added energy, more sales would easily result. Let the people know you have the goods."

This is indeed sound logic, and it behooves the talking machine dealer who wishes to develop more sales to interest all people who enter his establishment in the merchandise he handles.

Now, just how do sales sometimes materialize, when the dealer goes out after them, in a way that some merchants would hardly think possible? There is always the possible sale, the sale of the future, to keep sight of. There are a few dealers who will not take any steps whatever in interesting people to the extent of purchasing other goods aside from the articles for which they entered. Some dealers will say it is only so much useless effort and the results do not justify it.

Yet how many talking machine dealers neglect to interest people in their goods, such as accompany friends to help select a machine? Indeed, most of them overlook this important point. Let us, by all means, show how it sometimes works out when the dealer really strives to augment sales which ordinarily should never develop.

There is one retailer of talking machines who never hesitates to win the interest of the people who accompany friends who buy. When he has succeeded in selling the machine for which the friend enters he thereupon turns his attention to the other people. On one occasion, despite all

refusals to look over his stock, the talking machine dealer nevertheless, through his insistence, induced the second person to examine the machines. The man who had accompanied the friend who bought knew something about talking machines, while the other did not. "It's not necessary for you to buy—I simply want to show you some more of our machines. Perhaps you will want to buy one later, or another friend may be interested." In this wise had the dealer overcome the second man's objections.

When that man went out of his establishment he was thoroughly enlightened as to the kind of machines this dealer had in stock. A few months later a young woman visited the store to buy a machine. Upon conclusion of the transaction she informed the dealer his store had been recommended—and by the man whom the dealer had taken the time to interest in the machines a short time before.

Had this progressive talking machine dealer's efforts been all for naught? Do you think he would have turned this particular sale had he been less aggressive, less determined to show the man the machines he had in stock? Do you see how sales sometimes are not made in your store, sales that readily should result, provided only a little added effort is exerted to win them?

Make the most of your opportunities! There will always be time available on occasions when the talking machine dealer can urge his visitors to examine the merchandise. Even though an immediate sale does not develop! You are looking to the future, striving for those sales that normally would never be made. Next time when you and your salesmen are at liberty interest all prospects. You will then be putting that time to good use and be on the way for many an indirect sale that otherwise likely would go to a competitor.

## FAVOR C. O. D. MAIL PLAN

Business Interests Strongly Indorsing Suggestion as Calculated to Help Sales

WASHINGTON, D. C., March 4.—Congressional mails are full of petitions urging the adoption of the C. O. D. mail plan proposed by Congressman MacGregor, of New York. If this plan is adopted it will be possible, for instance, for the traveling salesman of a concern to leave with customers and prospective customers a supply of order blanks in card form on the reverse side of which would be printed the name and address of his firm and in the right-hand corner a permit an-

nouncement under which the card would be carried in the mails without a stamp affixed thereto, collection being made at destination.

Proponents of the legislation point out that the greatest returns from mail-order solicitation are where return cards bearing stamps for mailing are used. It has, however, been found that this is a very expensive method of advertising, because so many people remove the stamps from the cards and put them to other uses. The Government is not benefited by this.

The scheme would have its advantages also from the standpoint of the retailer, for he would not have to bother to affix a stamp to a card, but could fill it out and drop it in the mail "as is."



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph



For The New Edison

**NOT**  
Just Another Equipment  
**BUT**

a distinct improvement in  
Tone Reproduction as well as  
in Mechanical Construction  
and Finish.

Send for descriptive circular  
which contains "HINTS RE-  
GARDING THE CARE OF A  
PHONOGRAPH."

If your jobber does not handle,  
write us.

Price the same. Liberal dis-  
count to dealers.

**GUARANTEED IN EVERY  
WAY.**

**MONEY BACK IF NOT  
SATISFIED.**

We handle highest grade  
Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**



# Widdicomb

PHONOGRAPH  
*The Aristocrat of Phonographs*

*Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.*

*Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. New prices on the various models range from \$90.00 to \$260.00.*



ADAM  
MODEL 2

**All Widdicomb Models  
are now selling at  
pre-war prices**

**T**HE Widdicomb phonograph is not alone a musical instrument of surpassing beauty of tone, it is an exquisite article of fine period furniture worthy of a place in the most tastefully appointed home. And so it is that the Widdicomb appeals with two-fold strength to the lover of the beautiful in music and in furniture as well.

By such discriminating phonograph purchasers, the merchant handling the Widdicomb is recognized as a leader in his line.

To a few merchants who are really interested in attracting the highest class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

**THE WIDDICOMB FURNITURE COMPANY**

Grand Rapids, Michigan

*Fine Furniture Designers Since 1865*



**CENTRAL ILLINOIS DEALERS ORGANIZE**

**F. M. Leslie, of Urbana, Heads New Association, With L. S. Putnam, of Peoria, as Secretary**

PEORIA, ILL., March 8.—With the object of promoting whatever may benefit the Victrola and Victor record business, as well as of encouraging good fellowship among its members, about fifty or more Victor dealers who attended the Putnam-Page convention banquet at the Jefferson Hotel, this city, got together immediately after the ban-



F. M. Leslie, President

quet and launched the Central Illinois Victor Dealers' Association. The membership is confined exclusively to Victor dealers located in the central Illinois territory.

The launching of this new association was a surprise to the majority of those present. It came about in the following manner:

The speaker of the evening during the convention banquet had been John Gregg Paine, of the Victor Talking Machine Co. Immediately after his speech a number of the dealers were asked to give little talks. Someone started talking about co-operation and organization, and when it got around to the time for F. M. Leslie, Victor dealer of Urbana, Ill., to talk, he popped the question, "How about forming a Central Illinois Victor Dealers' Association?" He put up a very fine argument, which was applauded roundly, and immediately after his talk a nomination committee consisting of Ray Miller, Dixon, Ill.; A. R. Meyer, Havana, Ill., and R. N. Smith, of Carthage, Ill., were selected to fill these positions. These gentlemen retired for about fifteen minutes and came back with the names of the following men, who were unanimously elected: F. M. Leslie, Urbana, president; L. S. Putnam, Peoria, secretary, and Lyle Straight, Peoria, treasurer.

The organization committee named are: Lyle Straight, Peoria; F. L. Fell, Peoria, and O. D. Ehrlicher, of Pekin. Membership lieutenants, whose duty it is to bring the attention of all Victor dealers in that section to the new organization, are: Ray Miller, Dixon; R. N. Smith, Carthage; A. B. Meyer, Havana; E. Froyd, Paxton; F. E. Wollett, Peoria; G. E. Lester, Hoopston; W. L. Barnett, Watseka; F. L. Fell, Peoria; R. L. Berry, Springfield, and Miss W. C. Requarth, Ottawa.

**RUSSELL & LAWRIE OPEN STORE**

TARRYTOWN, N. Y., March 3.—Russell & Lawrie, Inc., of this city, have purchased the stock of Victor machines, records and equipment of the music business conducted by Louis Guff. The new concern has just completed extensive alterations to its quarters. The Victor line is handled.

The Grand Rapids Talking Machine Co., of Grand Rapids, Mich., has dissolved.

**VOCALION DISTRIBUTORS ON COAST**

**Magnavox Co., of San Francisco, and Commercial Associates, of Los Angeles, to Handle the Vocalion Red Records in Pacific Coast Territory—Company Branch to Be Closed**

W. H. Alfring, wholesale manager of the Aeolian Co., New York, who returned last week from a transcontinental business trip, reported that while on the Pacific Coast he completed arrangements with the Magnavox Co., of San Francisco, to handle the Aeolian-Vocalion records in that territory, and that in Los Angeles these records will be handled in the future by the Commercial Associates, who will cover the entire southern section of California. The Aeolian-Vocalion distributive branch, which has heretofore been maintained in San Francisco, will shortly be discontinued, as the company feels that the new representatives are entirely competent to cover this territory without direct representation. Horace M. Hull, who has been in charge of the San Francisco branch, will return to New York as soon as these arrangements are completed.

Both of these new Aeolian-Vocalion record representatives are thoroughly familiar with the policies of the Aeolian Co. and are enthusiastic over the prospects which this representation gives them. They are making arrangements to push the Aeolian-Vocalion records intensively throughout their respective territories, on the same high plane in which the Aeolian Co. is accustomed to do business. The Aeolian-Vocalion has already been highly successful among dealers and buy-

ers in the Pacific Coast territory and the groundwork which has already been laid will, no doubt, be widely extended under these new arrangements.

**ANNOUNCE FISCHER PHONOGRAPH**

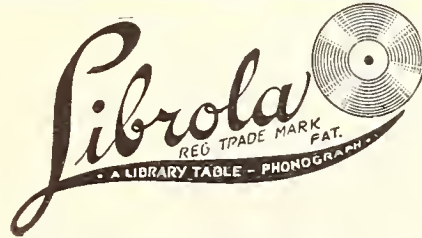
**J. & C. Fischer, Inc., Well-known New York Piano Manufacturers, Enter the Manufacture of Talking Machines—One of the Oldest Manufacturers of Pianos in the Country**

Announcement was made this month by J. & C. Fischer, Inc., 417 West Twenty-eighth street, New York, of the production of the Fischer phonograph, which will be made in two cabinet models and two table models. These instruments will be furnished in mahogany or walnut. The upright models will be known as Styles 100 and 110, while the table models are designated Styles 140 and 150.

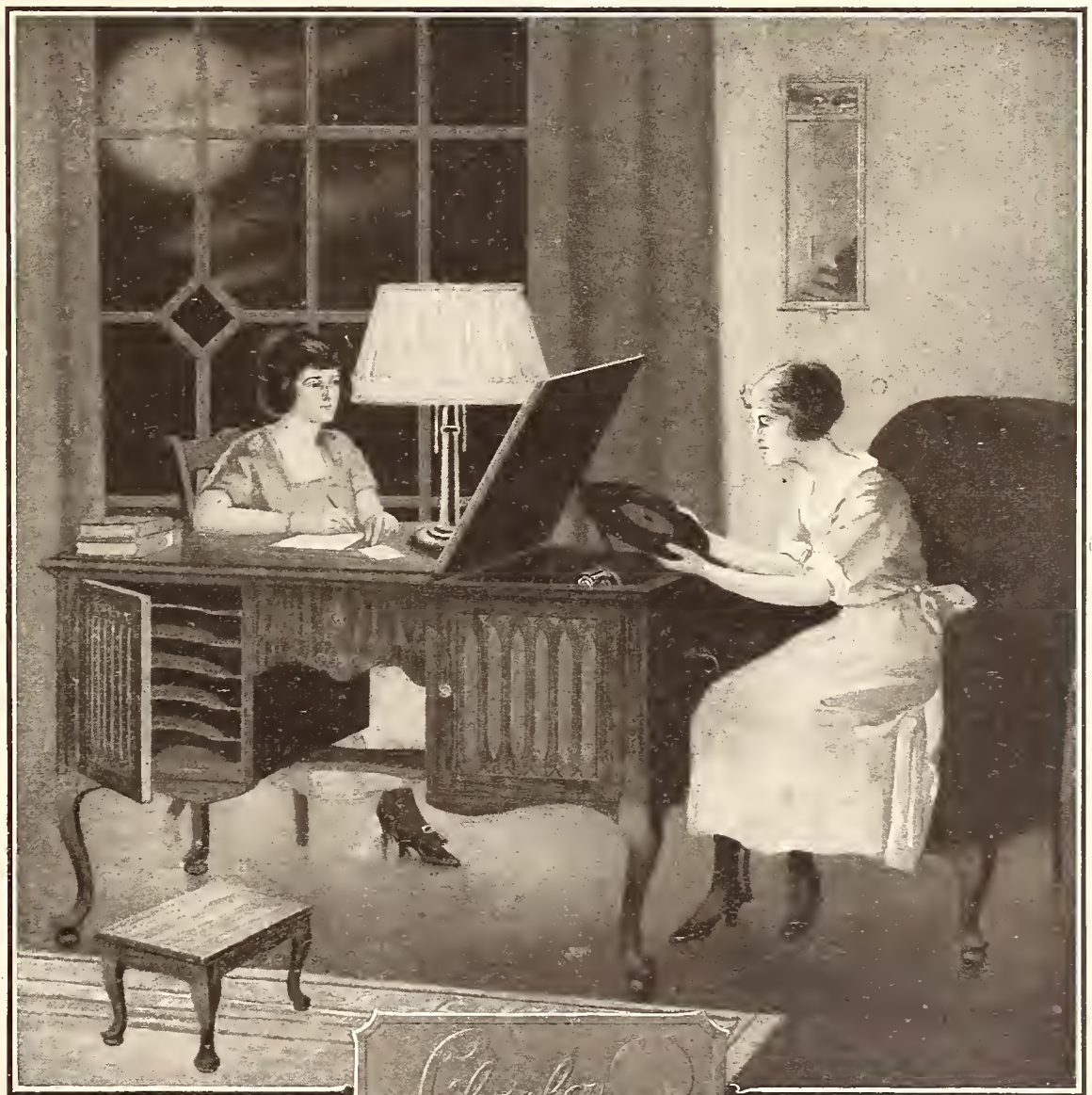
J. & C. Fischer are one of the oldest piano manufacturing concerns in the country, having been established in 1840. They have always been well known for the high standard of quality of their products. They maintain a thoroughly equipped and modern factory at the address above, and during their career have produced over 150,000 pianos and player-pianos.

Buyers of talking machines and records are actuated by the law of self-interest. This means that it is necessary to convince them that a machine is worth the price before there is the slightest hope of closing the sale.

*The best value on the market. Look at the price; then write for particulars*



*A few valuable sales agencies and jobbers' territories still available*

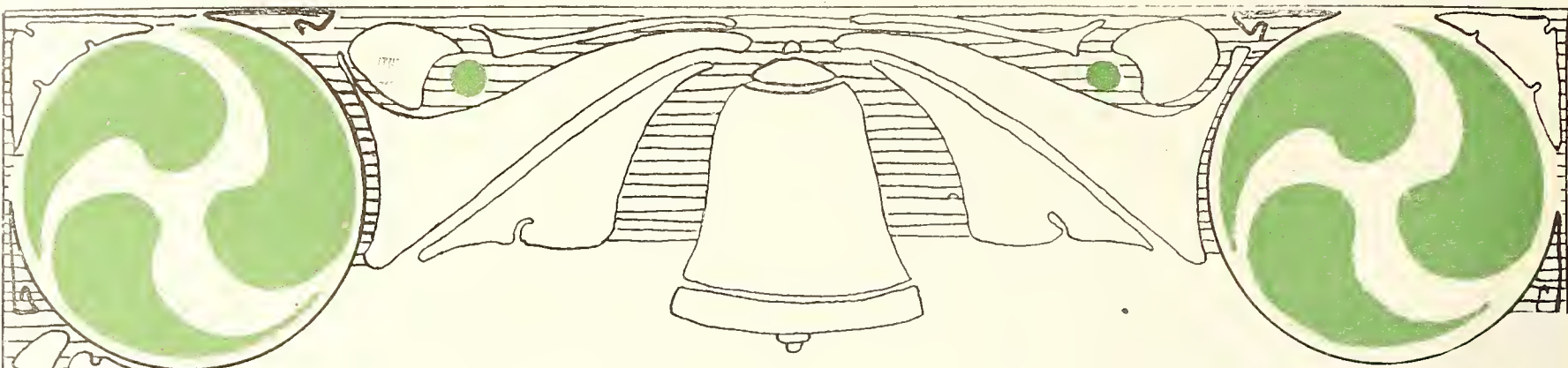


**Seaburg Mfg. Co. Jamestown, N. Y.**

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

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





## Why You Should Sell Sonora Phonographs

*Reason Three—*

### Sonora Advertising

Just as Sonora itself was a marked achievement in phonograph making from the first, Sonora advertising has been of a distinct, impressive character. Never swerving from its message of Sonora quality, it has carried conviction and the pride of ownership to prospective phonograph buyers.

The result is, Sonora dealers sell under the most favorable conditions possible. Even before customers enter a store and ask for a demonstration, they anticipate satisfaction.

The fact that Sonora has always been associated with prestige, gives the dealer a strong, initial advantage.

From year to year, Sonora advertising continues to build upon solid foundations, and the dealer who features this line efficiently will never regret the choice.



*Intermezzo*

**\$175**

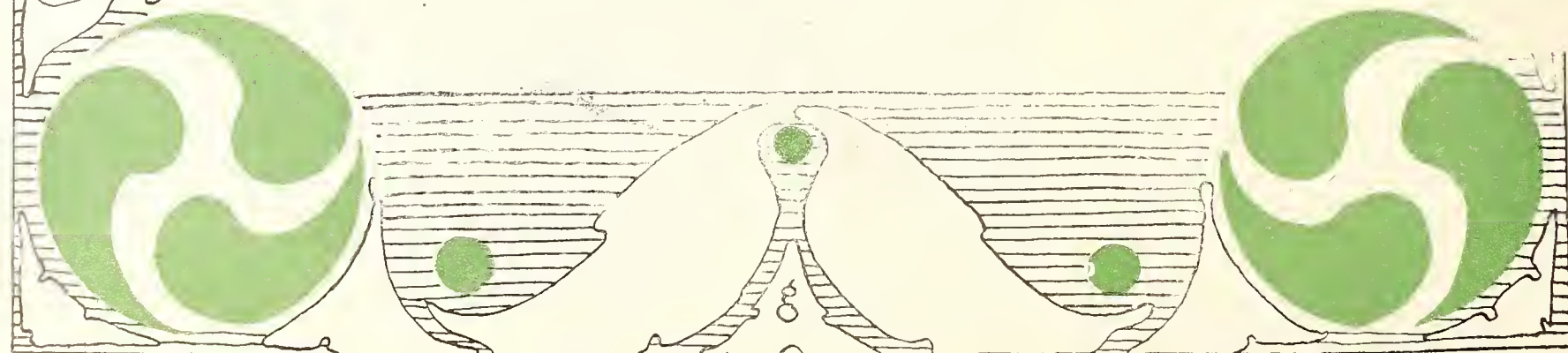
Since its introduction the Intermzzo has met with a widespread demand among those wishing a medium-priced Sonora upright with all the tone, beauty and features for which Sonora is celebrated. Plays all disc records. Finished in Golden and Fumed Oak, American Walnut, Brown Mahogany or Mahogany.

**SONORA PHONOGRAPH COMPANY, Inc.**

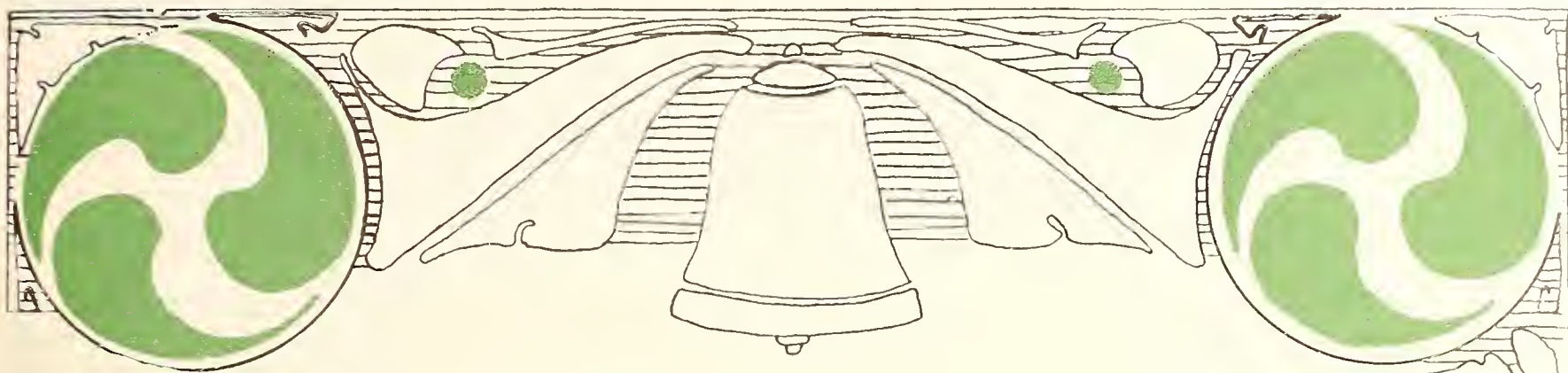
GEORGE E. BRIGHTSON, *Pres.*

NEW YORK: 279 BROADWAY

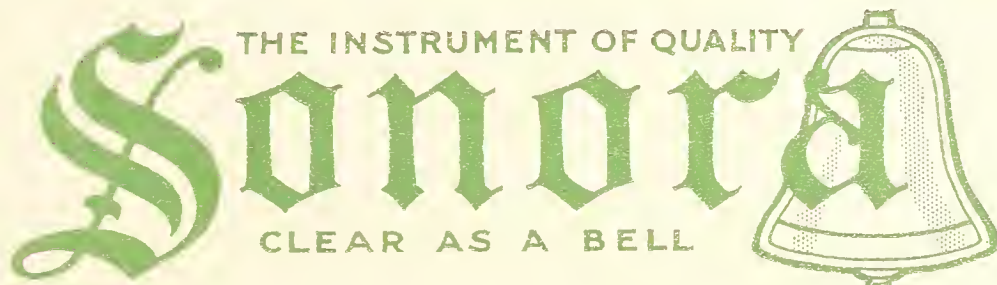
Canadian Distributors, I. Montagnes & Co., Toronto







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



*List of Distributors*

**Gibson-Snow Co.,**  
Syracuse, N. Y.

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

**Griffith Piano Co.,**

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

**Hessig-Ellis Drug Co.,**

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

**Kiefer-Stewart Co.,**

Indianapolis, Ind.  
Entire State of Indiana.

**Lee-Coit-Andresen Hardware Co.,**

Omaha, Nebr.  
State of Nebraska.

**MS & E,**

221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island and Massachusetts.

**C. L. Marshall Co., Inc.,**

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

**The Magnavox Co.,**

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

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**Southern Drug Company,**

Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Company,**

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

**Southwestern Drug Co.,**

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

**Doerr-Andrews-Doerr**

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

**C. D. Smith Drug Co.,**

613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

**Moore-Bird & Co.,**

1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**Strevell-Paterson Hardware Co.,**

Salt Lake City, Utah  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**

Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**

1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Sonora Dist. Co. of Pittsburgh,**

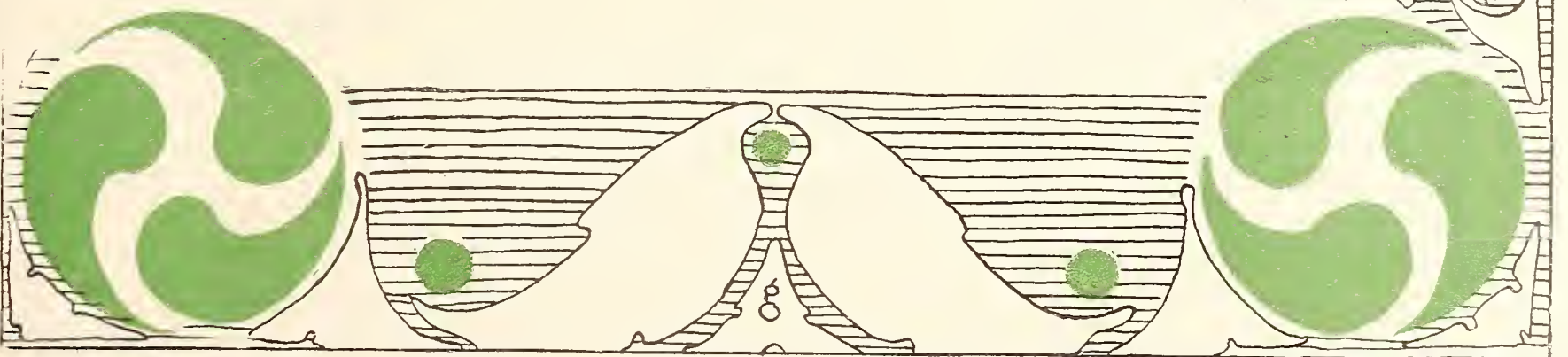
4130 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.**

150 Montague St., Brooklyn, N. Y.  
All of Long Island and Brooklyn.

**Greater City Phonograph Co., Inc.**

311 Sixth Avenue, New York  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.





# Persistent and Energetic Canvassing a Most Vital Aid in Making Talking Machine Sales

There are some parts of this country where canvassing is made an intensive occupation—where men are turned out to make their living by canvassing and have to get results to cover their expenses. Canvassing of this sort does not follow the lines of the easiest way of selecting likely looking names or those people in specially favorable circumstances and soliciting them direct. As a matter of fact, it means calling on everybody in the town and finding out just how they stand as prospects for musical instruments or supplies. Perhaps the individual may not be in the market for a player grand or even a talking machine, but he may need some records, and if the canvasser can induce him to buy them from the house he represents, then the sale helps to pay the canvasser's expenses.

A veteran piano traveler who returned from a trip through the West recently and had occasion to stop at a small Kansas town witnessed a worth-while demonstration of just what real canvassing means. While in the town, which has a population of less than 3,500, the traveler ran across the real honest-to-goodness canvasser representing one of the big music houses in another city. This man had been in the town for two days. The first day he called on 135 people and booked 17 prospects for pianos and talking machines, and on the second day called on over 140 people and reported 19 prospects for instrument sales in addition to prospects for smaller sales which he had picked up casually on his rounds.

To call on 135 people in one day is not in any sense a six or eight hour job. It means working from the finish of an early breakfast to the time when the good people of the town are ready for "lights out." It means a call every four minutes of a ten-hour day, and a man has to move some to keep up the pace, but, as the canvasser explained it, he had eight children, one of whom was going through college, and he simply had to hustle to get the money.

His visiting card was simply a cheap tape measure a yard long bearing the imprint of the house he represented. When the lady of the house came to the door he presented the tape measure with the compliments of his employers. By the time she had looked it over he had made his introduction and worked up from that point. In one instance a man did not want a piano or talking machine, but in the course of conversa-

tion hinted he might be able to use a new violin bow. He was immediately directed to the store represented by the canvasser and made his purchase there. The individual who could be persuaded to buy a harmonica for his boy or some new strings for his daughter's ukulele was also directed to headquarters. All was grist that came to the canvasser's mill and he displayed to the traveling man figures that indicated that even small sums gathered regularly grow into a substantial amount in the end.

The average canvasser who makes fifty or sixty calls a day is to be regarded very favorably in most sections of the country, so that the man who can interview 135 or more householders is unquestionably getting action. The point to be

## *Visiting One Home After Another With Proper Approach Is a Prospect and a Sales Producing Method*

emphasized is not the unusual number of calls made, but rather the fact that an effort was put forth to make each call produce some results, and in the final analysis the work of the canvasser referred to and the success that was his portion provides a strong argument for the general music store idea, the moral being that if a prospect cannot be landed as the buyer of one article he may prove an excellent prospect for something else.

It may be that every man will not make a successful canvasser. He may not have the ambition, the personality or the faculty of absorbing rebuffs and still keep going, but results prove that intensive canvassing, even in the larger cities, if persisted in and carried on by men of the right caliber, will get sufficient results to make

it a paying proposition and keep the stock moving.

Not long ago a big retail concern in the East handling pianos and talking machines rounded up thirty-five young men and told them to go out into the field and look for piano and talking machine prospects, with the promise that the five or six who showed the best results and the greatest ability during the month would be attached permanently to the payroll. The number of prospects for piano and talking machine sales that were turned in by these three dozen canvassers and the actual sales that resulted proved a revelation even to the manager who first conceived the idea. The experiment accomplished two things—it built up an excellent prospect list and provided the company with a half dozen young salesmen who had proven their ability in actual practice.

Canvassing may be the tough road to sales, and particularly hard on the salesmen who have had some years of comfortable wareroom selling with the prospects dropping in of their own volition. But it is the sort of hard-fisted selling that has made piano and talking machine business in the past and is making it right now for those who have seen the light and persisted.

### GENEVA, O., HONORS CARUSO

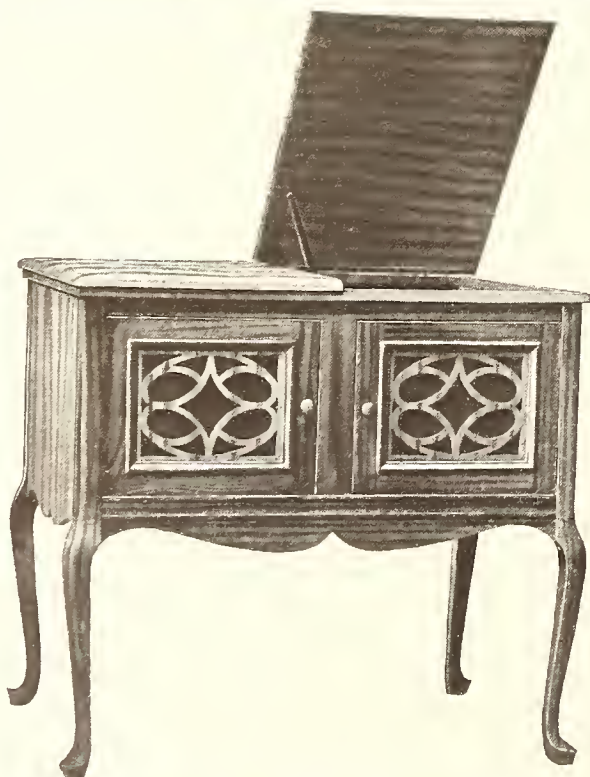
Impressive Ceremonies Mark Forty-ninth Anniversary of the Birth of Caruso

GENEVA, O., March 1.—This village, which claims the distinction of being one of the smallest community centers in the United States, celebrated with impressive ceremonies the forty-ninth anniversary of the birth of Caruso on February 26.

Talking machine records of the famed tenor blended with the voices of seventy-five singers in the community chorus, which was directed by Harry Harrison, of New York.

### FEATURES TONEPEN NEEDLES

The A. I. Ross Music Stores, 309 Steinway avenue and 206 Main street, Astoria, N. Y., are featuring Tonepen talking machine needles in their advertising. The Tonepen is manufactured by the Tonepen Co., of New York City, and it is good for about one hundred records.



Queen Anne Period Model

*Here It Is—*

## A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

Attention, Mr. Victor and Columbia Dealer.

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

**THE CELINA SPECIALTY CO.**

at CELINA, OHIO

*"Where Better Furniture Is Built."*





HERE IT IS!

*The*  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.  
 SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

*Dealers, Send for  
 Prices and Terms*

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher  
 Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS



**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

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



## PREPARING FOR NEW YORK'S THIRD ANNUAL MUSIC WEEK

C. M. Tremaine, Assisted by a Large and Influential Committee, Is Rapidly Formulating Plans for the Third Annual Observance of Music Week, to Be Held From April 30 to May 6

The work of preparation for New York's third annual Music Week has been actively under way for the past few months and plans are now clearly mapped out for the observance of the week from April 30 to May 6, inclusive. The committee in charge of the work is a most representative one, with Otto H. Kahn acting again as honorary chairman. C. M. Tremaine, director of the National Bureau for the Advancement of Music, who formerly served as secretary for the committee, is now the active chairman, with Miss Isabel Lowden as director.

Members of the committee include Philip Berolzheimer, city chamberlain; Dr. Nicholas Murray Butler; Edward F. Albee, president of the Keith Circuit of Theatres; Melza Chaffee, president, Association of Music School Settlements; Kenneth S. Clark, of the Community Service; Mrs. Walter S. Comly, president, New York State Federation of Women's Clubs; George H. Gartlan, Director of Music, Public Schools; Charles D. Isaacson; Mrs. J. F. D. Lanier, president, Society Friends of Music; Richard W. Lawrence; Berthold Neuer, of the American Piano Co.; Rev. Dr. Charles H. Parkhurst, Charles H. Ditson, Rev. Father Francis P. Duffy, Thomas A. Edison, Mrs. Julian Edwards; Dr. William L. Ettinger, city superin-

tendent of schools; Lynnwood Farnam, American Guild of Organists; Harry Harkness Flagler; Mrs. Arthur M. Reis, chairman People's Music League; Hugo Reisenfeld; Franklin W. Robinson, American Orchestral Society; S. L. Rothafel; Rev. Dr. Joseph Silverman, J. Fletcher Shera, Theodore E. Steinway, Rodman Wanamaker and Edward Zeigler, of the Metropolitan Opera Co.

Several meetings of the general committee have been held at which fundamental policies have been decided upon and various portions of the work assigned. There are also special committees on churches, church organists, public schools, private schools, colleges and universities, music clubs and organizations, music school settlements, state federation of women's clubs, foreign groups, mercantile and industrial organizations, music industries, concert managers, city government, Y. M. C. A.'s and Boy Scouts organizations.

Publicity material in the shape of posters, stickers and envelope slips will soon be ready for distribution to the trade in and around New York. Ways will also be suggested for dealers' co-operation in this great demonstration to concentrate public attention upon music and to impress all the people with the benefits it can give.

### HOW MUSIC AIDS BLIND TO READ

Letters in Text of Book or Paper Placed in Device Known as the "Optophone" Transferred to Music Enable Blind to Read

An interesting device known as the "Optophone," invented by Prof. E. E. Fournier d'Albe, by which the blind, through the medium of rays of light converted into sounds of harmony, are enabled to read newspapers and books, was successfully demonstrated recently in Jersey City, N. J.

In the Optophone light projected by a tiny photograph lens streams through five rows of oblong perforations in a revolving disc and is reflected back and transformed into sound by means of selenium cells.

To the observer these rays of light appear to correspond to the five parallel bars of a musical staff, producing, as they pass over each letter,

five notes of the musical scale, as follows: Sol, do, re, mi and sol again on a high key.

By way of illustration the electric carriage bears the tiny shaft of light, with its five parallel bars, slowly along under the row of printed letters on the down-turned page. In a curved letter, "C" for example, the outer curve first comes in contact with the light at the line or space which corresponds to the vocal syllable "re." Then, as the light proceeds over the letter, the vibrant tone first produced slurs to "do" and "mi" simultaneously. In the letter "T" the high syllable sounds first, as the upper part of the letter comes in contact with the light; then the full five-note chord as the light rays cross the upright part of the letter, only to revert again to the high tone. The combined effect is charming to the ear of the reader. It is unheard by everyone else.

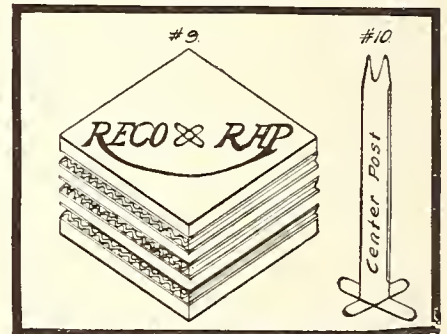
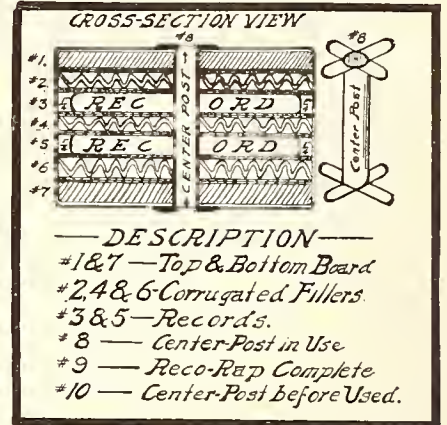
Selenium, it was explained by those who have been testing the Optophone, has the peculiar property of offering a high resistance to the pas-

## Record Dealers and Shippers Send For Your Sample Today

—RECO-RAPS—

A Transportation Package for Graphophone Records

**SAVES** Far more than their Cost  
in Postage and Insurance  
Prevents Breakage



Packages For Any Size Records  
Metal Posts For Any Size Shipments  
Write Us for Particulars and Samples

**THE RECO-RAP CO., Inc.**  
104 North 12th St. St. Louis, Mo.

sage of electricity, which is broken down to a marked degree when light shines upon it. It is sometimes called "the electrical eye" because it is affected by light. The musical notes of the Optophone are produced, therefore, as the printed letter passes between the selenium and the light. In capital letters the notes are of greater intensity than when the type is small.

### NEW COLUMBIA SLIDES

Series of Movie Slides in Color Now Ready for Distribution to Retail Dealers

The advertising department of the Columbia Graphophone Co. has issued a new series of hand-colored movie slides which are being used by Columbia dealers throughout the country. The slides are designed in full color and the



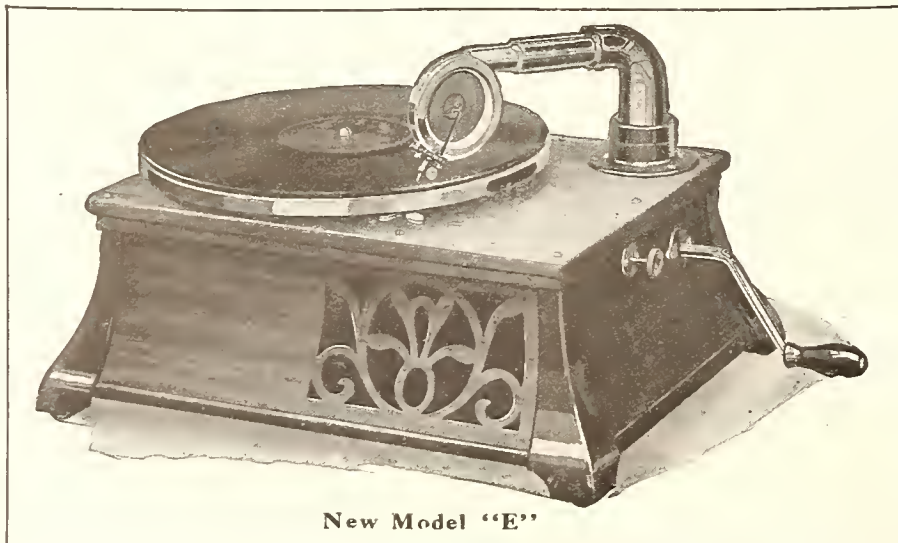
New Series of Columbia Movie Slides imprint portion is tied into the slide so that it appears as though the slides were made expressly for the particular dealer using them.

An organization in which every unit pulls in a different direction is liable to collapse. There must be team work between the members of the sales staff, the salesmen and the manager, and both of these with the employer.

## The General Phonograph Mfg. Co. Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio



**Good news! Another Marion Harris record. "Blues"—of course. "Cuddle-Up Blues" on one side and "I've Got the Wonder Where He Went and When He's Coming Back Blues" on the other side. A-3555.**

**Columbia Graphophone Co.  
NEW YORK**



**When Knowledge Means Sales—'Tis Folly to be Ignorant**

By ROBERT N. STANNARD

A man entered a store which dealt in talking machines and records and asked if there were any records by Chaliapin.

"Sharlpin?" asked the salesgirl. "You don't mean Charley Chaplin, do you?"

"No," answered the prospect, "I mean Chaliapin, the Russian basso."

"Never heard of him," answered the girl in tones that indicated that therefore Chaliapin didn't exist for her.

"No?" answered the man, no longer a prospect. "He's been in the newspapers very much of late."

Then he turned and went out. Thereby the saleslady lost not only a sale, but probably lost a customer.

For several days before this incident happened the Russian had been "turning 'em away" at the Metropolitan Opera House, yet this girl had no notion who he was. Could you blame the prospective customer if he reached the conclusion that such a saleslady would be equally helpless in aiding him in a selection of anything other than the latest jazz hits?

Buyers of classical and operatic records like to talk over their purchases with the salesman or saleslady. A talking knowledge of the events of the day in music goes a long way toward establishing pleasant relations that lead to regular sales.

Somewhere that man found a salesman who could tell him whether there were any Chaliapin records and who could talk intelligently of current events on the concert and operatic stage. What if the store had no Chaliapin records? The customer knew that here was a store that would be likely to have them as soon as they were out. He would also know that here was a salesman who could probably help him if he were to whistle some operatic air the name of which had escaped him. There is no question as to which store he would go for future purchases.

The other day a woman went into a well-known music store in Brooklyn and asked for "The Funeral March of a Marionette." Over the face of the saleslady came a blank expression. She had never heard of such a thing. The customer turned and went out, disgusted, before the saleslady had time to ask anyone who knew.

These are bona fide incidents seen and overheard by the writer. No doubt they have been repeated, with variations, hundreds of times.

A small local store may profit by the moral of these tales. A big one can, of course, but the small store may be able to take away business from the larger ones through employing someone who knows.

Spare minutes can be employed profitably in the reading of various catalogs, especially the little résumés of operas and nutshell histories of performers. Above all, a daily reading of current musical events in the newspapers would

keep the ambitious salesman or saleswoman up-to-date on talking points.

Where knowledge means a boost in sales and commissions, for the love of money, why remain ignorant?

**THE "FLEA" AND "BOW-WOW BLUES"**

A Victor dealer, who is inclined to be a bit of a wag, noticed in the March list, among the dance records, "Bow-Wow Blues," while among the Red Seal records was the "Song of the Flea," and immediately wanted to know why two selections generally accepted as being closely related had not been made available on the same record.

Many a merchant has failed because he assumed a "public be d—d" attitude toward customers.

**HOLIDAY CONTAINERS FOR RECORDS**

Frederick Loeser & Co. Stimulate Record Sales by Placing Selected Records in Specially Decorated Envelopes for Holiday Use

A plan to take full advantage of the possibilities of holidays for increasing record sales has been inaugurated in the talking machine department of Frederick Loeser & Co., of Brooklyn, N. Y., by W. H. Bishop, manager. The plan was first put into effect on St. Valentine's day. It consists simply of placing four or five selected records in an envelope on which have been placed decorations and verse suitable to the day. Circular letters and advertising in the local newspapers urge the giving of records in these containers as holiday gifts. On St. Valentine's day the envelope was decorated with a large red heart in spirit of the day and a few lines of verse. The plan was also used on Lincoln's and Washington's birthdays. Sales of Victor records were greatly stimulated in this manner.



The record compartment holds five Victor albums. The stationary top on this side provides a place for a lamp or ornament.



QUEEN ANNE—No. 401  
Height, 34 inches; width, 36 inches; depth, 22 1/4 inches. Brown mahogany. Average weight, crated, 115 pounds. Our Sheraton model, No. 400, is the same as the Queen Anne in construction, finish, and dimensions.

*Victor  
Dealers*

EVERYONE has noticed the growing popularity of the moderately priced console type of talking machine. Wouldn't it be worth your while to be equipped to satisfy this demand with a really fine cabinet, immensely superior to many of the cabinets that are being offered, which you could sell complete, with Victrola VI installed, for less than \$100? You can do this with either of the UDELL console cabinets described above and still make your regular profit both on the cabinet and on the Victrola.

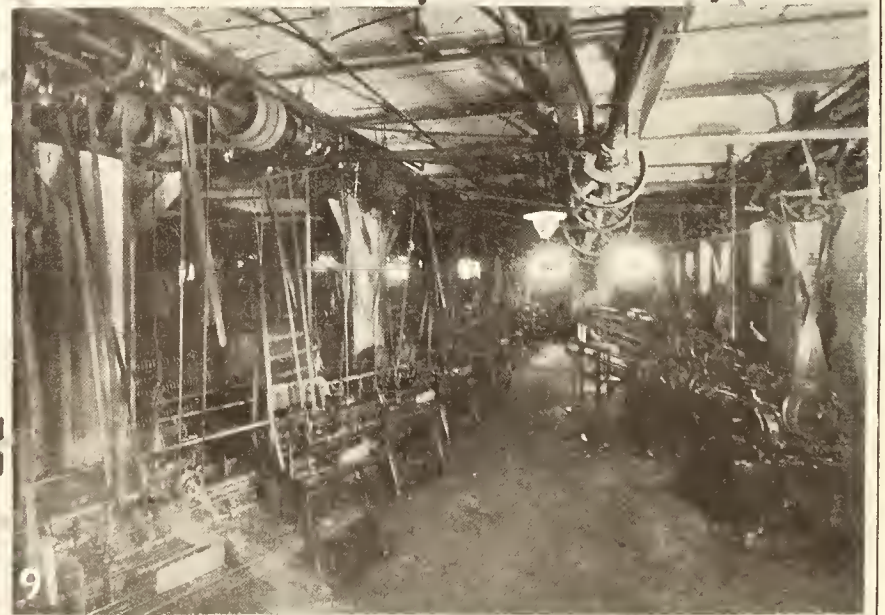
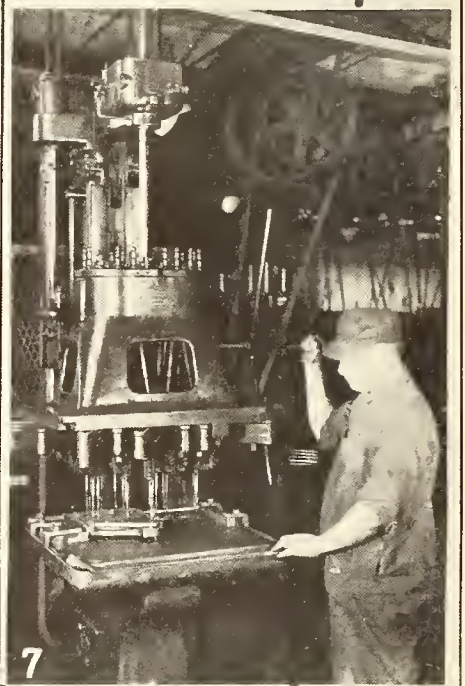
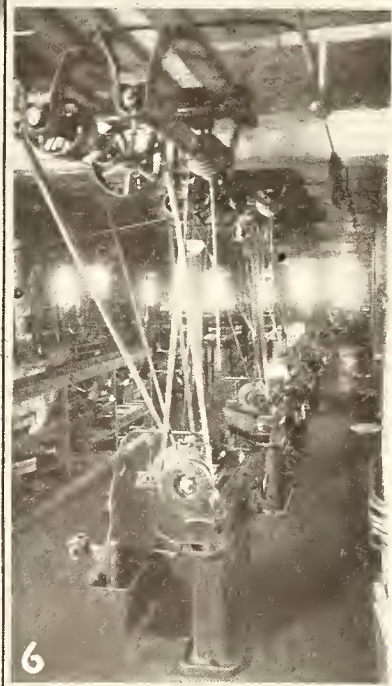
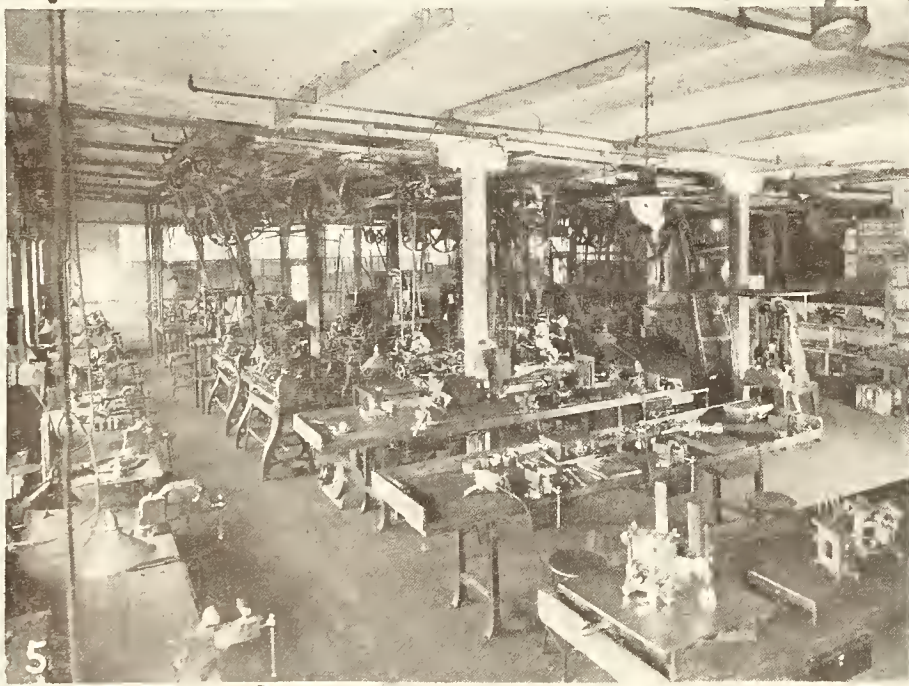
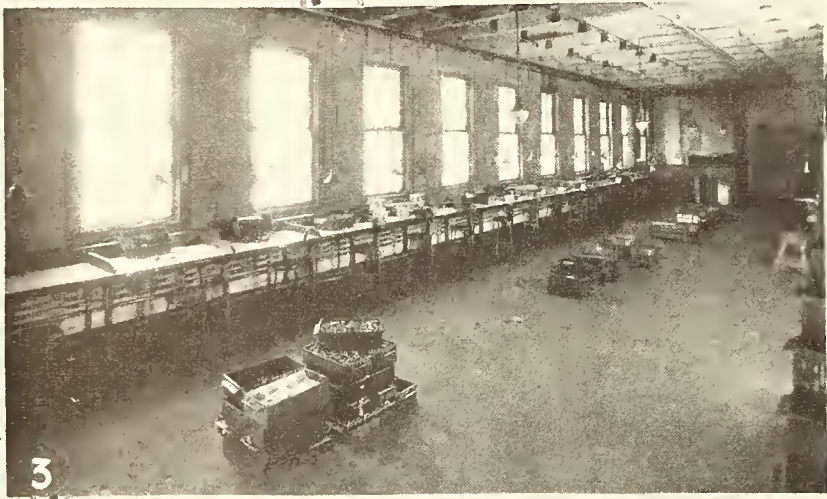
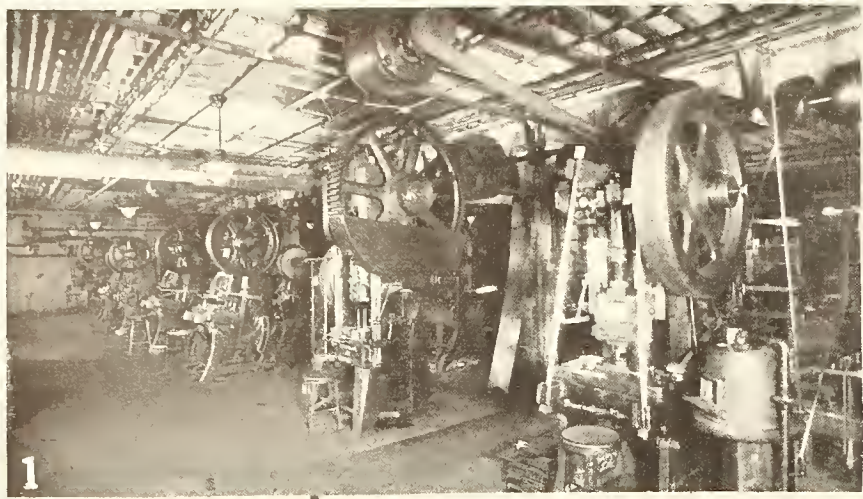
These cabinets are cleverly designed specially and solely to accommodate the Victrola VI. The instrument fits snugly and becomes part of the cabinet. It is concealed behind a grille door, paneled with golden-brown silk. Fine finish and dependable UDELL construction characterize these cabinets in every particular. They are mahogany-veneered, top, front and ends. A post card will bring you prices and full particulars.

**The UDELL WORKS**  
28th Street and Barnes Avenue, Indianapolis



# BRUNSWICK CHICAGO MOTOR PLANT A MARVEL OF EFFICIENCY

Brunswick Motors Produced Under Ideal Conditions—Plant Noteworthy for Its Completeness—Some Recent Photographs



1—Punch Press Department. 2—Assembling Room. 3—Inspection Department of All Small Parts. 4—Plating Department. 5—Section of Tool Room. 6—Section of Grinding Department—Centerless Grinders—Automatic Grinders—Special Grinders. 7—Special Automatic Drilling Machine. 8—Gear Hobbers—Thread Millers. 9—Automatic Screw Machines—Single Spindle—Multiple Spindle



**WALTER MAGILL WESTERN MANAGER**

Well-known Talking Machine Man Takes Important Post With Silent Motor Corp.

Walter Magill, well known in Middle West talking machine circles, was recently appointed Western manager of the Silent Motor Corp., of Brooklyn, N. Y. Charles A. O'Malley, president of the concern, on his recent Western trip, closed the final negotiations for Mr. Magill's services and completed plans for a branch office.

The Chicago offices of the Silent Motor Corp. are located in the Consumers Building, 220 South State street, where a complete line of Silent motors is on display. It is the plan of the Silent Motor Corp. to maintain close contact with the Western purchasers of Silent motors, and Mr. Magill, while giving his special attention to sales work, will maintain efficiency service for Silent motor users.

Mr. Magill has a wide acquaintance among talking machine manufacturers, having formerly been sales manager of the Krasberg Engineering & Manufacturing Corp., and has more recently been identified with the H. G. Saal Co.

**OGDEN'S SUCCESSFUL RETAIL DRIVE**

Sell Many Victrolas IV and VI in Combination With Ogden You-Nit Stands

LYNCHBURG, VA., February 20.—J. B. Ogden, Inc., Victor retailer, of this city, has conducted an extensive campaign on Victrolas IV and VI in combination with the Ogden You-Nit stands. This concern reports that in the past three years prior to this campaign it sold not more than two or three dozen small Victrolas. The campaign was announced in local newspaper advertisements which brought immediate returns and created from one to three new customers a day. In commenting on this campaign, the company stated: "It brought to us total strangers who had never been in our place before, and, furthermore, it brought to us people who we know from personal knowledge would not have come in and voluntarily solicited or offered to purchase the low-priced instruments because of their social position. In fact, a number of them apologized for buying a small outfit and stated that they had decided instead of deferring their purchase to buy this outfit for the children. As a result of this campaign we were completely sold out on every small Victrola we had and were compelled to telegraph for a lot by express. Incidentally, two large machines were sold as a result of this sale and record sales have increased remarkably." The You-Nit stands which were featured with the table model Victrolas are produced by the Ogden Sectional Cabinet Co., also of this city.

**HAS RANGE OF FIVE OCTAVES**

A dispatch from Vienna says that the remarkable vocal range of a forty-four-year-old singer, Michael Prita, has caused a sensation. He made his debut before the Austrian Society of Experimental Phonetics recently and demonstrated a range of five octaves, a feat never before performed. His deepest note is the F, an octave below the bass staff—more than two octaves below the lowest note of a violin, and one note lower than the record held since the eighteenth century by the German bass singer, Fischer.

Prita's highest note is the upper A, one note above Mme. Patti's highest.

His bass notes are described as full and perfect, while his soprano notes are equal to those of the famous soprano singer, Moreschi, the soloist at St. Peter's, Rome.

**V. ROACH OPENS VICTOR SHOP**

REDONDO BEACH, CAL., March 4.—An exclusive Victor establishment has been opened at 134 South Pacific avenue here by V. Roach, who comes from Plainfield, N. J. Mr. Roach has installed modern equipment in his store, which is most completely stocked.

**FEATURES VICTROLAS FOR EXPORT**

Van Winkle Piano Co., of Washington, D. C., Caters to Diplomats and Visitors Who Gather at the Capital From All Parts of the World

WASHINGTON, D. C., March 3.—The Van Winkle Piano Co., of 1217 F street, this city, Victor dealer, is taking advantage of the fact that this is the diplomatic center of the country and is recognizing the possibilities for the sale of Victrolas and records to visitors from all parts of the world. Some of the company's recent advertising featured the export branch of the business. The value of the Style 50 portable Victrola as a means of enjoyment for people who travel was stressed. One of the advertisements stated in part that: "North, South, East and West—to every country in the world we ship Victrolas and Victor records. In China and Japan, in England, Belgium, France and Spain, in Norway and South Africa you'll find this peer of musical instruments."

**PASTOR PAINTS A MUSICAL HEAVEN**

Baptist Clergyman Describes a Heaven Where Music Lovers Will Find Happiness

ATLANTIC CITY, N. J., February 27.—Music lovers will find pianos in heaven, just as everyone else will find just what he wants there, declared the Rev. Dr. James E. Norcross, of New York City, field secretary of the General Board of Promotion of the Northern Baptist Convention, in an address here last week.

"Music is the war department of the Church," he declared, "but there are times when a prayer meeting is dead before it starts because the music kills it. Our singing is often terrible."

He told of a church that had been spending \$150 annually for an organist and \$150 annually for a choir. It bought a good talking machine and now spends \$250 a year for fine records. "There isn't a man on God's earth who wouldn't rather listen to Evan Williams or the Lotus Quartet on a high-grade phonograph than to a mediocre choir," said the clergyman.

**PETITION IN BANKRUPTCY**

A petition in bankruptcy has been filed against the Great Northern Phono Supply Works, Inc., of 57 Fulton street, New York City. Liabilities are estimated at \$15,000 and assets are given as \$5,000.

**90%**

**Of All Phonograph Spring Trouble Absolutely Eliminated by**

**Anaconda Lubricant**



It prevents jumping, jerking and binding of springs. It is a scientifically densified Pennsylvania oil and is 100% lubricant.

Positively contains no graphite, grease, vegetable oils, acid, asphalt or fibre. One filling lasts for years. Quality and uniformity guaranteed. One-half as much only is needed.

*We are making special offer on first order ONLY: 5-pound can \$2.00, delivered anywhere in U. S. A.*

PRICES: 5-pound can.....\$ 2.00  
 Box of 6 5-pound cans..... 10.50  
 Box of 12 5-pound cans..... 19.80  
 50-pound can..... 15.00

F. O. B. St. Louis, Mo.

**Anaconda Lubricating & Supply Co.**  
 3008 Louisiana Ave. ST. LOUIS, MO.

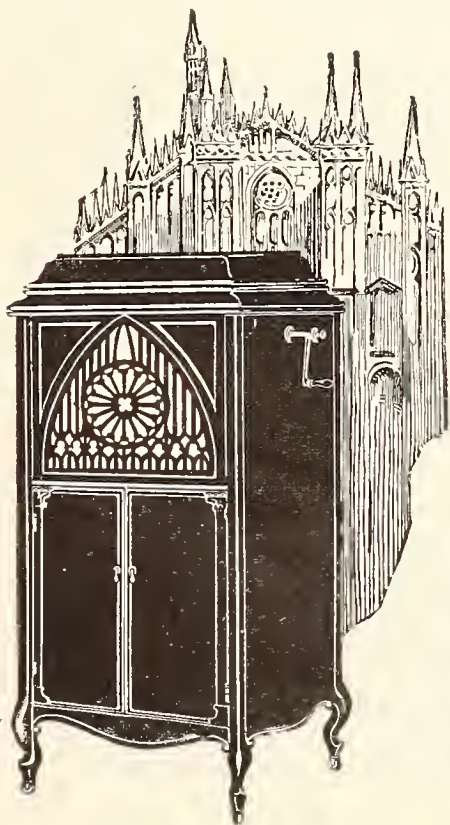
**GELLER & SELDIN BUY BUILDING**

Rockville Centre, N. Y., Concern Buys Fine Building for Headquarters—Plans Large Stock of Machines and Several New Departments

ROCKVILLE CENTRE, N. Y., March 5.—The firm of Geller & Seldin, talking machine dealers of this village, has purchased one of the finest business buildings here for its headquarters, following extensive alterations. The new quarters of the firm are located on the Merrick road and Village avenue. In addition to a large stock of talking machines and records, the concern is planning to install a player-piano, music roll and a sheet music department. The quarters now occupied will be operated as a branch.

**PLYMOUTH PHONO. CO. ELECTS**

PLYMOUTH, Wis., March 4.—The annual meeting of the stockholders of the Plymouth Phonograph Co., of this village, was held recently, at which all officers were re-elected. The officers of the concern are: President, William Thommen; vice-president, Harry Bolens, and secretary and treasurer, Frank McIntyre.



**Cathedral  
Phonograph**

THE popular CATHEDRAL Phonograph is now being manufactured by a responsible and experienced organization.

If you are looking for a line of phonographs combining quality, value and great sales possibilities the CATHEDRAL agency will prove a "gold mine."

Write Today for Our Dealer Plan

**OHIO CATHEDRAL CO.**  
 W. H. HOUGHTON, Pres.  
 MARION, OHIO







Imagine the wonderful tenor voice of Charles Hackett putting over that old favorite, "Mother Machree"! A sure seller among the April records. 80097.

Columbia Graphophone Co.  
NEW YORK

### VICTOR ACTIVITIES IN IOWA

Opera Book Month a Signal Success—Campaign Planned and Executed by Mickel Bros.—News of the Victor Retailers in This Territory

DES MOINES, IA., March 4.—One of the most effective pieces of Victor publicity introduced recently in this territory was announced by the Mickel Bros. Co. in January, selecting February as the month to be known as "Opera Book Month" and asking every dealer in the State to lend his efforts in getting as many of these valuable books into the hands of their customers as possible. Each dealer was supplied with large posters for the windows and store and quantities of small circulars, which were mailed out with each supplement. The work was backed up with stirring sales letters, which were mailed to the dealer every few days, and the phrase "Opera Book Month" was brought before the dealer in as many different ways as possible.

To further stimulate the campaign three cash prizes, \$25, \$15 and \$10, were offered to the dealers who installed the most effective windows and forwarded the photographs to the Mickel Bros. Co.

H. B. Sixsmith, sales manager of the Mickel Bros. Co., was responsible for the working of the campaign. "Our fondest hopes were more than realized," said Mr. Sixsmith. "While the margin of profit on the books was the same as any other item of Victor merchandise, still the greatest point gained is that we have gotten

them into the hands of people who buy records. We are confident that the book will develop Red Seal business and many wonderful experiences in this respect are told by the dealers. During the month almost two thousand books were sold, which we consider so successful that we are going to make every February 'Opera Book Month' in Iowa."

Donahoe & Donahoe, Victor dealers, Ft. Dodge, suffered several thousand dollars' loss by water when fire destroyed a business block near them. A quantity of instruments were stored in the basement, which was completely flooded.

H. A. Beach, vice-president of the Unit Construction Co., Philadelphia, Pa., and H. Howison, traveler, recently visited the Mickel Bros. Co. Mr. Beach is very optimistic in regard to the outlook for equipment and closed several large deals in the State.

The Crary Co., of Boone, Ia., Victor retailer, is taking a musical census of the town and, judging from the sales which are coming in, the affair is a success. Six girls, with a kit of supplies and records, are canvassing the town and their work is backed up with a large amount of advertising, both outdoor and newspaper, moving picture films and evening recitals in the store. The Crary Co. owns one of the prettiest stores in the State and sells nothing but Victrolas. Jos. C. Britt is manager.

Thos. Saam has purchased the Victor stock of a retiring dealer and, in the future, will conduct an exclusive agency at Lansing, Ia. A

complete department is already installed, with a competent force of salespeople.

The Mickel Bros. Co. held a series of district meetings throughout Iowa during the month of January which met with wonderful success. Geo. E. Mickel, president of the company, presided at the meetings. "Our meetings were a source of inspiration to me," said Mr. Mickel, in talking to The World representative. "Iowa, you know, is essentially an agricultural State and the recent rise in price of corn and wheat has done a lot toward putting the farmer in a better buying mood. We are already feeling the benefits. It was more than pleasing to note the growing optimistic feeling among the dealers and their confident opinion that 1922 would do a great deal toward bringing conditions back to normalcy."

President L. A. Murray, of the Iowa Victor Dealers' Association, has already begun arrangements for the fifth annual convention to be held in Des Moines this Summer. "Our last one," said Mr. Murray, "set such a high mark for us to follow that it will be rather difficult to arrange such a helpful as well as entertaining program as we had. However, every member can rest assured that it will be worth the time and money spent in attending. Our motto is 'Bigger and better every year.'" Mr. Murray owns an exclusive Victor store at Davenport, Ia.

W. G. Kennedy has purchased the controlling interest in the firm formerly known as the Kennedy-Gardner Co., Victor dealer, Iowa Falls, and in the future the business will be conducted under the name of W. G. Kennedy.

Axel Nelson, general manager of the Had-dorff Piano Co. retail stores, was a recent visitor to Des Moines. Mr. Johnson, manager of the headquarters at Rockford, Ill., was with him.

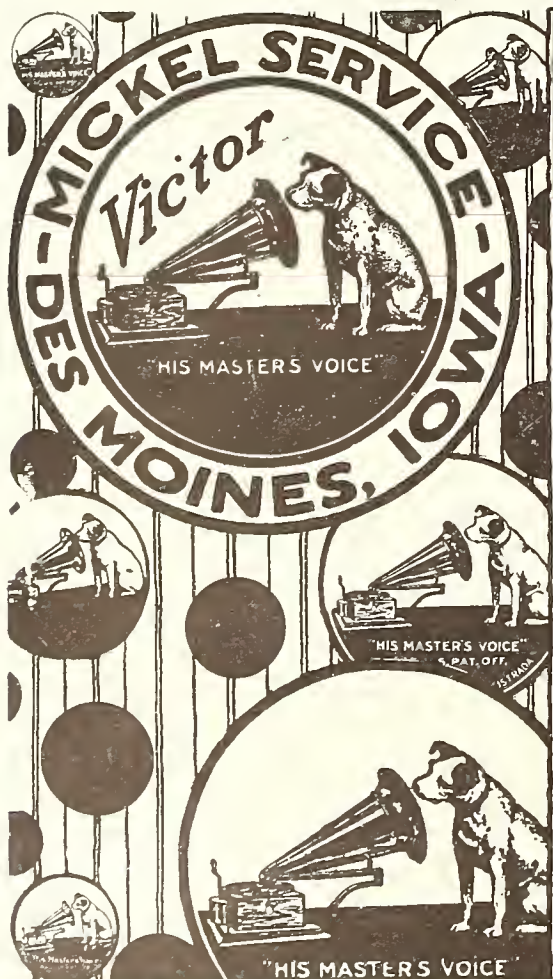
### SCHEDULES OF THE REGINA CO.

Liabilities of Bankrupt Concern Given as \$1,063,801 and Assets as \$698,479

TRENTON, N. J., March 3.—The liabilities of the Regina Co., musical instrument manufacturer, of Rahway, N. J., are \$1,063,801 and the assets \$698,479, according to the schedule filed. The schedule comprises 200 pages and has been referred to Referee Atwood L. DeCoster. The liabilities include: Unsecured claims, \$988,170; secured claims, \$40,323; notes, \$12,868; wages, \$4,074, and taxes, \$14,354. The assets are: Real estate, \$103,000; cash, \$193,000; bills, \$59,943; stock, 242,903; machinery, \$146,886; patents, \$4,624; open accounts, \$129,632, and bank deposits, \$1,426. Bankruptcy proceedings were started against the Regina Co. some time ago in the United States District Court.

### MULTUM IN PARVO

The average talking machine buyer is a self-respecting person and the salesman who adopts an air of superiority and condescension had better change his methods or quit. If he doesn't he will not hold his position very long.



## Again We Wish to Impress Upon You

That the Mickel trade-mark has a practical significance as applied to our service to the Victor retailer.

There is no phase of the Victor dealers' problems that has not been thoroughly studied by our organization, and as a result of this study and investigation we are ready to help you along constructive, practical lines.

**MICKEL BROS., INC.**  
411 COURT STREET  
DES MOINES, IOWA

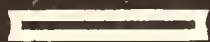




# A Needle

*For Every Tune*

*For Any Tone*



The Brilliantone line includes  
Extra Loud Tone, Opera Tone,  
Full Tone, Half Tone, Light  
Tone, and Dance Tone Steel  
Phonograph Needles

EVERY tune and tone, from the  
resounding brass of Sousa's  
marches to the softest and sweet-  
est violin solo of Jasha Heifetz,  
can be played best by a Brilliant-  
tone Phonograph Needle adapted  
to that particular music.

Your customers want to get the  
most out of their phonograph  
records by using the proper needle  
according to the type of record  
they wish to play. When you  
supply this desire of your cus-  
tomers, you naturally boost your  
total sales.

*Made in America by Americans*

*Every Package of Genuine Brilliantone  
Phonograph Needles Bears this Trademark*



*(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)*

# BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

*Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.*

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

*Pacific Coast Distributor:*  
Walter S. Gray Co.,  
942 Market St.,  
San Francisco, Cal.

*Western Distributor:*  
The Cole & Dumas Music Co.,  
50-56 West Lake St.,  
Chicago

*Canadian Distributors:*  
The Musical Mdse. Sales Co.,  
79 Wellington St., W.,  
Toronto

*Foreign Export:*  
Chipman Ltd.,  
8-10 Bridge St.,  
New York City



## BRAIN WORK IN SALESMANSHIP A DECIDED ESSENTIAL

Chas. H. Kennedy, of the Kennedy-Schultz Co., Cleveland, Contributes Some Pregnant and Illuminating Remarks Which Will Be Read With Exceeding Interest by Our Aspiring Salesmen

"Take care of the big birds and the little ones will take care of themselves." That is the motto of Charles H. Kennedy, of the Kennedy-Schultz Co., of Cleveland, who represents the Granby Phonograph Corp. in Ohio, and in going on this motto Mr. Kennedy has been unusually successful with everything he has undertaken.

"When I was a young chap in the selling game," said Mr. Kennedy, talking to a representative of The World, "I had a boss who knew his business. As a sales manager Frank Randolph knew what was what and when Frank went out after a prospect he generally came back with the goods. Like the squirrel at the sight of Davy Crockett's gun, the prospect dropped down out of the tree when he saw Frank coming.

"I was with him for three years and when I went Frank said to me: 'Kennedy,' he said, 'I want to tell you a secret of success in selling anything. It is very simple, but it brings home the bacon. It has for me and I know it may for you. It consists of just three rules: First, go after the big fellow; second, see the big man, and, third, never fail to work like the devil with your head.'

"This is true. I find that the trouble with most salesmen is that however active they may be on their legs they lack imagination. They don't work with their brains. They go off half-cocked and thus waste a lot of powder and shot on birds that are no good when bagged.

"It is just as easy—even easier—to land the big bird as the little one. The big bird has the brains to understand your proposition and to grasp its possibilities, and he has the money to buy if it appeals to him.

"The little fellow lacks both. You talk your head off and when you get done he shakes his head. He can't see your proposition at all. Or, if he is sold, it may be that his credit is weak-kneed. Then you have had all your work for nothing.

"There is much more satisfaction in gunning for the real big bird. He listens keenly to your story. He gets your story point by point. When you get done he asks a few questions straight from the shoulder and then he gives you an order which he can pay for.

"You smile when I say, 'Gives you the order'. You think I am too cocksure. Well, maybe I am, but I never call on a man with the idea of selling him until I have satisfied myself by making sure of several points. The first of these is 'Can he use the merchandise? Is it economically right for me to sell him?' The second is, 'Can he pay for them?'

"Of course, his money may be all tied up. I can't very well know whether it is or not. But I can—and do—find out whether he is good for any bill he is willing to contract.

"That question as to whether it is right to sell him is one that is too often overlooked or

ignored. I am selling Granby phonographs, not for to-day, but for to-morrow. I do not want to sell a man once and then be done with him. I want to be able to go back and get his order every time his stock needs replenishing and if I am not there I want him to mail me the order.

"Therefore, I don't want to load a man up with a lot of phonographs just because he has got the money to buy. He must be able to sell them. If he can't sell them, if he can't see an immediate market for my goods, what's the good of my selling him? I probably will have to take them back off his hands, and if I can't do that he will be stuck. He may not lose any actual cash, but he will be forced to liquidate at cut prices, doing him a lot of harm. He will be disgruntled and everyone that he meets will hear the story of the way he was treated.

"If a man can't make money selling your line you had better not sell him.

"The result of this philosophy is that I don't try to sell Granbys. What I sell is an opportunity for a dealer to make money. The goods themselves are the least consideration. Of course, they are right, so that when a dealer is sold on the proposition the order is waiting.

"By concentrating, then, on the big fellow I find the little fellow takes care of himself. There are a lot of people in the world who have got to follow a leader and most of the little fellows are followers. If you don't want their risk when they come to you with an order in their hand you can turn the order down with a clear conscience.

"If you begin at that end and sell the little fellow first it is just as hard to sell the big one later as it is the other way around, and you will find it hard sledding getting the little fellows' orders past your credit department."

Mr. Kennedy is the kind of a man usually called a live-wire. He has a head full of ideas and he can usually think of more than one at a time. He has acted on the advice that he gives and it has put him well up the ladder. He is not at the top by any means, but he is getting there fast and when he stands on the top round it is going to take a lot of pushing to make him lose his balance.

### TRENTON STORE IS ENLARGED

TRENTON, N. J., March 4.—Joseph P. Fee, proprietor of the Record Shop, 236 North Warren street, has enlarged his store and made a number of other improvements to take care of increasing business. Mr. Fee was the first dealer to open a phonograph shop in Trenton, having started eight years ago with a practical experience in talking machines and their construction. The repair end of the business has been greatly enlarged.

## "BLACK DIAMOND" GRAPHITE Spring Lubricant *The Lubricant Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by  
**HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

**LOUIS A. SCHWARZ, INC.**

1265 Broadway, New York City

S. F. LARRIMORE

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

### VISITS VOCALION DISTRIBUTORS

Oscar W. Ray Makes a Swing Around the Circuit and Brings Back Most Encouraging Report Regarding Vocalion Record Business

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from a lengthy trip in the course of which he visited Philadelphia, Baltimore, Washington, Memphis, St. Louis, Cincinnati, Detroit and other cities, for the purpose of calling on Vocalion record distributors. Mr. Ray stated that he found the distributors in a thoroughly optimistic mood, all of them reporting very satisfactory business, with a distinct tendency toward increase.

The distributors are doing particularly well in the matter of establishing new dealers, and state that not only are many dealers making voluntary inquiries regarding the Vocalion agency but are arranging to handle that line exclusively. Marked progress was reported in several of the cities, due probably to more encouraging local conditions.

All along the line, declared Mr. Ray, both distributors and dealers expressed enthusiasm regarding the dance records being made by the Yerkes S. S. Flotilla Orchestra and the other organizations recording for Vocalion records.

### JOHN CHURCH CO. OPENS BRANCH

ELGIN, ILL., March 3.—A talking machine and piano store has been opened here by the John Church Piano Co., of Chicago, Ill. In addition to the pianos and player-pianos manufactured by the company John Church phonographs will be featured. The establishment is one of the finest in this and surrounding communities and the company is planning an aggressive sales campaign.

## NATIONAL METALS DEPOSITING CORPORATION

FACTORY  
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE  
MOUNT VERNON, N. Y.

LABORATORY  
415 Fourth Ave., New York, N. Y.  
Tel. Madison Square 6635

MANUFACTURERS OF

**MASTERS**

**MOTHERS**

**STAMPERS**

FOR PHONOGRAPH RECORDS

A Perfect  
Negative  
From  
The Wax

For Your Convenience  
Deliver Recorded Wax  
To Our Laboratory

A Perfect  
Positive  
Of The  
Wax

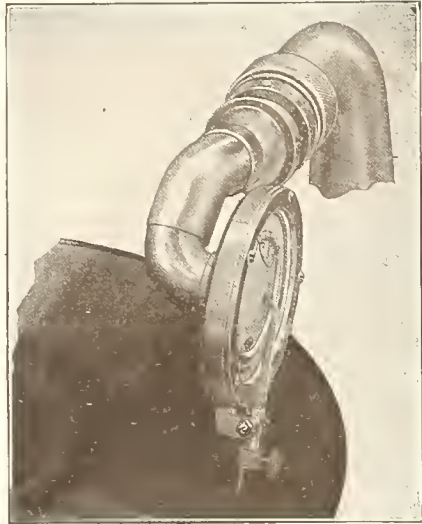
We Deposit the Finest  
Copper in the World  
*Try Us*

Quality  
Durability  
Perfect  
Workman-  
ship









Playing position

# THE Kent Special

Plays all lateral records  
AT THEIR BEST  
on the  
EDISON DISC PHONOGRAPH

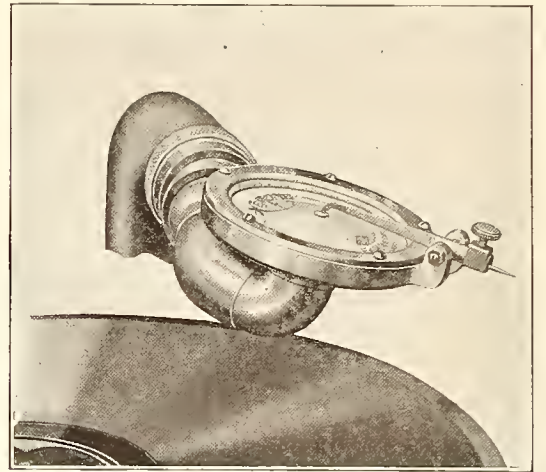


Reg. U. S. Pat. Off.

Write for catalog of complete line

**F. C. KENT COMPANY**  
IRVINGTON, N. J., U. S. A.

KENT PRODUCTS "Win their way by their play"

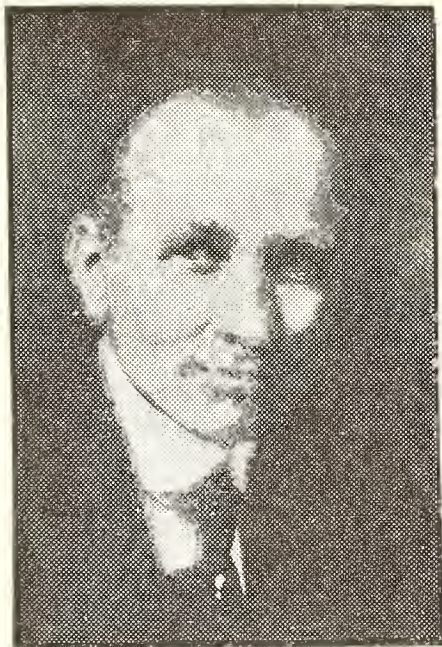


Insertion of needle position

## PEARSON PIANO CO. IN NEW HOME

Prominent Music House of Worcester, Mass., in Commodious New Quarters—A. J. Pearson, Head of Concern, Well Known in Trade

WORCESTER, MASS., March 6.—The Pearson Piano Co., Alfred J. Pearson, treasurer, which has been doing business at 235 Main street for



Alfred J. Pearson

more than ten years, moved recently into a larger and especially attractive new home at 238 Main street. The change was marked by an open house, with concerts afternoon and evening by

prominent local talent, and many friends of the long-established music house attended the opening and inspected the spacious new rooms.

The large floor space of the new store permits pleasing displays of the various makes of pianos and the Brunswick phonographs carried by the Pearson Piano Co. The excellently situated windows are full-length plate, allowing an attractive display arrangement.

Features are the spacious, sound-proof talking machine rooms. They are large and attractively furnished, permitting prospective purchasers to listen to records in absolute quiet and in artistic surroundings.

A private room, richly finished with black and gold as the color scheme, is called the Art Echo Room. Its main decoration is the A. B. Chase reproducing grand piano.

An innovation is the addition of a repair department, especially equipped for player instruments. This department has been placed in



New Headquarters of Pearson Co.

charge of Carl S. Eckberg, who for fifteen years was an inspector for the Simplex Player Action Co., of this city. The new quarters are very artistically arranged throughout and do credit to Mr. Pearson's good taste.

## WHY HE CONTINUES A CLASSICIST

Neighbors Supply All the Popular Records and Thus High-class Records Are Accumulated

Judging from Smith's cabinet of phonograph records, he is what might be called a classicist. Outside of about a dozen dance records which he kept on hand for purely social reasons to entertain company, the collection was classical. His friends found this strange in view of his fondness for popular music, especially jazzy and Oriental strains.

However, the mystery was cleared up the other evening by a friend whose long standing made it not impolite to put blunt questions.

"Well," Smith admitted, "whatever taste for the classics I have developed, I owe it entirely to our next-door neighbors. Besides, they have saved me money. As soon as a new record comes out they buy it immediately and for the next couple of days I hear nothing else.

"Of course, by that time the song which has become the rage has been murdered and buried as far as I am concerned. Therefore, the money which I would spend on popular music which rarely lives beyond a few months I use on classical music which helps to cultivate a genuine taste for music."—The New York Sun.

## TRAFFIC COP MAKES RECORDS

Patrolman Qu'nn, of New York Police, Records Two Live Accordion Solos

It is seemingly a far cry from regulating traffic at one of New York's busiest corners on Fifth avenue to playing an accordion for phonograph records, but Patrolman Frank Quinn, of the Traffic Squad of the New York Police Department, has done that little thing for the Vocalion records, the first appearing in the March list. Patrolman Quinn proves that the hand that stems traffic on Fifth avenue can draw some mighty fine music out of the accordion. His first record has on one side "The Cherry Blossom" and on the other "The Swallow's Tale."

The Yetter Investment Co. has been granted a charter of incorporation in Delaware to handle musical instruments, with a capital of \$1,000,000.

**PERRY B. WHITSIT CO.**

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

**COLUMBUS ..... OHIO**

**VICTOR DISTRIBUTORS**

## Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS**

**RENE MFG. CO. Montvale, N. J.**



# Truetone

TRADE MARK

## The WORLD'S BEST PHONOGRAPH NEEDLES

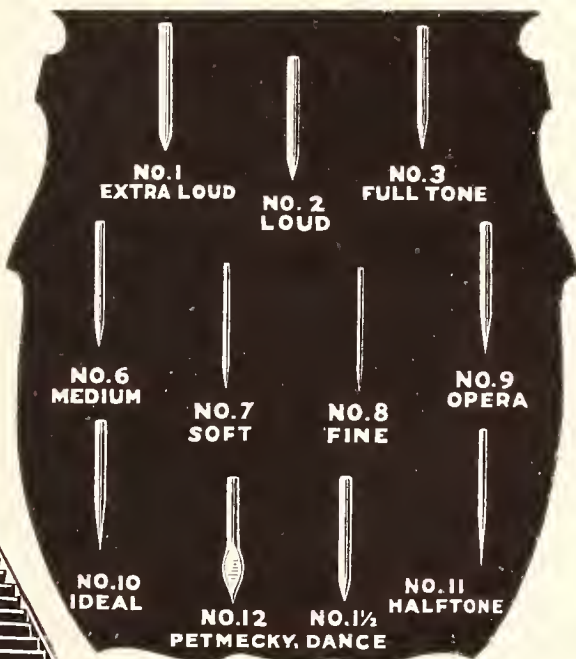
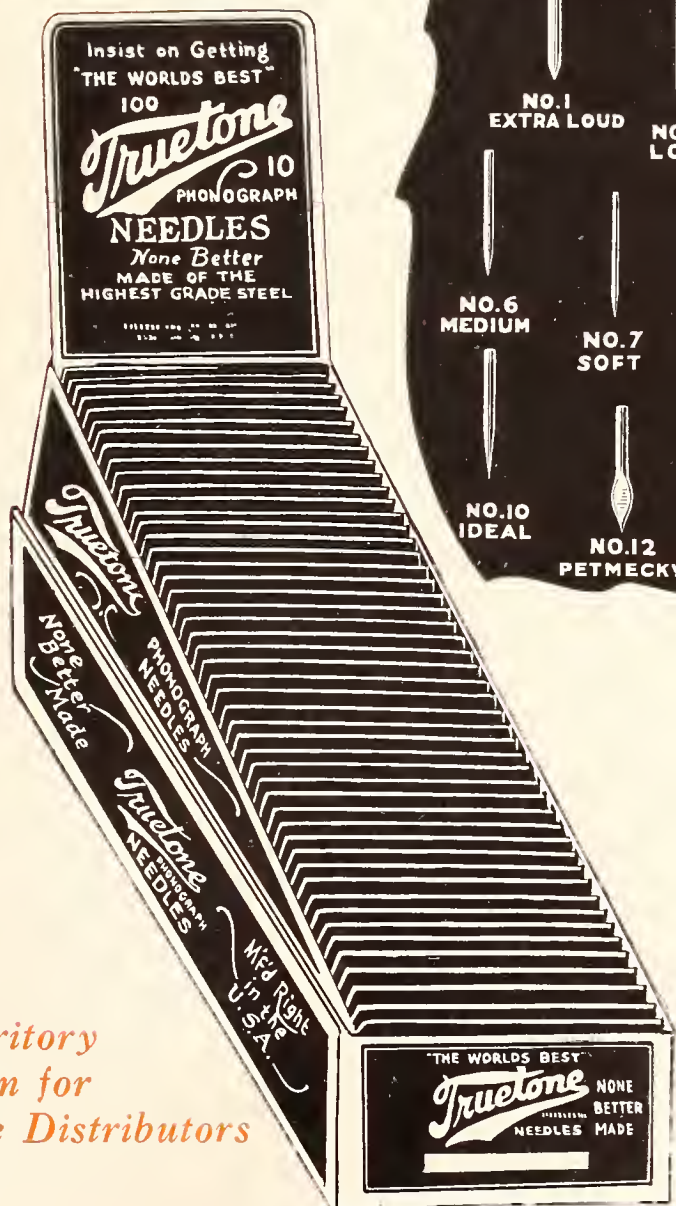
**NONE  
BETTER  
MADE**

**DEAN**

**UNIFORM  
POINTS**

**UNIFORM  
LENGTHS**

**PERFECT  
REPRODUCTION**



*Territory  
Open for  
Live Distributors*

*Write for  
Our 1922  
Prices*

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President  
25 West 45th Street, New York







**LA VELLE CO. MAKES BOBOLINK LINE**

Takes Over Bobolink Phonograph and Bobolink Books From A. C. Gilbert Co.—New Model Won Favor at Toy Fair—Officers of Company

NEW HAVEN, CONN., March 1.—The La Velle Mfg. Co., of this city, which recently took over the Bobolink phonograph and Bobolink books from the A. C. Gilbert Mfg. Co., which formerly produced this line, is featuring the Bobolink line strongly. This nursery phonograph, which is a toy in everything but the tone reproduction, consists of several models which retailed at \$25. Immediately after the La Velle Mfg. Co. took over this new line it announced the production of a new model at \$10 in stained oak with white panels upon which appears numerous attractive nursery designs. This new model attracted much attention when displayed at the Toy Fair held recently at the Hotel Breslin, New York City. William Huston, of toy fame, was in charge of the exhibit and reported that this new model also was very popular in Chicago. Mr. Huston will represent the Bobolink in the Middle West and on the Pacific Coast.

The La Velle Mfg. Co. specializes in girls' toys and has an excellent reputation in the toy trade. It is also building up a large clientele among talking machine dealers who are handling this non-competitive toy talking machine line. The Bobolink books are proving very popular and it is expected that the La Velle Co. will place a national advertising campaign behind these books in the near future. The officers of the La Velle Mfg. Co. are F. W. Gilbert, president and treasurer; R. R. Roberston, vice-president, and Frank Degnan, secretary.

**BRUNSWICK SHOP CHARTERED**

The Brunswick Phonograph Shop, Inc., of Indianapolis, Ind., has been granted a charter of incorporation under the laws of that State, with a capital of \$30,000. The concern will deal in Brunswick machines and records exclusively.

**SELLS PHONOGRAPH TO DEAF MAN**

Steger & Sons Salesman Shows That Deafness Is No Handicap to the Fellow With Pep

Selling the talking machine to a deaf man would be considered in most quarters as representing the accomplishment of practically an impossible feat, but the Steger Magazine, published by Steger & Sons Piano Mfg. Co., tells in a recent issue how a salesman in the company's retail department in Chicago managed to do just that little thing. The story was as follows:

"One of the customers upon whom he waited was an elderly gentleman who had the misfortune of being very hard of hearing. It was very difficult to converse with him, not to speak of demonstrating a phonograph. But our salesman was resourceful. After the first call, which naturally was unsatisfactory, he persuaded the prospect to come in again. In the meantime our enterprising phonograph expert got busy and rigged up a device which would have done credit to a Goldberg cartoon.

"The material consisted of a pair of dictaphone hearing tubes and a 10-cent tin funnel. The funnel inserted in the end of the flexible rubber tube was held in the sound chamber of the Steger, while the customer put the prongs of the hearing tubes to his ears. Great results! The customer was happy as the deal was closed."

**B. H. ROTH OPENS VICTOR SHOP**

WEST NEW YORK, N. J., March 2.—An attractive new Victrola establishment was opened on Bergenline avenue here this week by B. H. Roth. The opening was marked by a concert and the large number of people who attended the event and exhibited their interest in the store augurs well for the success of the enterprise.

The International Music Co., of Los Angeles, has secured a lease on quarters at 229 West Third street. Talking machines, records, pianos, etc., are handled.

**A. H. MAYERS OPENS NEW STORE**

Well-known Talking Machine Dealer Now Has Elaborately Equipped Location on Broadway, New York, Known as "Symphony Hall"

A. H. Mayers, who has long been an active factor in the retail talking machine trade in New York, marked a new forward step on the evening of February 21 when he held the formal opening of his elaborate new store at 1989 Broadway, near Sixty-seventh street, only a few doors from his former location on the same block.

The opening of the new quarters, known as "Symphony Hall," was made the occasion for an elaborate concert and entertainment followed by dancing. The program served to attract a representative crowd which packed the commodious store from early in the evening till after midnight.


The new store is fitted up in a most elaborate manner, with a commodious foyer in the front leading into a broad aisle flanked on both sides by numerous booths. The woodwork is finished in mahogany throughout, and the walls in cream tints, with the exception of the foyer, where the walls are elaborately decorated with mural paintings. The lighting system is of the indirect type and serves to add materially to the general artistic effect.

The equipment throughout the store is most modern in every particular, and is thoroughly in keeping with the fine Broadway location.

**REMODELING IN NEW PHILADELPHIA**

NEW PHILADELPHIA, O., February 27.—Alterations to the interior of the Gintz Co.'s store on West High street, now nearing completion, will give the concern 1,125 additional square feet of floor space. The new Victrola parlors are among the best in this section of the State. The balcony in the rear of the store has been enlarged for the convenience of the store's patrons.

Two additional booths have been provided for Victor record demonstrations, there now being six booths in all.



**Flexlume Signs**

*Display Most of the Best Known Trademarks*

**M**OST of the best known trademarks standing for quality in pianos and talking machines have been reproduced in the form of Flexlume Electric Signs, for manufacturers able to build up great names have the foresight to appreciate the wonderful advertising possibilities Flexlumes offer, and to do all they can to encourage their use.

Flexlumes have raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

*We shall be glad to send you a sketch showing a Flexlume for YOUR business*

**FLEXLUME CORPORATION** **36 Kail St., Buffalo, N. Y.**

*Flexlumes—Electric Signs Made Only by the Flexlume Corporation*



# STEGER

*the finest reproducing  
Phonograph in the World*

**M**USIC in all its wondrous power and beauty finds in the Steger that rare charm of perfect tone reproduction which has made this delightful phonograph a great favorite in thousands of homes.

The Steger's remarkable fidelity to original tone values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone-chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

True artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the incomparable Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

### SELL THE STEGER!

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

Write for the Steger proposition to-day! Desirable territory open.

*Phonograph Division*

## STEGER & SONS

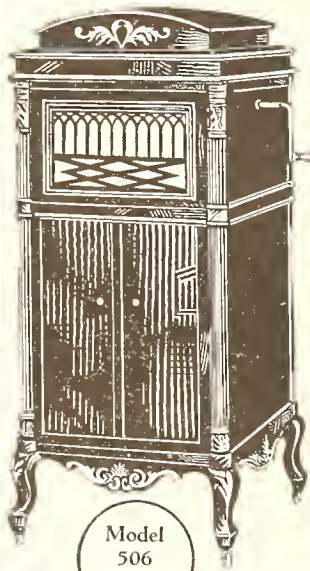
*Piano Manufacturing Company*

Established 1879

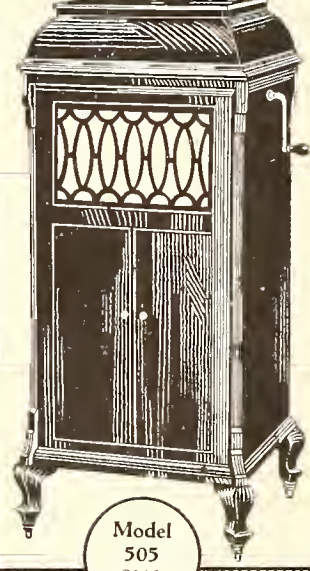
Steger Building, - - CHICAGO, ILL.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

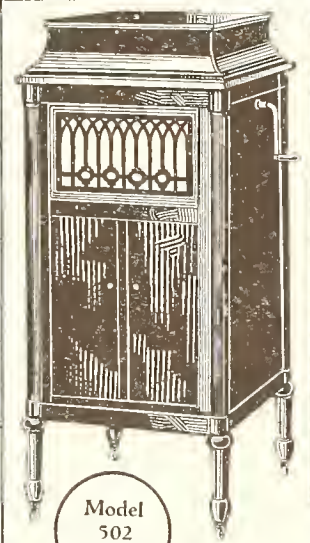
*"If it's a Steger—it's the most valuable Piano in the world."*



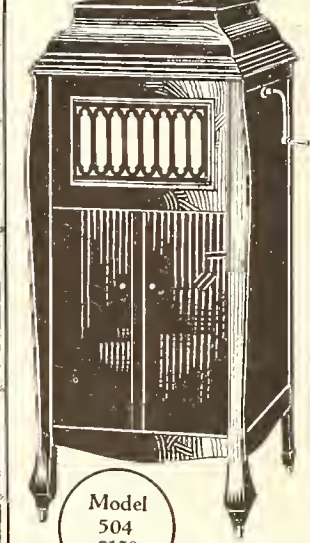
Model 506  
\$250



Model 505  
\$200



Model 502  
\$125



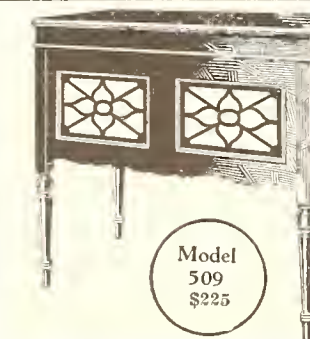
Model 504  
\$150



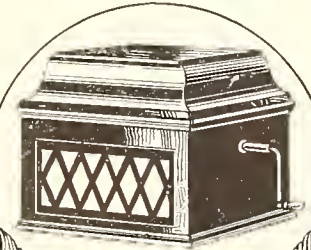
Model 503  
\$165



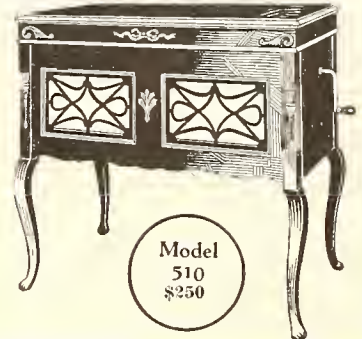
Model 501  
\$100



Model 509  
\$225



Model 500  
\$65



Model 510  
\$250



# BUFFALO

*Trade Improves—Campaign to Unite Music Interests—Moody's Plans—Trade News*

BUFFALO, N. Y., March 4.—Talking machine dealers report business gradually improving and if this improvement continues it will not be long until the volume of sales is up to the seasonal average. Dealers who made really intensive sales campaigns during February had little cause for complaint as to the volume of business transacted. Jobbers and distributing agencies say the effect of mid-Winter sales is apparent in stock orders, which are now being placed in increasing volume. Record sales are showing improvement and have been stimulated by the appearance at local theatres of many well-known record makers.

Talking machine men are taking a most prominent part in a campaign to unite all the music interests of the city into one organization. This campaign was discussed at the February meeting of the music group of the Buffalo Chamber of Commerce. At this meeting C. N. Andrews, Victor jobber, was re-elected chairman of the group and T. A. Goold, of Goold Bros., was named vice-chairman.

Many valuable suggestions which will be followed in planning the campaign were made at this meeting by V. W. Moody, of the Buffalo Talking Machine Co.

The principal address of the meeting was made by George W. Pound, general counsel of the Music Industries Chamber of Commerce. Mr. Pound said the talking machine industry is but in its infancy. He predicted that the time will come when talking machine records will be used as a means of communication much as personal letters and telegrams are now employed. The machine industry is now in the midst of a new era, Mr. Pound said, where perfection of mechanism as well as beauty of cabinet are basic requirements.

V. W. Moody, for the past few years general manager of the Buffalo Talking Machine Co., Victor wholesaler here, and formerly sales manager of the New York Talking Machine Co., of New York City, will leave the talking machine business in the near future to join his brother in the manufacture of metal foil in Louisville, Ky. In addition to his other duties, Mr. Moody has been intimately associated with the work of the National Association of Talking Machine Jobbers as a member of the arrangements committee.

Columbia dealers in this territory report the national advertising campaign as having a tremendous effect upon business. Record trade has been especially stimulated.

Robert Porter, field sales manager of the Columbia Co., held an enthusiastic meeting of dealers at the Buffalo branch recently.

R. J. Milholland has resigned as Syracuse representative of the Columbia Co. and Manager Faring, of the Buffalo branch, has named Charles E. Hewitt as his successor. Mr. Faring, assisted by E. L. Wallace, Rochester representative, conducted a profitable meeting of dealers at the Hotel Seneca in Rochester on February 28.

Another Columbia dealer has been added to the Elmira list, Claude Buckpitt having opened a new store in that city.

Charles Hoffman, Sonora distributor at Buffalo, is enjoying a vacation at West Palm Beach. The Hoffman store is being remodeled and will be one of the most attractive in Buffalo when alterations are completed.

Neal, Clark & Neal recently conducted a most successful sale, in which Victor Model 80 was featured. Two hundred of these instruments were offered and they went fast.

Samuel C. McRoberts, phonograph dealer, of 32 Main street, Batavia, will move from his present quarters late in March. He is now seeking a larger store room.

John Bieda, of Bieda Bros., proprietors of one of the busiest community talking machine stores

in western New York, was recently elected chairman of the board of directors of the new Black Rock Progressive Association.

Elbridge Glantz has been appointed manager of the talking machine department of the Stranburg Music Store at Bradford, Pa.

Harry Barsuk, Batavia talking machine dealer, is recovering from a severe attack of pneumonia. His daughter, Miss Rose Barsuk, has also been ill with this disease.

Fire caused by the exploding of an alcohol lamp did \$500 damage in the showrooms of the Columbia branch. City firemen confined the blaze to a small area.

Pathé retailers in western New York report good business during February. Victor & Co. made a special offering for one day only and report a record volume of sales during the day.

Herman Kuglin, North Tonawanda druggist, recently donated a beautiful talking machine as first prize in a contest between schools of that city, voting coupons being given with each purchase. The instrument was won by the Pine Woods School, delivery being made on Valentine's Day.

Curt C. Andrus, Edison dealer at Niagara Falls, has moved from 223 Falls street to the Brett Music Store, at 320 Niagara street, where he has commodious and attractive quarters. Like other Edison dealers, Mr. Andrus reports business improving.

Brunswick dealers are among the most optimistic of the local trade and Brunswick sales records for February show the foundation for this optimism.

## TO MOVE TO LARGER QUARTERS

The Cable Piano Co. store in Chattanooga, Tenn., will be moved on April 1 from its present location, at 117 East Eighth street, to handsome new quarters at 115 East Seventeenth street, where double the present space will be available for the requirements of the business. The store, of which J. H. Shaw is manager, reports a large and growing business in both pianos and Victrolas.

## OAKLAND FIRM ADDS VICTOR LINE

OAKLAND, CAL., March 4.—The Phonograph Shop, one of the most progressive talking machine establishments in this section of the State, has added the Victor line of machines and records, according to a recent announcement by Olin S. Grove, proprietor. The concern also handles Brunswick, Edison and some other machines.

## COLUMBIA NEWSPAPER CAMPAIGN

Gigantic Publicity Campaign Introduced Recently by Columbia Co. Meeting With Great Success—Dealers Appreciate Co-operation

The gigantic newspaper Grafonola advertising campaign recently announced by the Columbia Graphophone Co. is meeting with signal success. This campaign consists of six separate interlocking advertisements, and the individual arrangement of each advertisement includes a definite, positive appeal to every class of purchaser. Each of the Columbia wholesale branches is contributing its quota to the success of this campaign, and, judging from all indications, Columbia dealers are keenly appreciative of the co-operation and assistance that the Columbia Co. is giving them through the medium of this campaign.

Some time ago the Columbia Co. announced a Grafonola carload sales campaign which proved successful beyond all anticipations and the results of this campaign convinced the company that its dealers are more than willing to take advantage of any practical, logical form of co-operation.

## IMPORTANCE OF SELF-CONTROL

Ability to Meet Rebuffs of Unkind Customers Is of Paramount Importance in Selling

Self-control is one of the most important attributes of the successful salesman. The salesman on the road faces an entirely different proposition than the man in the store. He must be equally as cheery, have the same belief and enthusiasm for the line which he represents and use the same tact and courtesy, but there the similarity ends. The floorman does not get the rebuffs which fall to the lot of the man on the outside. The fighting instincts of any red-blooded man almost compel a sharp retort in answer to a rude prospect. If he lets his natural inclinations overcome his better nature and common sense he will answer in kind. The result is antagonism of a customer and the loss of a possible sale. On the other hand, if he meets a rebuff with a cheery word and disregards it, his chances for an immediate sale are materially increased and even if the gruff customer does not buy at the moment, at least no feeling of enmity has been aroused within him against the house, and the chances are that when he is ready to do business the house represented by the polite and cheery salesman will be given first consideration.

## Leadership



THE Victor trade enjoyed the greatest prosperity in pre-war days. The Victor trade weathered the war and post-war adjustment periods the most effectively. The Victor trade will ride at the peak throughout 1922 and the years to follow.

There's a reason why Victor leads and there's a reason why so many Victor dealers prefer our service.

**CURTIS N. ANDREWS**  
BUFFALO, NEW YORK



*The most significant recent innovation in the phonograph record industry is the introduction of the nationally popular*

# REGAL RECORDS

(List Price 50c)



The country's most progressive department stores have popularized them until their sales turnover stands today at a figure never before equaled in the trade.

Their phenomenally increasing sales are daily adding to the conviction that they are records of sensational quality.

With all trade pioneering difficulties overcome by a most auspicious introduction Regal Records are finally to be offered for dealer merchandising, and the opportunity for supplying communities not yet fully covered will be afforded a limited number of dealers in excellent standing.

If you are interested, we urge that you write *immediately*.

## REGAL RECORD COMPANY

206 FIFTH AVENUE

NEW YORK CITY





## Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

# Suggestions That Will Stimulate Trade

**N**EXT time you take your family or your friends to the theatre save the seat checks carefully. And when you take supper afterward in a restaurant make the waiter give you the check or a duplicate copy. Now take a large piece of plain white cardboard, 4x3 feet. Draw a heavy black line down the middle, dividing the card in half, and you are ready to make your "deadly parallel." Head the left side "Entertainment Away From Home—One Night." Then list your expenses. Paste your theatre tickets on the cardboard with the wording, "Theatre tickets, \$00.00" (inserting price). Do the same with your dinner-check, then add carfare, and total at the bottom in large figures. Now head the right side "Entertainment at Home—Every Night." Below this write "One Month's Payment on Model XX ——" (inserting name of your machine and amount of the payment). Your next item is "00 New Records, \$00.00." Put in enough records to make the totals on both sides balance. For a touch of realism attach at the bottom of the card genuine bills and coins corresponding to the amount of your totals. This card, displayed with a good light close to the front of your window, furnishes an object lesson that should bring you business.

\* \* \*

**B**URIED in your record files is unlimited material for good window displays, if you but know how to use it and are willing to take pains. Here is an idea that will unquestionably attract attention. From your files select a dozen records containing "bird calls," warbling, whistling, etc. A few minutes' conversation on the 'phone with your local taxidermist or the director of your museum and your public schools and you can arrange to borrow a number of stuffed birds. Tell the lenders you will put a "credit card" in the corner of your window acknowledging the source of your birds. Arrange the birds in your window with the records, in pairs, against a light background and the street crowds will begin to gather. If you wish to carry the idea further arrange twigs, grasses and ferns to give an appropriate setting; label each record with a card, bearing its title, and also label the birds. Your sign in the center may read: "The (name of machine) brings you the music of Nature as well as man. These beautiful 'bird-call' records reproduce the notes of ——" (then add your list of bird-calls). Across the bottom write: "Come in now and hear them!"

\* \* \*

**T**O make a drive on your small machines secure from a local wall-paper concern some nursery paper—the kind with a plain ground and a strip of comic animals or Mother Goose characters at the top and bottom. With some light "beaver-board" you can make a backing for your window and when you have attached the wall-paper to this with small thumb-tacks you will have the effect of a nursery. On the wall of your nursery hang one or two framed photographs of children from five to ten years old. A local photographer will loan you these. On the floor place your small talking machine with a record on the turntable, also a doll, a toy elephant, choo-choo cars and a number of records, some in an album, others loose. Do not pose these articles all facing the street, but scatter them just as a child would have left them—the elephant turned over on its side and the dolly flat on her back, with one foot stiffly raised. A little nursery chair or two, borrowed for the occasion, will complete the picture. Your sign in the center may read:

Give your kiddies a small (name of machine).  
Costs only \$00, and to them it's worth "a hundred millyun dollars!"

\* \* \*

**W**HEN your printed bulletin of the new records arrives paste a copy at the top of a strip of heavy white cardboard 12 inches wide and 30 inches deep. Below letter the words: "Here's the new record bulletin. Come in and get your copy—free." Many people, hurrying by, will step inside to get the new bulletin, and when they get inside and the salesman hands them a copy with the remark, "Have you heard (name of selection) from the bulletin? It's a wonderful hit!"—they will probably wait, hear it and buy it.

**T**HE man who uses every opportunity, no matter how small, to get business, is the one who succeeds. If you are sending out each month a quantity of statements on instalment accounts, either of talking machines or pianos, use that two-cent stamp to bring back business. On the bottom of each statement have the typist write some such line as:

"Come in and hear record No. ——. You'll like it." This is a little reminder, takes away some of the coldness of the bill, and at the same time gives evidence of your desire to serve. If you keep at it you are bound to increase your record business. If you wish to enlarge this idea have printed each month a little stuffer or printed card advertising special record hits, repairing and oiling, or any other items you wish to feature, and insert this stuffer with your statements.

\* \* \*

**S**OME talking machine dealers have developed quite a business in accessories and repairing merely by going after it systematically. The way to do it is to follow up each sale you make six months after you make it. You can do this by taking your mailing list direct from your books or else get a 3x5 card-index with certain months on the guides. Whenever a talking machine sale is made write the customer's name, address and style of machine on one of the cards and file it six months ahead of the current date. As this index is built up you will have a constant supply of names. On a definite day each month go through your names for that month and send each one a form letter on oiling and repairing. This not only develops business in oiling and repairing but also in polish, electric winding devices, new records, and also prospects for talking machines, if your repairman is coached by you to look out for such business.

\* \* \*

**I**F you carry a large number of instalment accounts you, of course, know that at certain times of the month, just after you have mailed your bills, large numbers of people come to your cashier's window to make payments. On the cashier's shelf arrange a display of needles of various kinds with prices plainly marked. You'll find that your customers will buy them because the needles are brought to their attention at the very moment when they have the change handy. Your cashier will act as the salesman. Your customers may have come in to make a payment, without the least idea of buying anything, yet you can get business out of them because of the "psychology of convenience."

\* \* \*

**D**EALERS who have tried the plan are strong for the use of sheet music to help sales of new records. In your record department keep a copy, or several copies, of the sheet music of each hit in your new bulletin. While you are demonstrating the record the customer holds the sheet music in his hands. He is sure to "get the words," which he might otherwise miss. You appeal through his eyes as well as his ears, giving you a double chance to sell the record. The expense is small. In fact you can, in almost all cases, sell the sheet music after it has served its purpose, reducing your expense to zero.

\* \* \*

**I**F you are in close competition with a department store whose talking machine department is upstairs, use this wording in your ads, on your letterheads, circulars and window cards:

"Our record booths are on the main floor, convenient to street entrance. Easy to get to, and hard to leave! Try our service."

On the other hand, if your department is upstairs and you are competing with ground-floor shops, have a large photo made of your record department and display it in your window, with this wording, which you can use also in ads and circulars:

"Get away from the noise, hustle and bustle of the street! Our comfortable record booths are on the fourth floor—quiet and restful as your own home. Take the elevator and choose your records under ideal conditions!"

**EDITOR'S NOTE**—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



# INDIANAPOLIS

*Jobbers and Dealers Report Continued Improvement—Stewart Co. Increases Capital to \$400,000—Capitalizing the Mailing List*

INDIANAPOLIS, IND., March 6.—Business for the talking machine dealers in Indianapolis during February was better, generally speaking, than during the corresponding month of last year. Nothing other than an encouraging tone of optimism throughout the trade is to be recorded as a feature of the month. The good business was due, apparently, to exceptionally favorable weather conditions, the daily temperature of the month having averaged two degrees above normal, according to Weather Bureau records.

#### Outside Men Securing Business

"The outside men have been getting the business for us," says C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. "They have been hustling and therefore were bound to get business. If a man makes twenty or twenty-five calls a day he is certain to land something."

W. G. Wilson, of Widener's Grafonola Shop, says his sales have consisted either of the very cheap instruments or the more expensive models, with practically no movement of the medium-priced machines. The Granby, he says, continues to gain steadily in favor throughout the territory.

#### Value of Merchandising Efforts

Speaking of the merchandising efforts of the Victor distributors, the house organ of the Stewart Talking Machine Co., Victor distributor for Indiana, has this to say: "James J. Davin, secretary of the Reincke-Ellis Co., of Chicago, was in this office for a few hours the early part of this month and very enthusiastically explained the many new service items which are being offered to Victor dealers. According to Mr. Davin, the trade as a whole has greeted the announcement of the 'Favorite Records Review'

with great enthusiasm. After hearing Mr. Davin talk of the many sales-compelling ideas which are offered by the Reincke-Ellis Co. exclusively to Victor dealers we became more firmly convinced that the Chicago Tribune has sounded one of the keynotes of success, when it adopted 'The More You Tell the More You Sell' as its slogan for 1922."

Louis A. Schwarz, exclusive factory representative for the Jones-Motrola in the United States and Canada, was in the office of the Stewart Talking Machine Co. this month in the course of his visit to Motrola jobbers throughout the United States. Referring to the success with which the new Motrola is meeting, Mr. Schwarz said: "I find that most aggressive dealers are having greater success by selling the Motrola as a part of the Victrola outfit. I have talked with several jobbers and in almost every instance I find that the dealer who is putting the Motrola out on free demonstration for five or ten days is enjoying greater sales."

#### Victor Dealer Also Orchestra Leader

Fred McDonald, Victor dealer in Sheridan, Ind., is the leader of a "wild jazz orchestra," which furnishes music for Sheridan's most fashionable dances. The orchestra plays under the name of "Mac's Orchestra," and is creating much favorable comment in the community. Incidentally, it is creating considerable publicity for Victor records and machines.

#### Checks Mailing Lists

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., took active steps during February to check up his mailing list. An ordinary postal card, on one side of which was printed the dealer's name and address and on the other side a brief statement of the purpose

in sending the card. The cards were sent to the company's entire mailing list of more than 3,000 names. The copy on the cards was as follows:

"Information obtained through investigation shows that there are many people on our mailing lists who receive our monthly record announcement and other literature who are not interested in it at all. We are wasting their time and our money, and it is needless to do either. We want to send our literature to everyone who really wants it, but we do not wish to bother those people who are not interested.

"Please help us by signing your name and address at the bottom of this card and return to us. The return cards will be our new list. Do not misunderstand. We want you to receive the monthly record announcement (copy of which is enclosed) if you want to get it, but we don't want to send it to you if you do not want to receive it. This card returned will signify your desire to continue receiving our literature. Thank you."

Within a short time about half of the cards had been returned, thus showing the customers' interest in receiving the Victor literature. Those who did not have enough interest to return the cards were classed as "dead wood."

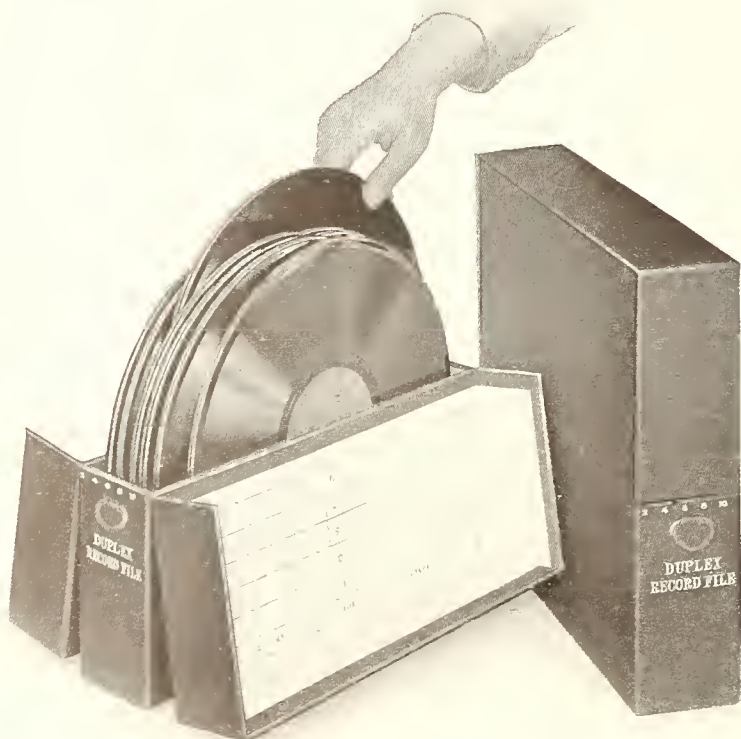
#### Increase Capital Stock to \$400,000

The Stewart Talking Machine Co. has increased its capital stock from \$50,000 to \$400,000, of which \$200,000 is preferred stock. This capitalizes the company for the amount of its assets, according to George Stewart, who says the company is not making any effort to sell the stock. He says, however, that some of the stock may be purchased by persons who may be interested in having it.

"Our company is now capitalized for what it is worth," Mr. Stewart said. "We are not contemplating any change in the business, but are going along just as we have been doing, with an eye to developing the trade in every part of the territory. We feel very optimistic over the future. The outlook among the farmers is better and there is a great deal of building to be

## DUPLEX RECORD FILE

Six Striking Features Place This Newest Innovation in Record Files in a Class by Itself



Write for Samples  
If for Edison Records, please mention

1. **Not an Album**—But a distinctively new, accident-proof, systematically arranged Phonograph Record File.
2. **Designed to fit** all standard Phonograph Cabinets, Bookcases, etc. Made to hold any Record.
3. **Maximum filing capacity**—minimum storage space; with easy accessibility to each Record.
4. **Sturdily constructed**—handsomely finished. Built of heavy reinforced board, covered with black linen.
5. **Positive insurance against injury.** Unlike the common Album the "Duplex" will not allow the Records to fall out. They are securely locked in under the cover. Neither can the Records warp or become scratched.
6. **"Duplex" provides a new and safe way** of carrying Records with the portable Machines.

Manufactured by

**THE DUPLEX RECORD FILE CO., 112 W. 42nd St., New York City**



**ASK TO HEAR IT**

**THREE O'CLOCK in THE MORNING**

Tempo di Valse Lente

It's three o'clock in the morn - ing,

*The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET*

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

done in Indianapolis and other Indiana cities this Summer. This means that an increasing amount of business is to be had by dealers who go after it. One Indianapolis dealer proved that the other day when he sold fourteen machines. Not everyone is doing so well, but the opportunity is before each dealer.

#### Record Demand Increases

T. H. Bracken, of the Starr Piano Co., reports that his February business in talking machines was about the same as during the same month last year, but that the demand for Gennett records has increased steadily above the high mark set in January and December. He credits this not only to the exceptional sales campaign inaugurated before the holidays, but also to the fact that the new records being produced by the company have met with marked favor.

#### C. S. Dearborn Takes Charge

C. S. Dearborn, vice-president of the Mooney-Mueller-Ward Co., wholesale druggists and Pathé distributors, has taken charge of the company's talking machine department in place of C. O. Mueller. The latter has been made drug and chemical buyer for the firm, a position he held before the war. Mr. Dearborn says that activity among the Pathé dealers of the State indicates a gradual revival in both machine and record business.

#### O. C. Maurer Orders Stock

O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., spent the last two weeks of February in New York, where he purchased talking machines and other stock. Reports received from dealers throughout Indiana showed that business was better than during the previous month, but not so brisk as in February, 1921.

#### Brunswick Phonograph Shop Incorporated

Articles of incorporation have been filed with the Secretary of State by the Brunswick Phonograph Shop, Inc. The authorized capital stock is \$30,000. The directors are: Walter J. Baker,

president and manager; H. J. Dirks and E. L. Gramlich. Mr. Baker has severed his connection with the Brunswick-Balke-Collender Co., having been manager of the company's Indianapolis branch, and after April 1 will devote his entire time to the retail phonograph business.

"Our February business was better than the January business," Mr. Baker said, in speaking of the prospects for the coming months. "The new console models are in greater demand than the cabinet models. Business is to be had by the dealer who goes out after it. The old-style phonograph dealer who runs his business on the booking-agency plan might as well lock up his store and throw away the key. The dealers that will be successful in 1922 will be the ones who get busy on the outside and go after business."

#### Prepare for Salesmanship School

Preparations are being made by the Kipp Phonograph Co. to entertain a large number of Edison dealers expected to attend the salesmanship school this month. The school will be the biggest of the sort ever held here, Mr. Kipp predicts.

#### Looks for Large Spring Business

H. E. Whitman, of the Circle Talking Machine Shop, is of the opinion that the Spring will develop an encouraging increase in business. He says that he increased his advertising expenditures during February with fair results.

#### T. E. SESSINGER PASSES AWAY

MEMPHIS, TENN., March 5.—T. E. Sessinger, for a number of years engaged in the talking machine and house-furnishing business here, passed away at his home recently. Mr. Sessinger was well known in local business circles and his death is deeply regretted by his many friends.

The McCulbee Phonograph Co., of Dallas, Tex., has decreased its capital stock from \$50,000 to \$36,000.

#### CELEBRATE 50TH ANNIVERSARY

##### Jacob Weinheimer's Sons Hold Public Reception in Handsome Store in Syracuse

SYRACUSE, N. Y., March 7.—Jacob Weinheimer's Sons, who conduct a large talking machine department in an attractive store at 200-208 North Celina street, this city, yesterday celebrated the fiftieth anniversary of the establishment of the business. The day was entitled "Courtesy Day," and the entire store was thrown open for the inspection of visitors, no goods whatever being sold. There was plenty of music both afternoon and evening, and the distribution of souvenirs marked the occasion.

#### PACIFIC MUSIC CO. BUYS BUILDING

MODESTO, CAL., March 4.—The Pacific Music Co., here, has obtained a lease on the Star Theatre building and extensive alterations are under way to enlarge the stores which occupy part of the structure. The Pacific Music Co. will occupy one of these stores as soon as the alterations are completed, according to R. S. Smith, head of the concern.

#### BRUNSWICK SHOP FAVORS EMPLOYEES

LOUISVILLE, KY., February 4.—A co-operative policy, in which the employes will figure in the profits of the concern, has been announced by President H. S. Manning, of the Brunswick Shop, Inc., here. L. E. Yates, who has been financially interested in the company, has disposed of his interests to Mr. Manning.

Alterations at the Oakland Phonograph Store, Oakland, Cal., are nearing completion. The basement of the store has been converted into a large concert hall. Victor and Edison machines are featured here.

**Our Records Are Okeh**  
**Our Needles Are Okeh**  
**Our Service Is Okeh**

It would pay you to become an Okeh dealer.  
 An Okeh agency for you means larger profits.  
 Investigate it.

**INDEPENDENT JOBBING COMPANY**

**Goldsboro, N. C.**

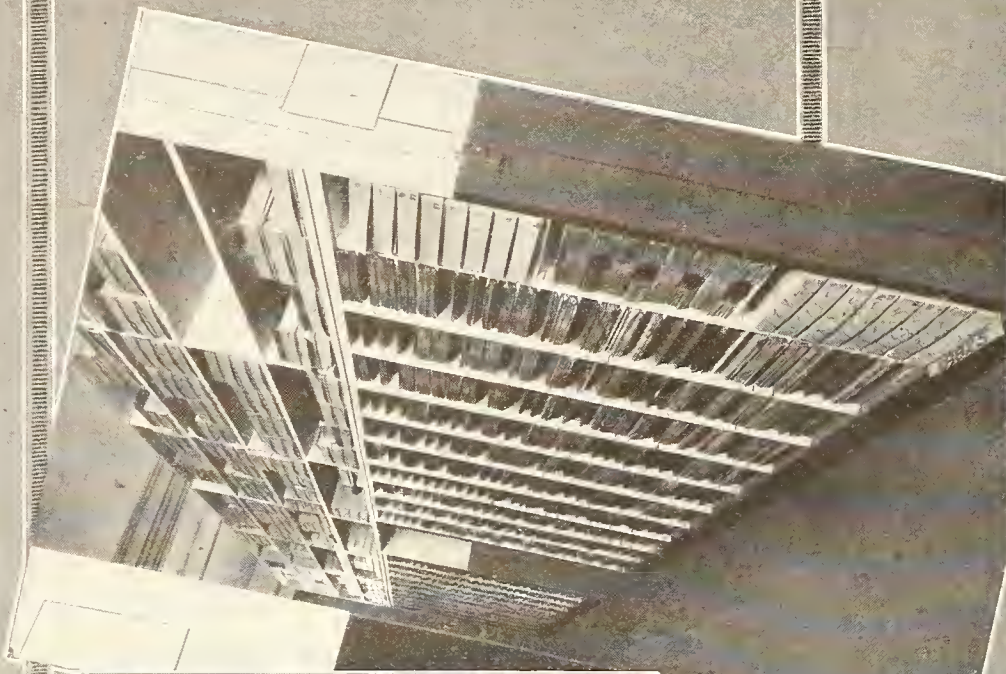


*Completeness in both Equipment and Stock  
Enables Us to give Unusual Service  
to Blackman Victor Dealers!*



*- Photos by Underwood & Underwood*

**SECTION OF DAYLIGHT RECORD DEPARTMENT**  
Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.



**COMPLETE RECORD RACK UNIT** - Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases.



**RECORD RACKS** - looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

**Blackman**  
**TALKING MACHINE CO.**

**28-30 WEST 23RD STREET NEW YORK**  
**VICTOR DISTRIBUTORS-WHOLESALE ONLY**



## VICTOR DEALERS DISCUSS TRADE PROBLEMS AT PEORIA

Assemble Under Auspices of Putnam-Page Co., Victor Distributor, and Listen to Many Important Merchandise Suggestions Made by Noted Speakers—Close With Banquet at Jefferson Hotel

PEORIA, ILL., March 8.—Under the auspices of the Putnam-Page Co., Victor wholesaler, a great gathering of Victor dealers assembled in this city on Thursday and Friday, February 16 and 17, when stimulating trade-building talks inspired everybody with enthusiasm and a desire to make new trade records during 1922. On the evening of the 17th the convention closed with a banquet in the Palm Room of the Jefferson Hotel.

The convention started at 9:30 a. m. on the 16th with the registration of visitors at the Putnam-Page Co. offices, followed by an open session on "Theory of Record Making," with Fred H. Putnam, of the Putnam-Page Co., chairman. Following this was a well-thought-out talk entitled "Supremacy—Yes," delivered by Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co. Next on the program was "The Construction of the Victrola," by Benjamin Oltmanns, of the Putnam-Page Co., who went into the construction of the machine in detail. This was followed by a talk on "Competition" by Miss Ruth A. Dillavoux, of the Putnam-Page Co. The afternoon session was taken up by a talk on "Outside Salesmen" by Roy Page, of the Putnam-Page Co., followed by a discussion of "To-day's Problem" by John Gregg Paine, of the Victor Talking Machine Co.

The program on Friday, the 17th, was very interesting, particularly the subjects "Propaganda for Future Business," by Miss Streeter, of the Victor Co.; "Creating Funds for Organizations," by H. W. Seitz, of the Putnam-Page Co., and another talk by Miss Dillavoux entitled "Promotion and Store Management." Miss Dillavoux went into minute detail on this particular subject and related numerous interesting experiences encountered by her during her services as Victor saleswoman. Prior to her entrance into the sales field Miss Dillavoux was a school teacher, and her study of psychology while carrying on this work is being applied by her constantly in the sales of talking machines. The little sales ideas which she imparted to the listening dealers were happily received by them and were jotted down in their notebooks to be put into practice immediately upon their arrival home.

"What Victor Dealers Ask Reincke-Ellis" was a very interesting and practical discourse on the history of advertising and the vital part it plays in modern business as an accelerator of sales, given by J. J. Davin, of the Reincke-Ellis Co. It was well received.

What may be considered one of the most interesting demonstrations ever given at a convention was made by H. W. Seitz, of the Putnam-Page Co., who utilized the aid of a violinist and illustrated the various technical points taken advantage of by an artist when playing for Victor recording. He played many records of Heifetz, Kreisler and others, calling attention to certain measures in these records and demonstrating with the aid of a violinist the various fingerings needed to obtain these results. After this he put on a listening contest, with the aid of five boys and five girls, ranging in ages from three to eight years. Many of the dealers present admitted they had what they thought was a good idea of how this sort of educational work was done, but that after the demonstration by Mr. Seitz they were frank to admit that their ideas had been rather vague.

### Speakers at the Banquet

The convention closed with an elaborate banquet on the evening of the 17th in the Palm Room of the Hotel Jefferson. Roy Page, of the Putnam-Page Co., was toastmaster, and after several toasts introduced the speaker of the eve-

ning, John Gregg Paine, of the legal department of the Victor Talking Machine Co. His subject was the principal feature of the evening and he dwelt mainly on how the Victor Co. regards its distribution. During the course of his address, which proved most interesting and illuminating, he explained fully the responsibility which the Victor Co. feels toward every retail dealer and what the company realizes it must do toward making its distribution flow evenly and in a manner to benefit every retail Victor dealer. By way of illustration he told of how an engineer goes about the building of a dam, and that it was not, as a great many people thought, the mere digging of a hole and placing a wall about it to hold back the water. In reality the engineer starts from the very source of his water supply and



Those Who Attended the Banquet in the Palm Room of the Jefferson Hotel, Peoria

goes back into the records of that particular stream, looks up the weather reports covering a period of years, takes note of the records of floods and other incidents pertaining to that particular stream, and in this way is able to design a dam secure against any force which may assault it. The Victor Co. realizes that its distribution is a stream which it must know in its every channel. If any part of it is choked or clogged the company is as quick to realize the consequences as is the engineer. If the mouth of the stream is clogged the stream becomes stagnant. The Victor Co. realizes that its distribution is just like the mouth of this stream, and that if the dealer becomes clogged distribution will become stagnant. He then pointed out that everything humanly possible is being done by the Victor Co. to keep distribution flowing smoothly by creating a desire to own a Victrola on the part of the people and by admonishing them to come to the authorized Victor merchants to get the authentic goods. He concluded his talk by some well-thought-out stories pertaining to "tie-ups," saying that the Victor Co. can only create the desire on the part of the public for good music, and that then it is up to the dealer to reach out and say, "We've got it." The dealer should tie up and show that he is a recognized Victor dealer. He should become thoroughly acquainted with Victor merchandise, and especially with the general catalog. In speaking of this tremendous volume to a new customer, and let it go at that, saying that this was just like turning a Bible over to a heathen and saying, "Here is the way to salvation." The heathen could do nothing with the Bible unless he was taught, nor can the untutored customer with the Victor bible—its great catalog. This part of Mr. Paine's address made a very deep impression on all of his hearers and left everyone inspired with a deeper understanding of the business in which he is engaged.

Mr. Paine's talk was followed by one given by J. J. Davin, of the Reincke-Ellis Co., who gave another very interesting discourse on the history

of advertising and exhibited examples of the sales promotion plans which Reincke-Ellis offers to the Victor trade.

His talk was followed by a little informal discussion by E. F. Carey, Chicago sales manager for The Talking Machine World, who spoke on what the future holds in a business way for retail merchants who apply vigorous and intelligent sales efforts.

Next on the program was a call by Toastmaster Roy Page for talks from the various dealers, during which discussion the idea of a new organization known as the Central Illinois Victor Dealers' Association was launched. This idea was immediately seized upon by the dealers present, who quickly formed a nominating committee which turned in the names of F. M. Leslie, L. S. Putnam and Lyle Straight, who were unanimously elected. All of those present pledged themselves to do everything they possibly could to further the good cause.

Those present at the convention included:

John G. Paine and Miss Margaret Streeter, Victor Talking Machine Co., Camden, N. J.; Mr. Seldomridge, J. J. Davin, Eugene F. Carey, Ellis Hansen, Benjamin Retchins, Chicago, Ill.; C. S. Brubaker, Charleston, Ill.; Peter Lund, Clinton, Ill.; R. E. Gardner, Washington, Ill.; W. P. Mosher, F. H. Putnam, Roy Page, Miss R. A. Dillavoux, Leonard Putnam, Carl Carey, Miss Rose Herndon, Miss Marie Kaiser, Harry Seitz and Benjamin Oltmanns, Putnam-Page Co., Peoria, Ill.; F. E. Walleit, Dewey Doyle, J. E. Dalton, C. W. Porter, J. B. Tiece, F. L. Fell, Miss Sophie Mills, Miss Harriet Dunlap, Miss Edna Price, Mrs. Russel Stutzman, G. W. La Brier, S. B. Moore, Miss Gertrude Wissel and Lyle Straight, all of Peoria, Ill.; A. Sundquist, Toulon, Ill.; S. B. Bolton, Mrs. S. B. Bolton, Aledo, Ill.; W. L. Barnett, Watseka, Ill.; Russell N. Smith, Carthage, Ill.; O. D. Ehrlicher, Peking, Ill.; G. E. Lester, Hoopston, Ill.; F. M. Leslie, Urbana, Ill.; Rufus L. Berry, Springfield, Ill.; Mrs. K. M. Williams, Colfax, Ill.; Roy Miller, Dixon, Ill.; T. A. Conboy, Sterling, Ill.; A. R. Meyer, Havana, Ill.; T. I. Griggs, Mr. Munsen, Kewanee, Ill.; D. V. Clyde, McKinley & Son, Mason City, Ill.; F. A. Doyle, Galesburg, Ill.; E. T. Froyd, Paxton, Ill.; Miss W. C. Requarth, Ottawa, Ill.; Leo Johnson and Mrs. Leo Johnson, Jacksonville, Ill.

Salesmen and merchants who desire to keep abreast of the times should read the trade journals.

### Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

### WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

**FELT** and VELVET TURNTABLE COVERS  
UKULELE PICKS  
WASHERS  
BUMPERS

"If it's Felt or made of Felt"

**MONARCH FELT WORKS**

39-45 YORK ST.,

BROOKLYN, N. Y.



# VOCALION

## *Phonographs*



### *Yerkes' S.S. Flotilla Orchestra*

*Exclusively on*

## VOCALION RECORDS

Playable on All Phonographs

Dance enthusiasts from all parts of the world, fox-trot to Yerkes' S.S. Flotilla Orchestra at the unique Flotilla Restaurant. Customers from every state in the U. S. A. have created an enormous demand for the Vocalion Records of this popular orchestra. Yerkes' S. S. Flotilla Orchestra is but one of the many famous dance organizations now exclusively Vocalion.



### *The Graduola*

*Exclusive Vocalion Tone-Control*

makes the Vocalion more than a phonograph — a true musical instrument that buyers of all types will enjoy playing.





# VOCALION

## *Red Records*

THE VOCALION LINE represents *Aeolian Quality*. Its unequaled business value is recognized by the following leaders in the music-industry. Let it mean added sales-profits to you



### THE DISTRIBUTORS OF THE VOCALION

The Vocalion Co., 190 Boylston St.,  
Boston, Mass.

Woodside Vocalion Co., 156 High St.,  
Portland, Me.

Musical Products Distr. Co., 37 E. 18th St.,  
New York City

Gibson Snow Co., 306 West Willow St.,  
*Vocalion Record Distributor* Syracuse, N. Y.

Lincoln Business Bureau, 1011 Race St.,  
Philadelphia, Pa.

Penn Vocalion Co. . . . Lancaster, Pa.

Clark Musical Sales Co., 505 Liberty Ave.,  
Pittsburgh, Pa.

Clark Musical Sales Co., 324 N. Howard St.,  
Baltimore, Md.

O. J. De Moll & Co., 12th and G Sts., N.W.  
Washington, D. C.

Vocalion Company of Ohio, 328 W. Superior  
St., Cleveland, Ohio

Vocalion Company of Ohio, 420 W. Fourth  
St., Cincinnati, Ohio

Lind & Marks Co., 530 Bates St.,  
Detroit, Mich.

Louisville Music Co., 529 S. 4th St.,  
Louisville, Ky.

The Aeolian Co., 529 S. Wabash Ave.,  
Chicago, Ill.

The Aeolian Co., 1004 Olive St., St. Louis, Mo.

D. H. Holmes Co. . . . New Orleans, La.

Guest Piano Co. . . . Burlington, Iowa

Hessig Ellis Drug Co. . . . Memphis, Tenn.  
*Vocalion Record Distributor*

Stone Piano Co. . . . Fargo, N. D.

Stone Piano Co., 826 Nicollet Ave.,  
Minneapolis, Minn.

The Consolidated Music Co. . . .  
Salt Lake City, Utah

Commercial Associates, 754 N. Spring St.,  
Los Angeles, Cal.

Magnavox Co., 616 Mission St.,  
*Vocalion Record Distributor* San Francisco, Cal.

*Complete Information on the VOCALION Line Furnished Upon Request*

# The AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK





Swan-ee Riv-er Moon. Swan-ee Riv-er Moon. Shin-ing on my cab-in door.

*Everybody's talking about*

# SWANEE RIVER MOON

**THE BIG WALTZ SONG HIT**

**HEAR IT NOW**

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

### INTRODUCE THE PURITAN RECORD

Bridgeport Die & Machine Co. Now Pressing a Record of Its Own—First Release a Large and Varied One—Limits Its Territory

BRIDGEPORT, CONN., March 1.—The Bridgeport Die & Machine Co., of this city, which has built up an enviable reputation throughout the talking machine trade for its record pressing, is now pressing a record of its own in addition to its pressing work for the manufacturers. This new record is named the Puritan record, and all releases are in ten-inch size, double disc, and will retail for 50 cents. The first release consisted of fifty-six dance numbers, twenty popular vocal numbers, four instrumental records, sixteen standard and sacred songs, eight Hawaiian numbers, twelve recordings of concert and military bands and twenty-eight violin, saxophone and trio recordings. It is planned to supplement this list regularly throughout the future, and in addition to the usual monthly releases two new records will be released each week, thus making popular hits available immediately. The Bridgeport Die & Machine Co. is confining its activities to a territory east of the Ohio River and north of the Potomac.

### SOON READY TO DELIVER MOTORS

William Brand Announces That Lindstrom Products Will Soon Be Available for Trade

William Brand, 27 East Twenty-second street, New York, the well-known importer of mica diaphragms and other talking machine accessories, and who some time ago took over the American agency for single-spring motors manufactured by the Carl Lindstrom Co., now announces that deliveries of these new single-spring motors will be made in quantity lots within the next few weeks. Samples are now being forwarded to the trade. Mr. Brand has just completed a trade trip through Middle West territory calling on the trade in the larger cities, including Cleveland, Detroit, Chicago and St. Louis.

The American Phonograph Co., of 187 Pearl street, Burlington, Vt., is featuring Victor machines in both the wholesale and retail branches of its business.

### NEW STORE ATTRACTS CROWDS

Columbia Dealer's New Establishment Visited by 8,000 People—Grafonola Department Handsomely Decorated—Plan Sales Drive

LANCASTER, PA., March 6.—It was necessary to call out the police to handle the crowds at the formal opening of the Keystone Furniture Co.'s store in this city. Two hours before the official time for the opening, West King street was lined for two blocks and more than 8,000 people passed through the store on the various days devoted to the opening festivities.

One of the features of the company's establishment is the Grafonola department, which is composed of six hearing rooms, finished in ivory and tinted with green. At the entrance of the department there are two open display rooms, arranged in pedestal style, displaying two handsome Columbia period Grafonolas. To the left of these display rooms are the record racks and counter cases. The Grafonola department is directly in charge of Mr. Hoffman and Mrs. Butz, and they are making plans for an energetic sales drive in behalf of Columbia Grafonolas and records.

### OPENS THIRD BRONX STORE

L. Liebowitz, one of the most progressive dealers in metropolitan territory, opened his third store recently and as an opening attraction a local jazz band was secured which furnished considerable entertainment to a large crowd of interested visitors. Mr. Liebowitz, who is an enthusiastic Columbia dealer, has three stores in the Bronx, all of which are closing a substantial business and which are under his personal management.

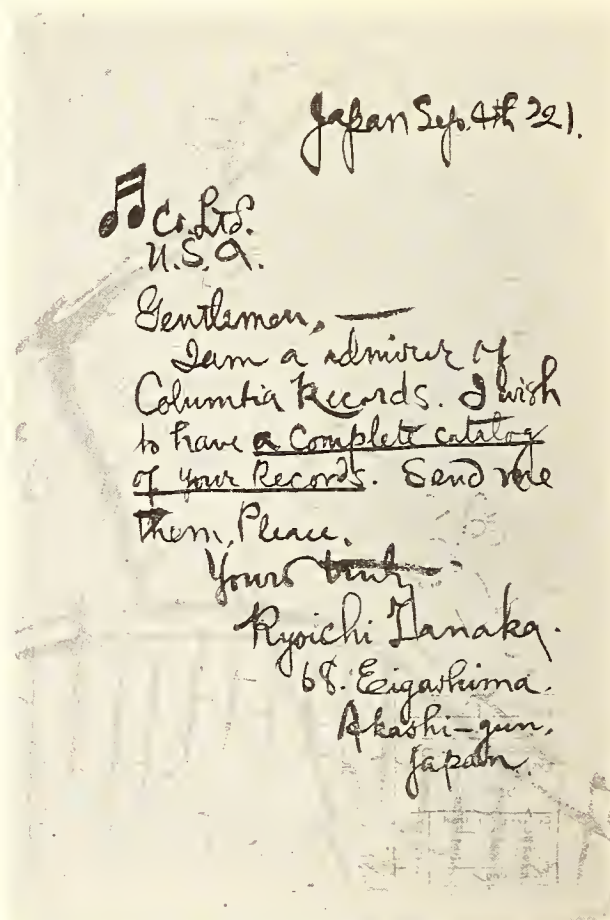
### ARTIST IN WINDOW DRAWS CROWDS

WASHINGTON, D. C., February 27.—The Van Wickle Piano Co., of 1217 F street, this city, attracted considerable attention to its establishment recently when Alberto Barreto, celebrated young Peruvian artist, appeared in the company's window and made crayon sketches of men well known in the nation's capital. A Victrola which was played continually during the exhibit added force to the display.

### INTERNATIONALLY POPULAR

Columbia Trade-mark the Only Superscription on Letter From Japan

The famous trade-mark used by the Columbia Graphophone Co. has become internationally popular, as evidenced by a letter received recently from a Columbia dealer in Japan. This dealer, Mr. Tanaka, wished to secure a complete Colum-




### The Letter From Japan

bia record catalog, and the only address that he used was the "notes" trade-mark of the Columbia Co., which evidently is known the world over, and which is evidently sufficient for the United States post office authorities, as the letter was promptly delivered to the main office of the Columbia Co. in New York City.

### ANNOUNCES LOWER RANGE OF PRICES

The Fred. Gretsch Mfg. Co., manufacturer, importer and wholesaler of musical merchandise, Brooklyn, N. Y., has recently announced reduced prices on Gretsch-American xylophones. The Gretsch line of xylophones covers a wide range of selection, from the No. 1050, which retails at \$3, to the No. 46, at \$110. An attractive circular has been prepared describing and illustrating this line.

One of the chief elements of salesmanship is knowing how to influence people. This entails a never-ending study of human nature.



## PHONOGRAPH CASES

### Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

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





## *THE ORSENIKO PERIOD PHONOGRAPH*

**T**HE gratifying response to our initial announcement last month has convinced us there is ample room in the market for a phonograph of merit.

Through the decorative trade, these cabinets are being placed in some of the very best homes.

This same opportunity is open to every dealer and we are confident you will not be disappointed with either the cabinet or the price.

You may purchase these cabinets equipped or unequipped, as desired.

If you are interested, you will be cordially welcomed at our factory.

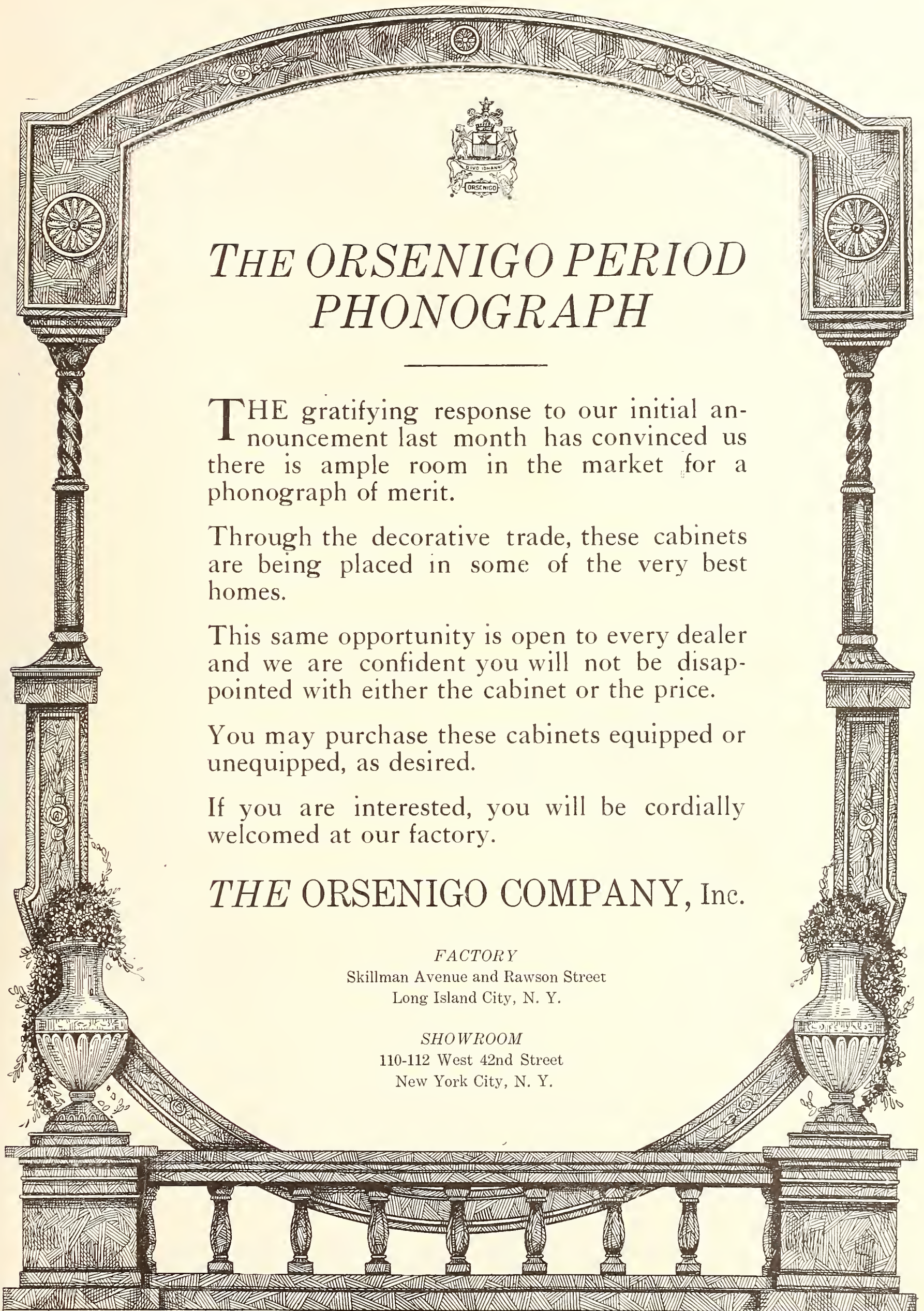
*THE ORSENIKO COMPANY, Inc.*

### *FACTORY*

Skillman Avenue and Rawson Street  
Long Island City, N. Y.

### *SHOWROOM*

110-112 West 42nd Street  
New York City, N. Y.





# :: PROMPTNESS ::

By EDWARD FRASER CARSON

In the world of business there are many virtues, but of these one of the greatest is promptness.

If your boss pays you to get to work at 9 o'clock for Heaven's sake get to work at 9 o'clock. Be in your place at 9 o'clock, not five or ten or fifteen minutes after—no, not one minute after 9. For tardiness there is never any real excuse. If you start from home early enough you will forestall delays on the car line.



An innocent man convicted of murder is sentenced to die at 9 o'clock. The pardon arrives at 9.01. What excuse shall the bearer of the pardon who lagged on the way make at the Eternal Bar of Justice? He cannot plead that the car was blocked.

If your customer wants his purchase delivered by a certain hour don't promise to do it unless it can be done. But if you do promise, see that it is delivered on time, even if you have to do it yourself.

Time, they say, was made for slaves, but who among us is a free man? For we must eat and drink and sleep, and just to that extent are we slaves of our own needs, for these things can only be obtained by work. Even the savage in the jungle must answer the call of hunger, thirst and exhaustion.

Be at the appointed place at the time appointed, for in being tardy you entail a double responsibility. You squander not only your own time but that of the man you are to meet as well. And however you may be a spendthrift of your own time, in making another waste time you are robbing him of something which you can never restore.

Let it be said of you that you do what you have promised when you have promised it should be done.

Of all those things which come as a birthright, time alone is the one thing of which the measure is limited. Therefore, be careful of time and see that it is not wasted, for when it is gone it cannot be recovered.

Life might be likened to a purse filled with coins, each coin an hour. As each hour passes a coin is spent and when the purse is empty happy is he who can account for each coin and show that it was spent wisely.

Therefore, you should ever be more careful of your time than you are of your money, for the dollar that is lost may be replaced by a little work, but an hour that is passed is gone beyond recall.

The successful man is prompt in all of his undertakings, for he has learned that all things come to him who is on the job when opportunity knocks at his door. He has learned the lesson of life, which is that promptness in keeping one's engagements pays dividends far more surely than money that is deposited in the bank.

Poor Richard said that a penny saved is a penny earned. If this is so, then how much more may it be said of the minute that you save!

## FIRE DAMAGES DODGE MFG. CO.

Fire in Plant of Manufacturer of Seebrook Phonographs Destroys Some Cabinets, Records, etc.—Damage Estimated at \$30,000

MISHAWAKA, IND., March 6.—Talking machine cabinets and other parts and supplies were damaged to the amount of \$30,000 in a fire that threatened total destruction of Plant No. 5 of the Dodge Mfg. Co. here recently. The fire was extinguished after an hour and a half's effort by the fire department. Before the flames were subdued they had spread over the entire second floor and were attacking the talking machine records stored there. Water flooded the floor and, leaking into the main floor, damaged a number of partially constructed cabinets.

The Dodge Co. has been manufacturing the Seebrook phonograph, which is especially designed for theatre work. One thousand machines which were stored in the building adjacent to the one that was burned were not damaged. The plant and contents were fully insured, it is said.

## FILE PETITION IN BANKRUPTCY

A petition in bankruptcy was filed on February 27 against the Electric Phonograph Corp., of 236 West 116th street, New York, by Frank Hildebrand, Charles G. Fischer and Jeanette Frimarck. Liabilities are about \$15,000 and assets about \$10,000.

## LOANS COLUMBIA TO VILLAGE

The Lockwood Shop, exclusive Columbia dealer, of Lake Placid, has loaned a Columbia machine and a Magnavox to the village and the Lake Placid Skating Association. The loan has been productive of some worth-while publicity for the Lockwood Shop.

The Smith-Woodward Piano Co., of Houston, Texas, is planning to move into more spacious quarters at 908 Capital avenue in the near future.

PAT. APPL'D FOR.

## ORO-TONE FEATURES

**MODEL L S**  
COMPOUND  
ROCKER  
ACTION

The highest grade and most scientific reproducer ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from  $7\frac{3}{4}$  to  $9\frac{1}{2}$  inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

*The Oro-Tone Co.*  
QUALITY FIRST

1000 to 1010 GEORGE ST.  
CHICAGO, ILLINOIS



## HARDING SEES TIDE OF TRADE TURNING TO PROSPERITY

Chief Executive Points to Banking Statement as Proof That Peak of Liquidation Has Passed—  
Economic Depression Rapidly Being Lifted and Business Shows Steady Upward Trend

WASHINGTON, D. C., March 4.—The White House has co-operated with the other departments of the Government, which have taken an optimistic view of business conditions, making an announcement that the statement of the Comptroller of the Currency, based on the last bank call, showed the most satisfactory turn in financial affairs of the nation since 1919.

The Comptroller's statement indicates that the peak of liquidation has been passed and that there is reason to believe the most serious period of depression has been experienced. While the national banks represent somewhat less than half of the banking capacity it is assumed that other institutions have experienced similar developments.

The White House announcement contends that the situation in the agricultural districts is improving and that better times may be expected.

### "Most Satisfactory Turn" Shown

"The Comptroller of the Currency," said the President, "is issuing the consolidated statement of the national banks, representing the bank call of December 31 last. It shows the most satisfactory turn in the financial affairs of the country that has been registered by a bank statement since the conclusion of 1919. The peak of banking capacity in this country was reached in the statement of December 31, 1919, when the national banks reported aggregate resources of \$22,711,000,000. From that time on there was, as shown by the successive consolidated statements, a substantially steady decrease in the aggregate resources.

"The statement that is now being made public registers for the first time a very substantial upturn in resources. It shows that the banks occupy a greatly improved and strengthened position as regards their rediscounts, their resources, their cash in hand and their deposits, which show an astonishing gain. It demonstrates that the process of liquidation has been proceeding at such an excellent rate that it may fairly be said that we are well on the road to getting the 'frozen credits' thawed out. In this regard, indeed, it is by far the most satisfactory showing that has been made since the phrase 'frozen credits' was invented.

"The extent of the broad general improvement in the financial situation between the bank call of September 6 and that of December 31 last is so striking as to justify especial attention. The lawful reserve with Federal reserve banks is far beyond legal requirements and has been strikingly increased within the period covered by this call. This is, on the whole, perhaps the most impressive single item that a consolidated bank statement shows as to the general soundness of the fiscal situation.

"One of the most striking showings is that cash in the vaults of banks was reduced, between September 6 and December 31, by only \$15,987,000. But for the fact that great amounts of cash were required to be withdrawn on account of interest and dividend payments as of January 1 a very great increase in the amount of cash would have been shown.

"Next to the item of aggregate resources, perhaps, in a period of liquidation such as is now taking place, the most impressive testimony of the soundness of a banking situation is to be found in the individual deposits. We find that, excluding United States Government deposits, there was an increase of \$322,811,000 in these deposits between September 6 and December 31, 1921. The significance of this will be the more apparent when it is explained that between December 29, 1920, and September 6, 1921, there had been a continuing reduction in deposits aggregating \$1,103,552,000.

"It is therefore an unquestionable evidence of a rapidly improving position that between the statement of September 6 last and the statement of December 31 last there took place a reversal of this movement, which resulted in an increase of \$322,811,000 in individual deposits. This is at the rate of about \$100,000,000 monthly increase. The aggregate of all deposits on December 31 last was \$15,075,000,000, a gain of \$514,000,000 since September 6. To put it in another way, aggregate deposits fell, between December 29, 1920, and September 6, 1921, \$1,717,000,000, and since September 6, 1921, they have risen \$514,250,000. Not only has the tide turned, but it has been flowing strong and steady.

"It must be borne in mind that the national banks represent considerably less than half of the total banking capacity of the nation. It is, therefore, safe to assume that the State, savings and private banks and trust companies have experienced the same turn in the tide that is noted in the case of the national banks. We may, therefore, conclude that the figures for national banks may safely be doubled in order to get an approximate representation of the situation as to the entire banking establishment of the nation.

### Peak of Liquidation Passed

"On December 31 last the national banks had lawful reserve with Federal reserve banks of \$1,143,000,000, which was almost \$87,000,000 in excess of legal requirements.

"Under any analysis the figures indubitably demonstrate that the peak of liquidation and of consequent depression was passed somewhere between September 6 last and December 31 last and that the tendency has been steadily toward improvement in business and less reliance of business upon the support of the banks.

"Of precisely like tenor are recent advices from the War Finance Corporation, which reports a progressive liquidation of its loans and a general improvement of conditions in the agricultural industry. Recent stabilizations of prices for agricultural staples have brought the farmers to the point where they are able to realize something at least approximating costs of production and can look forward hopefully to still further improvements in no very distant future."

### RECO-RAPS PROVING POPULAR

St. Louis, Mo., March 7.—The Reco-Rap Co., of this city, which recently introduced a new transportation package for talking machine records, is meeting with pleasing success in the introduction of this package to the dealers throughout the country. February business was excellent and the company is now shipping Reco-Raps to every State in the Union. One of the gratifying features of the company's business is the fact that it is receiving numerous repeat orders, indicating that the dealers are using Reco-Raps to splendid advantage.

### CLARK BUYS BROOKS MUSIC STORE

COOPERSTOWN, N. Y., March 6.—The music store conducted in the Cooperstown National Bank Building here for the past two years by Squire D. Brooks has been purchased by Owen G. Clark, who has already taken possession. This store has been doing a good business in talking machines, records and sheet music.



### No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

61 Barclay Street

New York, N. Y.

Your Line of Phonograph Needles Is Not Complete Unless You Display These Popular Brands

## REFLEXO BLUE STEEL NEEDLES



Reflexo Blue Steel phonograph needles "hold the record" for popularity with jobbers and dealers the country over.

Write for samples and prices.

## GILT EDGE NEEDLES



Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching, scraping sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for samples and prices.

**REFLEXO PRODUCTS CO., Inc.**

347 Fifth Avenue  
At 34th St. Suite 601  
New York City



### EFFECTIVE STEGER ADVERTISING

Steger Phonographs and Pianos Being Featured in the Leading National Magazines

Steger phonograph and piano advertising is now appearing, and will appear, in a number of the leading publications of national circulation, and the effects of the publicity that has already been issued through that channel have been excellent.

The Steger phonographs have been featured particularly, special announcements regarding those instruments appearing in the February issue of the Atlantic Monthly, Century Magazine and Munsey's, in the March number of Scribner's and Harper's Magazines, and the April issue of World's Work. Special phonograph ads also appear in the February, March and April numbers of Etude, Photoplay Magazine, Red Book, Everybody's and several other of the most prominent magazines.

All the advertising, regardless of whether it features pianos or phonographs, has a "tie-up"

line calling attention to the other product, piano advertising referring to the Steger phonograph and vice versa.

### WINS HONORS IN BEAUTY CONTEST

Saleswoman in Buffalo Columbia Store Wins First Prize in Beauty Contest—Accomplished Pianist, and Singer, Writer and Athlete

BUFFALO, N. Y., March 6.—Miss Irene M. Frechette, of this city, has just been awarded first honors and a thousand-dollar prize in the national beauty contest held by the International Feature Service. The talking machine trade is keenly interested in this award, as Miss Frechette is a member of the sales staff of the music store owned by John G. Schuler, who handles Columbia Grafonolas and records.

Miss Frechette is a pianist, singer, writer and athlete, and above all is an expert saleswoman. She has a host of friends in the trade who were delighted to know of the honors accorded her in the beauty contest.

### DISCUSS CO-OPERATIVE ADVERTISING

Talking Machine Men at Meeting Last Month Take Up Subject for Consideration—Annual Banquet to Be Held on April 20 at Pennsylvania Hotel—Plans for March Meeting

The February meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, was held at the Café Boulevard, New York. The meeting was, as usual, preceded by a luncheon at which a number of members of the New Jersey Victor Retailers' Association were guests.

Max Landay, chairman of the music trade committee of the American Jewish War Relief, accompanied by a committee composed of Chester Abelowitz, M. Max, A. Davega and B. Abrams, was on hand, and after an address by Mr. Landay the committee moved about the tables making final arrangements for gathering the funds. The music trades committee's quota has been placed at \$50,000.

Charles D. Isaacson, editor of "Our Family Music" page of the New York Evening Mail, which paper has been giving free concerts in sixty-nine neighborhood centers, then presented a plan to the members for the purpose of having the Association carry out an advertising campaign in connection with the Mail's publicity work along music lines. Mr. Isaacson's address was well received and was followed by supplementary remarks from President Irwin Kurtz.

It is proposed to have an exclusive design which is to be used by dealers, showing that they are members of the Talking Machine Men, Inc. This design will be used conspicuously in the Mail's advertising page with appropriate editorial comment. The members of the Association will also receive a decalcomanie sign for window use as well as small imprints for advertisements, circulars and other publicity material. It is hoped to get over a hundred retailers to take advertising space in twenty-six issues of the Mail during the year.

It was announced that the annual banquet and ball of the Association will be held on the evening of April 20 at the Hotel Pennsylvania.

At the March 15 meeting of the Association Isabelle Lowden is scheduled to address the members of the Association.

At the March meeting of the Association the well-known music publishing firm, Richmond-Robbins, Inc., will be represented. D. M. Winkler, general manager of that organization, will address the gathering and several songs from his firm's catalog will be demonstrated.

### EXHIBIT AT MERCHANDISE FAIR

Banner Records Displayed and Demonstrated at Recent Exhibition in New York

An exhibit of Banner records was made by the Plaza Music Co., New York, at the New York Merchandise Fair, held at the Seventy-first Regiment Armory during the week of February 20. It attracted a good deal of attention and buyers seemed to be impressed with the merits of this new record.

According to H. Germain, of the company, the idea of placing the popular-priced record on the market has found favor with many dealers and Banner records are being distributed with profitable results. The company has announced that extensive plans for a greatly increased production on Banner records will shortly be brought to completion.

### FEATURING CARRYING CASES

WASHINGTON, D. C., March 1.—Topham's, of this city, well known throughout the leather goods trade, is conducting a special drive on carrying cases for records which it produces. These cases are finished in two sizes for both ten and twelve-inch records and many exceptional claims are made for the construction and finish. An index card for fifty records is contained in the lid.

All of our advertising contains this excellent advice—  
"Be Sure Your Walnut is ALL Walnut."



**AMERICAN WALNUT**  
"The Cabinet-wood Superlative."

AMERICAN WALNUT  
PHONOGRAPH CABINET,  
CONSOLE DESIGN.

## A Well-Made Piece in American Walnut Sells Itself.

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

Write for data for MAKERS or data for DEALERS—and that invaluable "Brochure de Luxe" for your SALESMEN. Address the responsible producers of American Walnut lumber and veneers, the

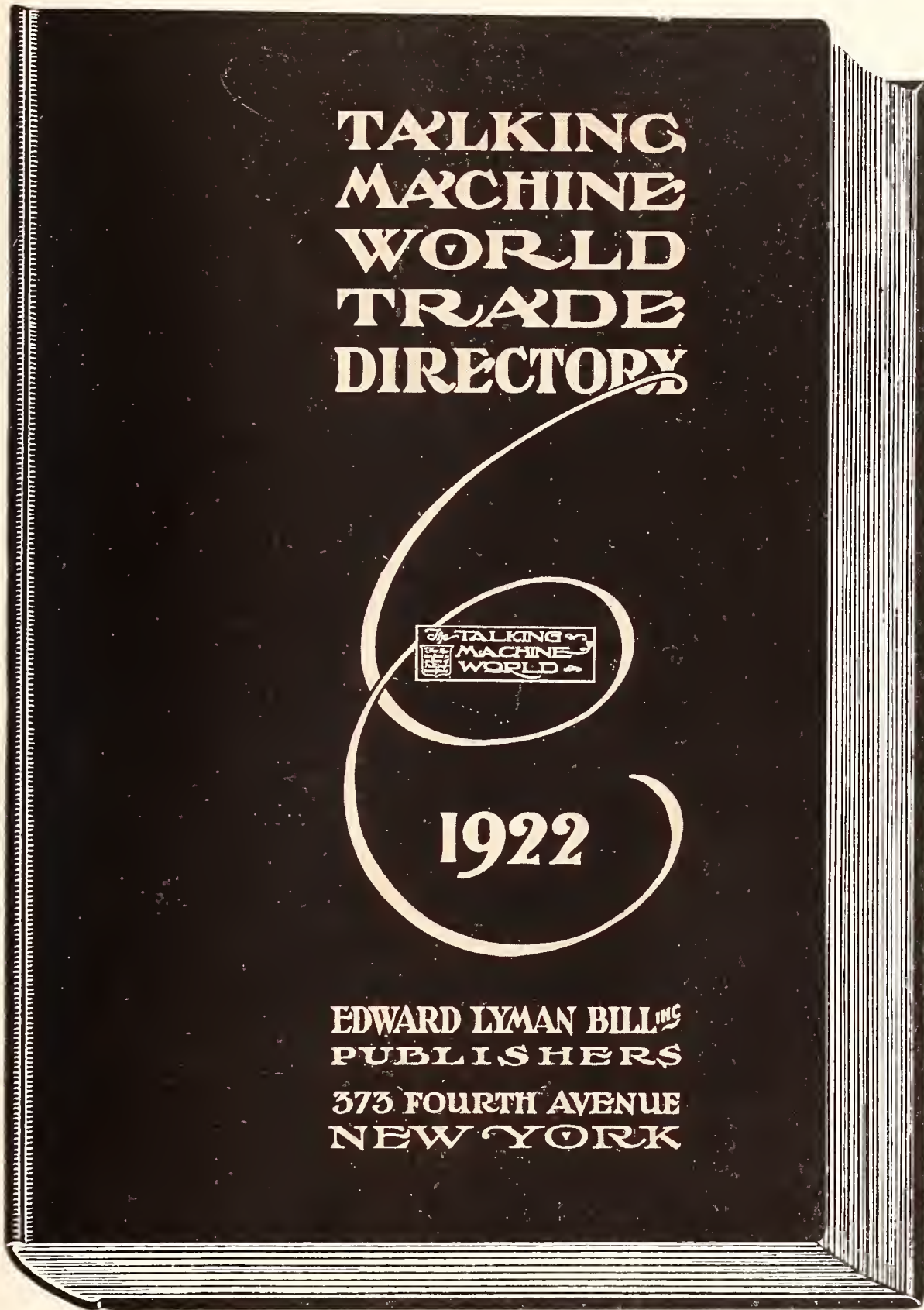
AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.



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# LAST CALL!

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*The TALKING  
MACHINE  
WORLD  
TRADE  
DIRECTORY*

will definitely go to press this month. If you have not yet returned your O.K.'d data sheet for classified listing, please do so by return mail.

If you have not yet reserved your advertising space in this standard book of reference and wish to be represented

*Wire  
Your Reservation  
Now*

---

## THE TALKING MACHINE WORLD TRADE DIRECTORY

*Compiled by*

373 Fourth Avenue



New York City

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**You'll have a run on this one! "Cutie," a medley fox-trot from *The Blue Kitten*, by the Knickerbocker Orchestra. Also "Venetian Love Boat," another fox-trot, by Ray Miller and His Melody Boys. A-3557.**

**Columbia Graphophone Co.  
NEW YORK**



## The Value of an Intelligently Prepared Mailing List

By H. S. THORPE, The Huse Publishing Co., Norfolk, Neb.

There are mailing lists and mailing lists. A mailing list may be a liability or an asset, according to the intelligence—or lack of it—used in compiling it, in classifying it and in using it. As far as the Victor business is concerned a mailing list will be a liability if it is an indiscriminate list of names taken at random from city and town directories, telephone directories or other similar sources, because such a list used as a target for Victrola literature will: First, include the names of people who already have Victrolas; second, the names of people who already have some other make of talking machine; third, the names of people who under no circumstances could possibly afford to buy any kind of an instrument and will be a dead loss, and fourth, because such a list, if it took in other towns and cities than your own, is very apt to include the names of some of your competitors who can adopt your advertising ideas and plans to their own benefit and to your detriment. Some of the best ideas and some of the best plans in developing the sale of Victrolas and records that the writer has used during the past twelve years have been sent to him by mail by firms selling competitive machines in other cities who had evidently taken his name from a list of property owners or automobile owners or something of the sort without making any effort to find out what business he was in.

A mailing list will be an asset if one division

of it contains the names of those in your town and legitimate trade territory who have no talking machines at all and who are financially able to buy one, another division the names of those who have fours and sixes and might be interested in the purchase of a cabinet machine. Another division the names of those who can afford to buy the more expensive machines (as distinct from the first division), another the names of the teachers in the rural schools in your section, and another the names of all makes of talking machines in your town and trade territory. Still further subdivisions will suggest themselves.

Obviously, no list has any value if it is not used. The people in the first four divisions should be bombarded with machine literature, selected, of course, to fit the particular element you are trying to reach, while the people of the last division—the machine owners—should be frequently reminded that you are waiting to furnish them with Victor records, needles, albums and supplies of all kinds. Keep hammering away at them and in time you will find yourself on their mailing list.

The plans suggested may not appeal to every dealer and the writer is not urging anyone to adopt them. In common with many other Victor dealers we have followed these plans or similar ones with a rather gratifying degree of success; as a consequence we consider our mailing list a valuable part of our selling equipment.

### McNAMARA VISITS THE TRADE

W. J. McNamara, president of the Empire Phono Parts Co., of Cleveland, O., was a visitor during the latter part of February to New York and other points in the East. In a chat with *The World* he expressed himself as well pleased with the condition of business during 1921 and was most optimistic regarding the outlook for trade as a whole during 1922. He remarked that while business slowed up somewhat after the holidays there now was a decided undercurrent of betterment in evidence, which will undoubtedly expand. The so-called reconstruction period is now at an end, and business everywhere is starting anew along healthy lines, all of which must have its favorable reflex on the talking machine industry.

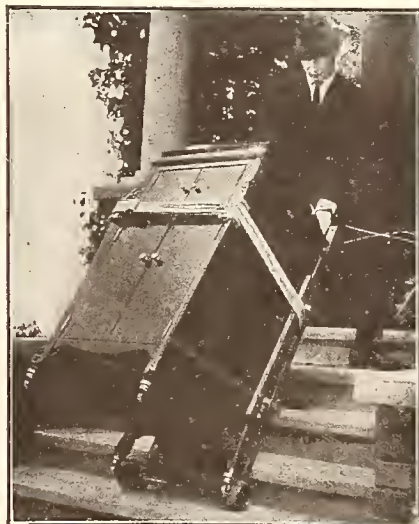
### DESCRIBES RECORDING PROBLEMS

An interesting article on the problems of making talking machine records appeared in the current issue of the *American Magazine*. The article described various methods of recording and contained facts about some of the most prominent artists engaged in making records.

The Stradivaria Phonograph Co., of Portland, Ore., has changed its name to Beaver State Furniture Mfg. Co.

### JOHN CHURCH CO. OPENS BRANCH

ELGIN, ILL., February 27.—A piano and talking machine establishment has been opened here at 162 Milwaukee street by the John Church Co., of Chicago. This concern manufactures the John Church and Everett player-pianos and the John Church phonographs. These instruments and others made by the company will be sold here and in the surrounding territory.



## Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

*We have a circular for you. Ask for it.*

Also

**Piano Trucks, Hoists, Covers and Straps**

Made only by

**Self Lifting Piano Truck Co.  
FINDLAY, OHIO**

### CATHEDRAL MAKING RAPID PROGRESS

Well-known Phonograph Now Being Made by Ohio Cathedral Co.—Dealers Being Appointed in Many Parts of the Country

MARION, O., March 6.—The Ohio Cathedral Co., of this city, which is now manufacturing the well-known Cathedral phonograph, is meeting with gratifying success in the introduction of this machine in the leading trade centers. During the course of the past few weeks the company has established important agencies in different parts of the country, and judging from the enthusiastic reception accorded its line the company will have no difficulty in securing a wide distribution for its product.

The Cathedral phonograph is being manufactured in an up-to-date plant, and W. H. Houghton, who is well known in the local manufacturing field, is president of the company. He is giving careful consideration to the requirements of the dealers, and the various designs in the Cathedral line are well calculated to meet the demands of the most critical and discriminating buyers.

### G. J. PALMER ENLARGES STORE

George J. Palmer, talking machine dealer, of West Chester, Pa., has greatly enlarged his business. Trade has increased here to such an extent that Mr. Palmer was compelled to add several record demonstration booths to adequately take care of customers. The basement of the establishment has also been remodeled and drafted into use.

### CHANDLER & NEWMAN OPEN BRANCH

VISALIA, CAL., March 4.—Chandler & Newman, talking machine and sewing machine merchants, with headquarters in Fresno, Cal., have opened a branch store here, with L. E. White in charge. In addition to sewing machines a complete stock of Columbia and Bluebird machines is handled. The concern operates stores in Fresno, Modesto, Bakersfield, Taft and Dinuba.





**Your customers will be fascinated with the lovely soprano voice of Maria Barrientos as she sings "Ah! non giunge," from *La Sonnambula*, another Columbia hit for April. "Wrap it up" will be the verdict. 49763**

**Columbia Graphophone Co.  
NEW YORK**

## IMPORTANT CHANGES IN EDISON PERSONNEL ANNOUNCED

**A. H. Curry Takes Full Charge of Musical Phonograph Division of Thomas A. Edison, Inc.—A. L. Walsh Appointed Head of Advertising Department—Charles Edison Comments on Changes**

In accordance with a well-defined plan, certain important changes have occurred in the personnel end of the musical phonograph division of Thos. A. Edison, Inc. A. H. Curry, who came on from Texas last August to assume the office of vice-president in charge of the phonograph division, has now whipped an organization of his own into concrete shape, thereby allowing William Maxwell, for some fifteen years head of the phonograph division, to retire and devote his entire energies to the enterprise he started last Fall, known as the William Maxwell Institute of Salesmanship.

The following appointments have been made on the "general staff," under Mr. Curry: first assistant to Mr. Curry, F. C. Beattie, who was associated with Mr. Curry in Texas for a long time and who came on to Orange with him early last Fall; A. L. Walsh, manager of advertising department, which is to include henceforth, in addition to advertising, the work formerly done under the recital and editorial departments; W. F. Taylor continues as manager of the sales promotion department; and J. A. Sherman, manager of the order and service department.

Mr. Walsh has long been associated with the Edison Co., both as a Re-creation artist and as head of the recital and tone test department. Mr. Sherman has also been with the Edison organization for a number of years, formerly

serving in the role of assistant sales manager.

The resignations accepted on March 1 in connection with the above appointments include, in addition to Mr. Maxwell, Thomas J. Leonard, for a long time sales manager of the phonograph division; C. G. Wood, advertising manager, and Daniel E. Wheeler, editor of the various Edison house organs.

In discussing the changes with The Review, Mr. Curry made it clear that revamping of the departmental functions has been effected because henceforth it is to be the policy of the company to co-operate with each Edison jobber in an individual way according to the problems presented by the territory of each particular jobber, whereas the policy in the past has been one of nationalizing the sales promotion, jobber co-operation, and dealer service work.

Many new plans which are to form a part of the new program were consummated at the

recent conferences between Edison jobbers and Edison officials, which took place in New York last month.

In discussing the above resignations Charles Edison, chairman of the board, said to a representative of The World:

"This is not a reorganization and we do not expect to give up the sales department. However, at their last convention in New York the jobbers reached the decision that they could take care of the circularization better than it could be done from the plant, and the board of directors of Thos. A. Edison, Inc., have concurred in this decision.

"It is with a great deal of regret that we announce the resignation of Mr. Maxwell as an officer of Thos. A. Edison, Inc., effective March 1. The successful and rapid expansion of the Maxwell Institute of Salesmanship leads Mr. Maxwell to believe he has no option but to concentrate his entire time and effort on its further development.

"As the active management of the phonograph industry has been in the hands of A. H. Curry for some months, Mr. Maxwell's decision will not cause any change in policy."

### NEW EMERSON SHOP IN DALLAS

**Modern Establishment in Texas City Handles Emerson Line of Phonographs and Records Exclusively—C. L. Mahoney, Manager**

DALLAS, TEX., March 7.—The Emerson Shop, a very distinctive and particularly modern music store, has been added to Dallas' already large number of splendid music stores. This shop will handle Emerson phonographs and records exclusively. It is located at 1303 Elm street, in the building formerly occupied by the Adam Schaff Piano Co.

C. L. Mahoney, manager, is most enthusiastic over the many innovations that have been incorporated in its ultra modern equipment. Among these is a unique self-service plan, which offers all customers the privilege of hearing records in sound-proof demonstration booths, on motor-driven machines.

### COLUMBIA ARTISTS ON BROADWAY

One of the newest entertainment places along Broadway is the Folies Bergere, which opened recently with the Southern Plantation Revue. This revue, which is an all-colored company, was conceived and staged by Lew Leslie, and is called "Night Time in Dixie-Land." Included in the cast are a number of prominent artists, among whom is Edith Wilson, exclusive Columbia artist. She is accompanied by Johnny Dunn and his original jazz hound orchestra, which is also making records for the Columbia library.

The Grand Rapids Talking Machine Co., Grand Rapids, Mich., has incorporated in that State, with a capital of \$1,000. The new concern has been well equipped with a complete stock of talking machines and records.

### W. C. FUHRI RETURNS FROM TRIP

**Okeh General Sales Manager Finds Conditions Steadily Improving—Jobbers and Dealers Pleased With New Window Display Service**

W. C. Fuhri, general sales manager of the record division of the General Phonograph Corp., New York, returned to New York recently after an extensive Southern and Western trip, during which he visited Cleveland, Chicago, Cincinnati, St. Louis, New Orleans, Dallas, Atlanta and other points. He states that conditions in the South are splendid, and that generally speaking there is a steady improvement noticeable in practically all sections. Okeh distributors are doing a healthy business, and judging from their reports there is every reason to believe that 1922 will be their banner year.

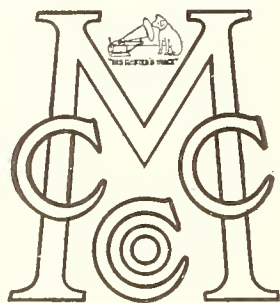
The distributors advised Mr. Fuhri that Okeh dealers are delighted with the new Okeh window displays and poster service. They are using them to splendid advantage and practically all of the distributors in this territory have stated that this service is acting as a direct stimulant to their business.

### THE TRIPLEX PHONOGRAPH

is most desirable and up-to-date. The cabinet is of an entirely new type which combines the portable with artistic reproduction and changeable picture panels. Cabinet manufacturers who are in position to manufacture either on a straight or royalty basis at reasonable prices may write immediately to

**TRIPLEX ARTISTIC PHONOGRAPH CO.  
Pershing Road and Ridgeland Ave.  
BERWYN, ILLINOIS**

**Victor  
Wholesalers**



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



*The Trade in* **BOSTON** *and* **NEW ENGLAND**  
 JOHN H. WILSON, Manager  
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., March 6.—February was not a very good month locally and there are many reasons for the peculiar slump business took. One thing that played its part in lessening the volume of business was the fact that so many people were busy fixing up their tax returns and then there is the strike situation which is affecting some of the mill centers, Pawtucket in particular. The dealers in those places, who really buy their goods from Boston for the most part, are doing next to nothing, which is just what one might expect, so in those cities and towns one need not expect a return to normalcy until the strikes are a thing of the past, and, speaking for Pawtucket, a settlement does not look promising, as neither side is willing at this writing to submit to arbitration. Everyone is looking forward to better conditions in March and already most convincing evidences of betterment are materializing.

**Need of Association Co-operation**

The question of the next dinner or luncheon of the New England Music Trade Association is interesting the trade just now. O, for some men of advanced ideas, men with a vision who can see the value of a trade organization and who will co-operate with Frank Horning, the president of the Association. Before Mr. Horning's election the talking machine business did not have, and quite naturally, much interest in this body, but now that a man closely allied with the trade is head of it a certain local pride should possess some of the leaders to the end that Mr. Horning might feel that he had the earnest support of his co-workers in anything that might reasonably be proposed by way of getting the talking machine and piano men (in many cases they are one and the same) to meet periodically. Just now it is proposed to get the men together at luncheon once a month, and that should not be impossible. The Engineers' Club has been spoken of as a convenient place at which to meet and it is to be hoped that when the trade next peruses this department it may read something definite.

**Celebrate Caruso Memorial Week**

Caruso Memorial Week was widely recognized among the Victor dealers in the city. The show windows of both stores of M. Steinert & Sons Co. contained elaborate displays calculated to promote a new interest in the Caruso records. In Boylston street there was a miniature stage and

against a white satin background there was a picture of the great singer and a broad band of the Italian colors serving as a frame. Suspended from the top were baskets of flowers and there were discs suspended against the white satin. In the Arch street store there was a similar display on a smaller scale. Over the top of both displays was this legend: "The Victor has transformed his art into a living reality that will endure forever."

In one of the windows of the department store of the Gilchrist Co. the display was against a black background. There was a picture of Caruso and in the foreground two lighted tapers with a quantity of the singer's records scattered about.

The Oliver Ditson Co. devoted a window to a Caruso display and a picture within a beautifully lighted cabinet or booth, surmounted by the Victor dog, attracted much attention. The Jordan Marsh Co. had a big display of musical merchandise, with many instruments included and at one side was a Victor machine with many records and a picture of Caruso.

**To Distribute Record Lines**

The Lansing Sales Co., Inc., now has the distribution of the Okeh records and it will also distribute the Fonotipia records in this territory. A. J. Cullen has been having considerable success with both lines and when the gold sign on the window announcing the Okeh has been finished passers-by will know for a certainty that right at 170 Harrison avenue the trade can find this line of goods.

**Visits the Local Victor Jobbers**

R. A. Drake, western Massachusetts representative for the Victor, and who also has the New Hampshire and Vermont territory, was in town to-day and was in conference with the Eastern Co., the Ditson Co. and the Steinert Co., local jobbers of the Victor. This is the first time that Mr. Drake has been here, for he has been in that territory only a few weeks.

**Brunswick Line With Symphony Co.**

The Symphony Talking Machine Shop, Inc., lately located at 54 Bromfield street, has moved to 24 Tremont street, the change having been made on March 1. The new store is conveniently located on the second floor. In its announcement sent to its customers it makes especial mention of the Brunswick line which it now carries. The president of this concern is

**EASTERN SERVICE**  
 "NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"  
 HIS MASTER'S VOICE  
 Our constant aim—the growth and development of Victor Dealers in New England.  
**Eastern Talking Machine Co.**  
 85 Essex Street  
 BOSTON MASS.

Charles Soddeck and the treasurer, Robert J. Howell. The company also operates the Pilgrim Talking Machine Co., at 1350 Cambridge street, Cambridge.

**Addresses Columbia Dealers**

Fred E. Mann, manager in this territory for the Columbia Co., addressed his dealers toward the end of February relative to the denial of the application for a receivership for the company and the plans that are now under way for the readjustment of the company's affairs. Mr. Mann, in part, said in this communication:

"The wide circulation two weeks ago which was given to the application for receivership made by three stockholders has caused some of  
 (Continued on page 70)

**Eighty-seven Years of Experience**

**1835**

in the merchandising of music and musical products is back of  
**DITSON SERVICE.**

**1922**

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

**VICTOR EXCLUSIVELY**

OLIVER  
**DITSON**  
 COMPANY  
 BOSTON

CHARLES H.  
**DITSON**  
 & CO.  
 NEW YORK



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

our loyal dealers no little concern. The financial reorganization of the Columbia Co., however, which has been concurred in by both the banks and merchandise creditors of the Columbia Co., has progressed so far that an application for a receivership on the grounds of insolvency could not possibly be concurred in by the court. I trust that this court decision may serve to allay any fears or doubts in the mind of any dealer as to the solvency of the Columbia Co. and the justification for the continued loyal support which Columbia dealers generally have accorded the company in spite of the most pernicious character of competitive propaganda."

**Making Western Business Trip**

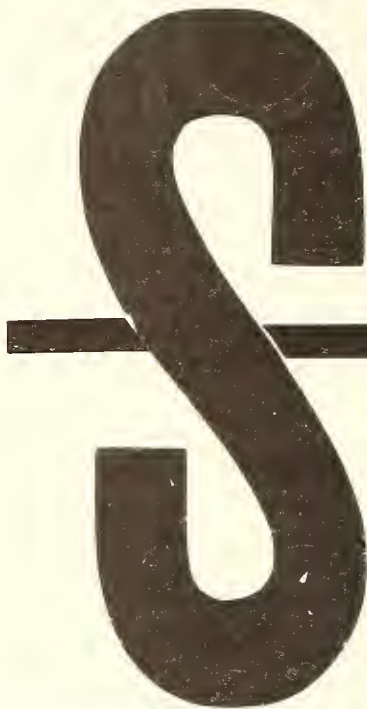
R. O. Ainslie, of the Hallet & Davis Co., which will shortly have an interesting announcement to make to the talking machine trade, is now on an extended business trip through the West, which will keep him out for several weeks; in fact, he is scarcely likely to get home much before April 1. Mr. Ainslie was accompanied by his wife and child, whom he left at Lexington, Ky., Mrs. Ainslie's old home. Mr. Ainslie also remained there for a short time and from that point his itinerary took him to Cincinnati, Louisville, Indianapolis, St. Louis, Springfield, Mo.; Kansas City, Topeka, Wichita, Oklahoma City, Okmulgee, Tulsa, Fort Worth and other Texas cities, finally bringing him to New Orleans.

**Remick Opens New Song Shop**

J. H. Remick & Co. have opened a new song shop in the New Loew's Theatre Building on Massachusetts avenue, on the West Side of the city (Back Bay section), and it is in charge of Charles Scribner, who heretofore has been the manager at Remick's Tremont street shop. The new store is featuring the Columbia and Brunswick lines.

**New Columbia Dealers**

Manager Mann, of the Columbia Co., has lately opened several new accounts, these including the Eaton Snell Co., in Central square, Waltham,



**STEINERT  
SERVICE  
SERVES**

*Our Unswerving Policy*  
for  
**1922**

To Protect—to Develop—to Serve  
To the Limit of Our Ability  
**The Victor Retailers of New England**  
Already Established

Our Entire Stocks and Personnel At Your Disposal  
The most complete record stock in New England

**M. STEINERT & SONS**

*New England Victor Wholesalers*

35 Arch Street

**BOSTON**

**AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND**



which has an exclusive Columbia department, managed by F. E. Warren; Clement & Son's department store, in Melrose; Henry Barone, a Rexall druggist, in Walpole, and Clapp & Jones, in Brattleboro, Vt., manufacturing and retail stationers. Manager Mann says he is going to devote considerable time to his New England

territory for the next few months, which means that he will do considerable traveling here and there.

**Developing Educational Campaign**

Miss Grace Drysdale, educational department representative for the Columbia Co. and attached to the Boston headquarters, has lately finished a

**KRAFT-BATES AND SPENCER INC.**  
NEW ENGLAND DISTRIBUTORS



**Why Brunswick Records Are Superior.**

Brunswick owners and Brunswick dealers often ask why Brunswick Records are so much better than other records and what is done in Brunswick Studios to make them so.

The answer is, that while recording itself requires both the skill of the artist and the knowledge of the scientist, there is no magic formula for fine record making.

In the last analysis it is simply the combination of the best men, methods, materials and machines that money can buy—and then the taking of infinite pains in every detail.

Brunswick Records are often made and remade many times before Brunswick standards are entirely satisfied.

**KRAFT - BATES AND SPENCER, Inc.**  
1265 Boylston Street - - Boston, Mass.

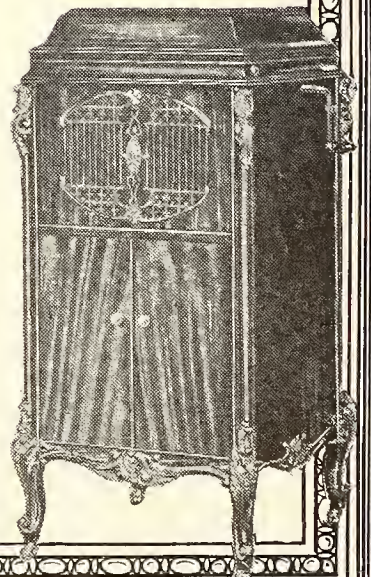
Steel Needles

NEW ENGLAND DISTRIBUTORS

Albums

Record Brushes

Khaki Covers





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 70)

tour of the cities and towns of Connecticut, where she visited a great many of the schools where the utility of the talking machine as a factor in musical education had not been sufficiently called to the attention of teachers and pupils.

**Bay State Music Corp. Extends Lines**

The Bay State Music Corp., which is now occupying the former E. B. Shiddell Co.'s quarters at the corner of Berkeley street and Columbus avenue, and handling the Okeh records, as announced in last month's issue of *The World*, has now taken on the Wall-Kane needle, for which the concern is the New England factory representative. Salesmen which the company now has in the New England field for all its products include Ray Burke, E. B. Fox and Joseph Donahue, who formerly was with the Lansing Sales Co. Manager Royer says his company had a very good February and the prospects for March were exceedingly promising.

**Extends Field of Operations**

The Musical Supply & Equipment Co. has arranged to have all the New England territory come under the management of Joe Burke. This will mean that he will keep a very close oversight over a wider field than formerly and he will shortly start on trips that will take him to the principal centers in Maine, New Hampshire and Vermont. The Jordan Marsh Co., which is one of the best Sonora accounts the Musical Supply Co. has, lately ordered a large number of expensive period models, for which there is quite a demand.

**Rearranging Steinert Stores**

Kenneth Reed returned to-day from a week's trip among the M. Steinert Co.'s stores in Springfield, Waterbury, New Haven and Bridgeport, in all of which places some important changes are being made so as to meet the needs of increasing business. One of the important improvements is the removal of the booths from the rear of the stores to the front nearer the entrances, which will prove more convenient for customers and will also give more room. When Mr. Reed finished his supervision of the contemplated changes he went over to New York, where he has a host of friends. He is looking forward to attending the Victor jobbers' executive meeting to be held in the metropolis March 15 and 16. Question: Will it "put it over" that held in Boston a year ago?

**Miss Dorothy Crane Weds**

Miss Dorothy Crane, for eight years connected with the C. C. Harvey Co. as secretary to Winthrop A. Harvey and Ernest A. Cressey, was married on Washington's Birthday to Donald Francis, of South Weymouth. Her associates in the warerooms were most generous in presenting this popular young woman with wedding gifts and silver, cut-glass, pictures and other things. A fortnight before her marriage she was the recipient of a "shower" from her young women friends. She has the congratulations of a host of acquaintances.

**Winthrop A. Harvey Goes South**

Winthrop A. Harvey, head of the C. C. Harvey Co., is away with Mrs. Harvey on a Southern trip. He shipped his Franklin car to Savannah, Ga., by water and went to that city by train, using the car thence southward. He is due home within a week. Earlier in February Mr. Cressey also enjoyed a trip South, being accompanied by Mrs. Cressey.

**Local Interest in Columbia Co.**

There was considerable interest manifested locally in the advertisement which appeared on the last day of the month, put out by the Columbia Co. and addressed to the holders of the five-year 8 per cent gold notes of the company who had not deposited them. It is of interest to know if there are a great many such holders in and around Boston.

**Good Vocalion Business**

Manager Wheatley, of the Vocalion Co., says that the February business was not as good as that of January, despite the fact that considerable newspaper advertising had been put out. Just now he is mapping out plans for a window display

of an electrical nature which promises to be something quite out of the ordinary, something that is sure to attract crowds.

**Alex. Steinert Enjoying Southland**

Alexander Steinert, of the M. Steinert Co., is enjoying the balmy climate of the South, and he is on the golf links every chance he gets. Robert Steinert, of the same firm, is due home in a few days from Bermuda, whither he went after a very strenuous Winter.

**Miss Grace Barr Makes Over Steinert Dept.**

Miss Grace Barr, who keeps her eye on the educational work of the Steinert's Victor department, has been in Providence making over the Victor department in the establishment of the Flint Adaskin Co., especially installing a new system. Subsequently Miss Barr went to Laconia, N. H., where she supervised some of the arrangements of the new store of W. H. Avery, who already operates three stores in New Hampshire.

**New Victrolas in Demand**

The new Victrolas of the horizontal type in four models are now in the possession of many of the Victor dealers throughout this territory and they are being received very well. As the Spring progresses it is believed that there will be quite a heavy call for these models.

**Congratulations!**

Emmet Ryan, one of the city salesmen for the Steinert house, is the proud father of a nine-

pound boy, who was born on February 12, and the lusty youngster has been named Emmet Lincoln Ryan. Best wishes.

**Calling on the Victor Jobbers**

F. B. Bibighaus, assistant manager of the traveling department of the Victor, was in town for two days making calls on Victor jobbers.

**Course on Appreciation of Music**

Under the auspices of the department of education of this State there is now being given a university extension course in "The Appreciation of Music," which bids fair to do a lot toward inculcating a better understanding of the noble art. The lectures are given in the lecture hall of the Boston Public Library and the lecturer is Henry Gideon, a musician and organist of this city. Already two lectures have been given on "How to Listen to Music" and "The Folk Song," which is called the foundation of all music. The next lecture is this coming Saturday, on "The Climax of Church Music," and some of the succeeding topics that will be considered are the "Symphony Orchestra," "Typical Song Recital," "The Symphonic Poem," "Opera, Old and New," "Opera and the Workaday World," taking "Louise" as an example; "The Music of Russia" and "Tendencies in American Music." In the circular that is sent out the purpose of the course set down "is to give increased power to enjoy good music through intelligent listening and non-technical study."

**EDISON SCHOOL OF SALESMANSHIP MEETS IN BOSTON**

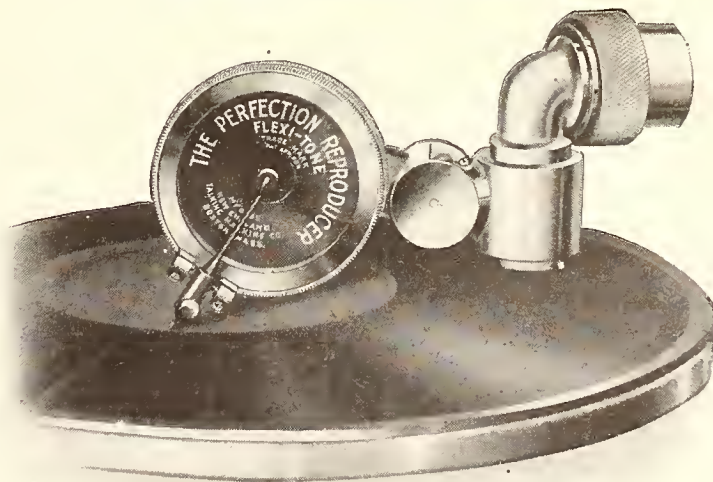
Edison Salesmen From All Parts of New England Attend Sessions at the Copley-Plaza From February 20 to 25 and Gain Valuable Hints on the Art of Selling

BOSTON, MASS., March 4.—The Edison School of Salesmanship was eminently successful and every session held at the Copley-Plaza in Boston from February 20 to February 25 was replete with valuable data which the Edison salesmen from all over New England must have profited by. Included in the company, which numbered about

125, were the ten prize-winners, whose names were announced in the February issue of *The World*. Mr. Stanchfield, of the Carnegie Institute, presided at the opening conference and he gave an interesting talk on the various elements that go to make up adequate salesmanship and  
(Continued on page 72)

**The "Perfection" Ball-Bearing Tone Arms**  
and  
**The "Perfection" Reproducers**

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

**16-18 Beach Street**

**Boston, Mass.**

Factory Representative

**L. A. SCHWARZ, Inc., 1265 Broadway, New York City**



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

of the steps that warrant promotion. Mr. Stanchfield also appeared at one or two other conferences besides the opening one and he was always listened to with the deepest interest.

William Maxwell, first vice-president of Thomas A. Edison, Inc., also was a speaker at the opening conference, and he, too, had much to say that was valuable on the principles of salesmanship. He paid his respects to the bonus question which is now interesting the entire country and expressed the belief that the problem would be solved satisfactorily very soon. He also was of a highly optimistic turn as regards the business of the country in the near future, and he predicted better prices for cotton, corn and wheat by July 1, such as would tend to improve conditions in all commercial avenues.

One thing that Mr. Maxwell said was that the profession of salesman was one of the oldest in the world, yet it wasn't treated as a profession. Salesmen, he went on, are not born any more than a doctor or lawyer, though, of course, some have more adaptability for the work than have

others. Highly technical training is necessary to make a man a good salesman.

Thursday was the big day in the convention, if one might call it that, and Mr. Maxwell was again on the scene to enlist the attention of the salesmen. Present on this occasion also was Eugene Lockhart, actor, who, in discussing salesmanship, dwelt upon the necessity of a good approach and of the value of personality. He gave some interesting examples—really he acted them out—of how to approach a man and by facial expression showed what the play of feature can do by way of attracting or repelling a man.

Frederick A. Silliman, head of the Pardee-Ellenberger Co., Inc., and William Adams, credit manager of the house, were on the scene as often as business would permit, and it was the general consensus of opinion that the school was an unqualified success.

Among those present were the following: Gordon P. Haley, Bernice M. Haley, Astle Music Co., Houlton, Me.; R. W. Longfellow, Wm. McDermott, Miss Frances Adams, Atherton Furniture Co., Brockton, Mass.; Miss M. Edna Mitchell, Atherton Furniture Co., Waterville, Me.; Clarence Marvel, Atherton Fowler Fur Co., Worcester, Mass.; W. W. Averill, Putnam, Conn.; W. W. Ballard, Miss M. H. Ballard, Mrs. F. C. Bixby, W. W. Ballard, Salem, Mass.; Miss Barite, Barite Talking Machine Co., Boston; S. J. Horgan, Barnard, Sumner & Putnam, Worcester, Mass.; Philip Bassett, E. G. Bassett, Bristol, Conn.; L. E. Harmon, Bon Marché Dry Goods Co., Lowell, Mass.; A. M. Fontain, J. J. Bradley, Marlboro, Mass.; G. C. Brodrib, H. E. Blair, Brodrib & Blair, Waterbury, Conn.; R. A. Burr, Eastport, Me.; K. M. Cahoon, Waltham, Mass.; Edwin Reinhold, F. H. Coggsell, New Britain, Conn.; Clark W. Ryder, Cushman Furniture Co., Attleboro, Mass.; W. C. Barden, Cushman-Gardner Furniture Co., Middleboro, Mass.; F. S. Dyke, E. S. Jebb, F. S. Dyke, Northfield, Vt.; R. V. Manson, P. A. Harrity, Edison Shop, New Haven, Conn.; Chas. Bamber, Ira Askins, J. A. Foster Co., Providence, R. I.; Daniel Finn, Jr., Finn Bros., Jewett City, Conn.; Mrs. Beulah Forbes, Frank Hardy, Frank A. French, Studio Shop, Manchester, Mass.; Myrton P. Jackson, Gallup & Alfred, Hartford, Conn.; Miss Agnes Prince, W. H. Avery, Laconia, N. H.; Philip Lewis, Lillian E. Edwards, James Daley, Mrs. Kenney, Henry W. Berry Co., Cambridge, Mass.; Griswold Stanley, Bellows Falls, Vt.; Miss F. A.

## COMBINATION

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

L. W. HOUGH

20 SUDBURY STREET BOSTON, MASS.

Jensen, Orin Jensen, Chas. Hall, Inc., Springfield, Mass.; B. J. Harriott, Howland Dudley, Harriott Music Co., Concord, N. H.; Miss Jessamine Warren, J. G. Heidner Co., Holyoke, Mass.; S. B. Lewis, Iver Johnson Sporting Goods Co., Fitchburg, Mass.; Ray Johnson, Johnson Bros., Fort Fairfield, Me.; Wilbur Longfellow, McArthur Furniture Co., Boston; James Meiklejohn, A. E. Crossley, S. Shirley, Raoul Larue, Socrate Gaulin, Eugene Viau, Henry Courchesne, Meiklejohn Co., Providence and Woonsocket, R. I.; Mr. and Mrs. C. J. Murphy, Biddeford, Me.; Paul B. LeClair, W. L. Nutting, Nashua, N. H.; B. W. Roberts, L. J. Bulman, Lyman Payne Music House, Middletown, Conn.; Miss Catherine L. Le Vasseur, Geo. C. Peck & Co., Pawtucket, R. I.; Mrs. Elsa M. Peterson, Danbury, Conn.; W. E. Birdsall, Edgar Birdsall, Phonograph Shop, Boston, Mass.; Miss R. Precourt, Fred Smith, L. B. Levitt, Phonograph Shop, Portland, Me.; Mr. and Mrs. Chas. A. Bauker, T. B. Roberts, Augusta, Me.; Emil Roemer, Roemer's Music Shop, Webster, Mass.; H. E. Rundlett, Danvers, Mass.; Geo. E. Searey, Haverhill, Mass.; Miss F. Southwick, Shawmut Furniture Co., Boston, Mass.; Otis Skinner, C. B. Marsden, Albert Skillen, Ida Ramsdell, Skinner Optical Co., Bangor, Me.; J. N. Smith, J. N. & I. J. Smith, Skowhegan, Me.; Russell Snow, W. N. Snow, Plymouth, Mass.; D. K. Pierce, Stillmans, Westerley, R. I.; Mr. and Mrs. I. C. Trask, Trask Bros., Melford, Mass.; H. T. Twombly, Gardner, Me.; Mr. and Mrs. Chas. Fieldman, Chas. Popkin, United Talking Machine Co., Brockton, Mass.; W. J. Wheeler, W. J. Wheeler Co., South Paris, Me.; Glen F. Wilson, Richford, Vt.; Robert Salmond, C. F. Wing Co., New Bedford, Mass.

pensive Columbia outfit, together with \$5 worth of records. He was especially particular to have included "O, Dry Those Tears." He tendered a check for \$100 and received in change \$10. As he went out the door he called back, "Be sure and don't forget 'O, Dry Those Tears.'" Subsequently, Jack found that other talking machine dealers had been visited and the same game played on them. Jack hasn't yet finished trying to "dry those tears," for he's \$10 out. O, boy!

## SUFFER DAMAGE FROM FIRE

LEWISTON, ME., March 8.—The Atherton Furniture Co., located on Main street, this city, suffered a bad fire the latter part of February, and the Columbia department in particular was badly damaged. However, the firm lost no time in clearing up the debris and getting rebuilt, and it is expected that the store, including the talking machine department, will be ready for reopening about March 15. A large consignment of Columbia goods has been ordered from the Boston headquarters and they are to be shipped there in a few days.

Always do your best and you can face the worst that may befall.

## COTTON FLOCKS

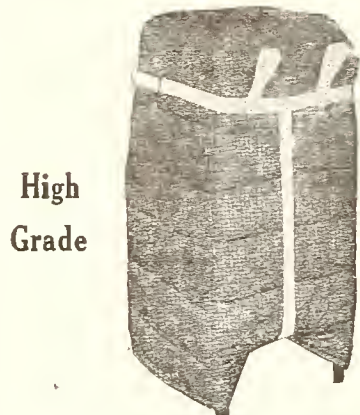
.. FOR ..

Record Manufacturing

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

LANSING KHAKI  
COVERS

The Pioneer Moving Cover



High  
Grade

Government  
Khaki

Dealer's Prices NOW:

\$6.00

medium  
size

43"x20"x23 1/2"

\$6.50

large size

49"x23"x24 3/4"

\$7.35

extra large

52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap  
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

Lansing  
SALES CO.

170 Harrison Avenue  
BOSTON, 11, MASS.

## HEIDNER'S MAGNIFICENT QUARTERS

Interior of Store Most Artistically Arranged  
for Display of Musical Instruments

SPRINGFIELD, MASS., March 1.—J. G. Heidner & Son, Inc., of 482 Main street, this city, which lately bought out the Victor business of Taylor's Music Store, long established in Springfield, has just had the interior made over from designs by the Unit Construction Co., the work having been done under the supervision of George A. Lyons, who, as the representative of this Philadelphia concern, is widely known in the trade. In the front of the store is a beautiful lobby, with a series of cases for musical instruments, and there are six comfortable booths. The Victor business is in charge of Secretary Clark, of Heidner & Son, and this store, which really is a branch of the larger Holyoke establishment conducted by this company, in its beautiful ivory finish promises to be a very successful establishment. The Holyoke store, by-the-by, which carries Victor, Edison and Columbia lines, has been having a very lucrative business of late.

## SENTIMENTAL SHARPER OPERATES

PORTLAND, ME., March 6.—The many friends of Jack Shaughnessy, who conducts a very successful Columbia store in this city, are having a laugh at his expense and the story is too good to keep to one's self, so here goes: A short time ago a well-groomed and good-looking young man entered Shaughnessy's store and ordered an ex-



# LOYD WIRELESS TELEPHONE CORPORATION

EXECUTIVE OFFICES  
SEVEN HUNDRED AND NINE SIXTH AVENUE  
AT 41<sup>ST</sup> STREET  
NEW YORK

SPECIALIZING EXCLUSIVELY IN "FIRCO" PRODUCTS  
*The Finest Wireless Telephone Instruments in the World*

## *Announcement—*

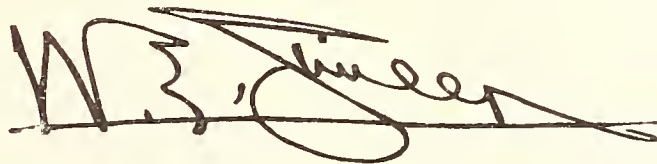
### Mr. Herbert A. Brennan

recently Victor Sales Manager of "Wurlitzer" and formerly associated with the Victor Talking Machine Co., has been appointed our

### Sales Manager

He will be glad to consult with the Talking Machine Trade on the development and merchandising of the Wireless Telephone.

LOYD WIRELESS TELEPHONE CORP.

A handwritten signature in dark ink, appearing to read "W. B. Jones". The signature is written in a cursive style with a long horizontal stroke at the end.

*President*



# S A I N T L O U I S

*Notable Gatherings of Dealers During the Month—Business Rather Uneven—Victrola Exposition Arouses Interest*

ST. LOUIS, Mo., March 8.—The talking machine business was rather listless throughout the past month, in both a wholesale and a retail way. Everybody did some business, but there was no briskness about it. The sales were pretty well distributed, as far as grades of machines were concerned. The tendency to defer buying until general conditions improve seemed well distributed also. The sales of records were more satisfactory, the booths being crowded on release days, and there being a fairly good run of custom in between.

#### Some Recent Trade Changes

The Brunswick has deserted music row on Olive street and is now at 915 to 919 North Sixth street. The move was made in order to get better and larger accommodations for the company's growing business.

The Taylor Music Co., Columbia, Mo., has been reorganized, following the retirement of the founder, John N. Taylor, who disposed of his interest to L. T. Ralston. Mr. Ralston has been elected president and D. L. Gribble, vice-president. The business will be continued under the same name.

#### Admirers of Caruso Are Busy

Some enthusiastic admirer of Caruso is making a collection of his photographs by robbing the music stores. Recently photographs disappeared from booths in the Kieselhorst and Smith-Reis stores. The one taken from the Kieselhorst store was autographed and was obtained with difficulty and, of course, cannot be replaced.

G. P. Ellis, secretary of the New York-Chicago Talking Machine Co., recently spent several days here.

#### Reorganize Morning Study-hour Class

A. W. Hosier, who was recently appointed manager of the Scruggs, Vandervoort & Barney talking machine department, has reorganized the morning study-hour class and it meets under his supervision three mornings a week.

#### Getting Out Slow-moving Records

A four months' contest in the sale of overstocked and slow-moving records by the Kieselhorst Piano Co. closed in February with Miss Marie Auberman leading. During this time, \$1,611.95 worth of overstock records were sold,

697 of them Red Seal and 564 of other kinds. Mr. Maetten, the manager, started another contest at once, supplying each salesperson with a list of fifty records. Some of these, which have been longest on the shelves, he is giving double credit for. The lists will be exchanged weekly. The results are checked up daily on the Red Seal Derby.

Fred Lehman, of the Lehman Music House, East St. Louis, has been spending a few weeks in California with his brother.

#### To Introduce the Victrola Exposition

A clever arrangement of material and ideas, to be called a "Victrola Exposition," has been made by the Koerber-Brenner Co., of this city, to be used by its dealers. It consists of eight white columns a foot and a half square by seven feet high, which will be used to form an aisle from the front door to the back of the store, where a Queen Anne Victrola will be displayed against draperies. The columns will carry on each side the picture of a Victor artist, a record by the artist, and a neatly lettered card bearing an annotation of the same. The columns are topped with a Victor dog. Outside the store, two fourteen-foot poles bear a banner announcing the Victrola Exposition. On display in the store also will be the Victor factory's glass-encased Victrola, and one of the very old Victor trade-mark Victrolas.

The Exposition will open in Harrisburg, Ill.,

in the store of L. L. Parker, who plans to do some seven thousand lines of advertising and to distribute souvenirs during the week of March 13. Daily programs for different groups of people will be held throughout the week.

#### Celebrate Caruso Memorial Week

Caruso Memorial Week was observed in St. Louis by placing in the various retail houses along Olive street posters bearing the picture of Caruso and the words, "Enrico Caruso—Born forty-nine years ago on the 27th of February—The Caruso American Memorial Foundation has designated this week as Caruso week—a week to awaken musical interest." These cards were furnished by the Victrola dealers, whose window displays reflect this occasion.

#### Successful Series of Concerts

A most successful series of concerts by Princess Watahwaso, Victor artist, was given in the Scruggs-Vandervoort-Barney recital hall, on February 16, 17 and 18. Two concerts a day were given by the Princess in her native Indian costumes and every concert filled to overflowing the spacious hall. On Friday the music clubs of the city were invited for a special program. School children from the city schools and from suburban districts attended in great numbers, accompanied by their teachers. Miss B. Rosenbrugh, of the Scruggs educational department, under whose auspices it was given, acted as accompanist.

During the County Teachers' Convention on February 24 and 25, at Anna, Ill., Miss Golda Airy, of the Koerber-Brenner Co., spoke twice each day on music in the schools.

#### Joins Rice Co. Forces

G. S. Crawford, formerly with the Jones Dry Goods Co., of Paris, Ill., has accepted a position with the J. E. Rice Music Co., of Mt. Olive, Ill.

## TRI-STATE VICTROLA DEALERS' ASSOCIATION MEETS

Value of Continuous Advertising Stressed by J. J. Davin—E. C. Rauth and C. B. Gilbert Also Speak—Memory of Caruso Honored—Over 100 Attend Most Successful Gathering

ST. LOUIS, Mo., March 7.—The Tri-State Victrola Dealers' Association met at the Hotel Claridge in this city on Monday evening, February 27. Over a hundred members were present and pronounced it a most profitable gathering. The meeting began with a dinner at 6 P. M. The date being the birthday of Caruso, the members remained standing during the playing of the last recorded record of Caruso, the "Crucifixus," from the "Messe Solennelle."

Music during the dinner was furnished by

the new Victrola 280, which most of those present had not seen. Other machines on display were the Victrola 260, the Victrola XVI, with the glass lids and sides, which is a part of the Koerber-Brenner Victrola Exposition, as well as the little trade-mark Victrola. The dinner was furnished from the funds presented to the Tri-State Association by the St. Louis dealers, the surplus from the last concert of the Eight Famous Victor Artists.

Following the dinner, J. J. Davin, of the Reincke-Ellis Co., spoke on dealer advertising, which he preferred to call business insurance. He pleaded that at least four per cent of the gross business of the Victor dealer be set aside for advertising, and that it be spread out over the year in a constant telling of the story. He suggested profitable newspaper advertising and commented upon the fact that almost all of the newspaper advertising is given over to machines, the records being sadly neglected. Other advertising mediums talked of were: direct by mail, billboards and concerts.

Mr. Davin was followed by E. C. Rauth and C. B. Gilbert, of the Koerber-Brenner Co., who told of selling a Victrola from the mechanical standpoint. Mr. Rauth's topic was cabinet construction and he covered the material from the time it left the forest to the finished article as it reaches the dealer. His talk was illustrated by portions of the unfinished Victrola, showing its construction in detail.

Mr. Gilbert told the dealers of the mechanical construction of the reproducing elements, covering exhaustively the styles, soundbox, goose-neck, tone arm, amplifying compartment and doors. Copious notes were taken by the dealers and all expressed their pleasure at the knowledge gained.

The evening's talks closed with the subject of selling a Victrola from a musical standpoint, by Miss Golda Airy, of the Koerber-Brenner service department. Miss Airy spoke on handling competition without technical discussion, and upon making the proper manipulation of

## Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

**THE C. E. WARD CO.**

(Well-Known Lodge Regalia House)  
101 William Street New London, Ohio  
Also Manufacturers of Rubberized Covers  
and Dust Covers for the Wareroom

### Distributors

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

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

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

BECKWITH-O'NEILL CO.  
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.  
Salt Lake City, Utah

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

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

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

SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas

KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.

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

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

SACHS & CO.  
425 So. Wabash Ave., Chicago

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

JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.

GRAY & OUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.

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

AMERICAN PHONOGRAPH CO.  
Burlington, Vt.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.



the Victrola a matter of habit through practice.

Those present were: R. C. Ashurst, of Baker & Ashurst, Fulton, Mo.; J. W. Barnett, of Barnett Music House, Poplar Bluff, Mo.; W. J. Bauer and W. Schmitt, of W. J. Bauer Music House, St. Louis, Mo.; W. G. Bicket, Marissa, Ill.; L. V. Cline, of Cline's Drug Store, Herrin, Ill.; Mrs. L. M. Norris, of College Book Store, Kirksville, Mo.; W. C. Daumueller, Lebanon, Ill.; Mr. and Mrs. Wm. H. Deeken, of Deeken Music Co., St. Louis; Mr. and Mrs. A. DeMerville, of DeMerville Piano & Music Co., St. Louis; Miss Ethel McReynolds and Mr. L. Perigo, of Feraud Bros., Granite City, Ill.; Julius Glaser, of Glaser's Music Shop, St. Louis, Mo.; Miss Marguerite Hibbeler, of Hellrung & Grim H. F. Co., St. Louis; Miss May Bowsher, of Jones Dry Goods Co., Paris, Ill.; Theo. W. Maetten, C. O. Thompson, Richard Rosebrough, Miss M. Cartwright, Miss W. Griesedieck, Miss M. Moore and Miss M. Auberman, of Kieselhorst Piano Co., St. Louis; Miss Lillian Knapp and Frank T. Niess, of Knapp Piano Co., Belleville, Ill.; Fred Lehman, W. H. Jackson, W. Paridy, John Costello, Ova Lovell and W. E. Sullivan, of Lehman Music House, E. St. Louis, Ill.; Mrs. Lloyd L. Parker, of Lloyd L. Parker Music Co., Harrisburg, Ill.; L. F. Parrish, of Parrish Furniture Co., Metropolis, Ill.; Miss Clifford Porth, of Porth's Jewelry Store, Jefferson City, Mo.; Walter L. Rhein, of W. L. Rhein Piano Co., Belleville, Ill.; Miss Marie Breidenbach and Carl C. Bowine, of W. L. Rhein Piano Co., Belleville, Ill.; J. H. Rhodes,

of Rhodes Music House, Hillsboro, Ill.; J. E. Rice, of J. E. Rice Music Co., Mt. Olive, Ill.; Roy A. Sauer, of the Roy Sauer Music Co., Collinsville, Ill.; Mr. and Mrs. R. J. Spengel, of Spengel's Furniture Co., Highland, Ill.; Robert Gahner and Wilbur Schoonover, of Spengel's Furniture Co., Highland, Ill.; J. W. Strain, of Strain Jewelry Co., Carrollton, Ill.; W. O. Baker, of Taylor Music Co., Moberly, Mo.; W. O. Todd, Jr., and Miss Margaret V. Todd, of Todd Jewelry & Music Co., St. Louis; S. S. Vick, of Vick's Drug Store, Johnston City, Ill.; Miss Annabell Weible, of E. A. Weinell Hardware Co., Columbia, Ill.; Fred Coleman, of Wellston Talking Machine Co., St. Louis; A. W. Hosier, Mrs. E. Tippin, Miss Julia Beckman, Mrs. J. A. Coburn, Miss Blanche Rosebrugh, Miss Aurelia Lipscomb, Miss Ella Marklin, Mrs. Steinmeyer, Miss Wasserman, Miss Helen Heller, Miss Davis, Mrs. Gladding, of Scruggs-Vandervoort-Barney, St. Louis, Mo.; Val A. Reis, Philip Bardenheier, Vincent Harris, Geo. Hayes, Miss Laura Mertens, and Miss Iva Clayman, of Smith Reis Piano Co., St. Louis, Mo.; Miss Helen Hatfield, Miss May Kennedy, Miss Tillie Gerlach, Miss Elizabeth Liebinger, Miss Lacey McGhee, Miss Gertrude Jahns, J. B. Hutchinson, S. B. Curren, J. A. Lucker and Joseph Plesz, of Stix, Baer & Fuller Dry Goods Co., St. Louis, Mo.; H. G. Koerber, E. C. Rauth, Thos. Cummins, H. S. Grover, R. K. Brandenberger, Miss Golda Airy and C. B. Gilbert, of the Koerber-Brenner Co., of St. Louis, Mo.

**BRUNSWICK DEALERS' CLUB IS ORGANIZED IN ST. LOUIS**

**P. L. Deutsch Addresses Largely Attended and Enthusiastic Meeting of Brunswick Dealers of St. Louis and Vicinity at the Hotel Statler—Board of Directors Appointed**

St. Louis, Mo., March 8.—Brunswick dealers of this city and vicinity had a largely attended and enthusiastic meeting Monday evening, February 20, at the Hotel Statler, which was arranged by Manager Jackson and his assistants in the local Brunswick store. P. L. Deutsch, secretary and general sales director of the Brunswick organization, came down from Chicago and was the guest of honor and made the address of the evening. There was a general discussion of experiences during the past year and policies for the year to come. Some suggestions were made by dealers which Mr. Deutsch considered of such merit that he accepted them on the spot and promised that they should be put into effect without delay. A Brunswick Dealers' Club was formed, the first of the kind in the country. It will be of a social character and will have no officers. In place of these a board of directors was named, as follows: E. C. Storer, Baldwin Piano Co.; J. F. Ditzell, Famous & Barr Co.; Frank J. Peterman, Stocke-Peterman Furniture Co.; J. H. Kirkland, Kirkland Piano Co., and Harry Meyer, Meyer Piano Co.

In the course of his address Mr. Deutsch emphasized the importance of the formation of the first Brunswick Dealers' Association and the example it offered for Brunswick retailers in other sections of the country to get together for mutual benefit. He paid a tribute to members of the Brunswick sales force who had worked to form the Association, but declared

their work would have been in vain but for the splendid work of the dealers.

In the course of his talk Mr. Deutsch stated that retailers generally were tired of the preaching of economists, and of those who had much to say about putting pep into sales campaigns and being more aggressive, for the fact that the Brunswick dealers were successful indicated that they needed no such advice.

He also took occasion to outline the care used in making Brunswick machines and in the selection of the materials entering into their manufacture, and announced that the Brunswick quality standard would be rigidly maintained.

In closing, Mr. Deutsch said: "There are some who doubt the permanency of the phonograph, but let me predict here that it has come to stay, perhaps not in its present form, but in an advanced stage. We see a future that will some day make us look back and smile at our misgivings."

**WILL TRIPLE ITS FLOOR SPACE**

**Manufacturers' Phonograph Co. Leases More Space to Accommodate Growing Business—Remains in Present Building**

Arrangements were recently completed by Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, whereby this company will triple the floor space that it has been occupying as executive and sales offices. The company was heretofore located in a moderate-sized suite on the twelfth floor of the building at 95 Madison avenue, New York, but with the steady expansion of the business this space was soon found inadequate. Mr. Lyle thereupon leased a suite on the same floor, which has at least three times the floor space of the old quarters, and in these warerooms there will be ample room for the display of the Strand line. The new offices are now ready for occupancy and a general invitation has been extended to the trade to visit the new home of the Strand.

The Ideal Music Co., of 29 John street, New York City, Victor dealer, is planning extensive alterations to its establishment in the near future.



**Important Notice  
To Dealers  
and Jobbers!**

**THE HOMOPHON COMPANY**  
G. m. b. H.  
**Berlin, Germany**

**announce the appointment, beginning January 1, 1922, of the HEGEMAN-STEWART CORP.**

**as the  
SOLE IMPORTERS  
and  
DISTRIBUTORS**

**for the  
United States of America  
of their well-known**

**HOMOKORD  
Phonograph  
RECORDS**

*Made in native lands*

**Lateral cut—double face  
plays on all machines. The  
most popular foreign record  
made—recordings by best  
European artists—in  
German and 34 other lan-  
guages.**

**Continued importations of  
newest selections from Eu-  
rope assure large stock al-  
ways on hand for immediate  
delivery.**

**Dealers!  
Jobbers!**

**Grasp this opportunity  
AT ONCE to represent  
HOMOKORD in your  
district**

**Phone, Wire, Write  
RIGHT NOW!**

**HEGEMAN-STEWART CORP.**  
**338 Washington Street**  
**New York City**

*Phone: Walker 6166-6167*

**THE BROOKS INBUILT AUTO-  
MATIC REPEATING  
PHONOGRAPH**



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

**BROOKS MFG. CO.**  
**Saginaw Mich.**



# IN PITTSBURGH

*Resumption of Iron and Steel Industries Creates Business for Dealers  
— Plan to Reorganize Pittsburgh Association — Trade Optimistic*

PITTSBURGH, Pa., March 7.—An unmistakable upward trend in the talking machine trade in the Pittsburgh district has been very noticeable the past few weeks. Coupled with this there is a marked feeling of optimism among the various talking machine dealers, who feel that there is bound to be a better tone to business. This feeling is based on the gradual resumption of business in the iron and steel centers. Just a few days ago the first pay day in seven months was observed in the Allegheny Valley. There was distributed over \$450,000 in cash and the little town of Tarentum had a gala Saturday trading day. The Windsor Music Co. and the Lechner & Schoenberger Co., dealers in talking machines, records and other musical instruments, both reported a good day and evening in business.

#### Resumption of Industries Creates Optimism

From what can be gleaned from the officials of the large steel and iron companies, coal companies, etc., this Spring will see a better condition as far as operation of mills and mines is concerned. No concern of any moment is felt at the approach of April 1, when the miners' scale expires and a strike is expected, the usual result at that time. It is felt that while some miners may be idle a day or two as a protest against the action of some of the employing operators, the large majority, who have been idle for months, will be eager to get the scale signed and be ready to dig coal. The feeling here is that the "million dollars a day" wage scale will make its return before the end of the Summer. All signs point to a busy industrial season in the Pittsburgh district and with pay days every week and millions of dollars sent into circulation there is bound to be a reflex

action that will bring vast good to the talking machine merchants here and in adjoining territory.

#### G. H. Rewbridge Looks for Good Business

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Co., one of the best posted men in the trade, in a chat with The Talking Machine World representative, said: "My view of the talking machine situation is that there will be a good season developed later this year than usual. I feel that there will be a great many Victor machines sold and also a huge demand for the Victor records. While it is true that there has been a sort of slump in the business, I am more than convinced that there will be many orders placed. The industrial situation which, at the present, is rather perplexing, is slowly finding the light, and I believe that with busy mills and mines there will be placed in circulation such a vast amount of money that good must accrue to the talking machine dealers. I am far from being a pessimist and wish to be lined up with the optimists. That is the only sane and reasonable position to take these days. The talking machine dealer who uses up-to-date methods to attract trade will attract it and will get the business."

#### Plan to Reorganize Pittsburgh Association

Tentative plans were formulated at a dinner-meeting of a committee of the Talking Machine Dealers' Association of Pittsburgh looking toward the reorganization of the association with a view to enlarging its sphere of activity. At present the membership is confined to talking machine dealers in Allegheny County. It is proposed to change this by-law to permit talking machine dealers from Western Pennsylvania points, such as Altoona,

Washington, Greensburg, New Castle, Beaver Falls, Mercer and other cities and towns, to affiliate with the Association. The present membership is confined to Victor, Columbia and Edison dealers. There are a number of well-known talking machine dealers who handle the Sonora, Aeolian-Vocalion, Cheney, Brunswick, Paramount, Pathé and other well-known makes of talking machines who will be approached within the next few weeks by a committee to ascertain their views relative to affiliating with the Association. Members who attended the special committee meeting and participated in the discussion were John Henk, A. R. Meyer, Mark Fishel, Leo Half, H. C. Hornberger, J. B. Bennett, Henry Wood, William D. Sahner and H. E. Young. Mr. Henk emphasized the plan of inviting the dealers to an open meeting to place before them the advantages of membership and it is quite likely that this plan will be carried out.

#### T. B. Niles at Kelley Music Co. Opening

T. B. Niles, assistant manager of the Pittsburgh offices of the Columbia Graphophone Co., attended the formal opening of the new Columbia Grafonola department of the Kelley Music Co., at Fairmont, West Va., last month. Mr. Niles stated that the new department is a model of its kind and one of the best equipped in the State. The Kelley Music Co., exclusive Columbia dealer, has devoted the upper floor of the music house to the Columbia Grafonola department. There are eight demonstration booths, each of which is sound-proof and handsomely furnished. The decorations throughout the store are most attractive. W. G. Kelley, the proprietor, has been engaged in the music business in Fairmont the past twelve years.

#### News Brieflets

Miss Ruth Rhodes, a popular saleswoman in the Victrola department of the Rothert Co., Altoona, Pa., attended the Victor School of Salesmanship at Camden, N. J.

W. C. Dierks, of the C. C. Mellor Co., Victor dealer, spent a week at Lexington, Ky., at the horse show.

## Every Phonograph Owner a Prospect for THE RECORDOLA THE PERFECT RECORDER AND REPRODUCER



Let your customers record their own voices on

**"HOMOGRAM" Record Blanks**  
in their own homes

*Can be attached to any make phonograph*

**PRACTICAL**  
*Positive in Operation*

**FOOL PROOF**  
*Any Child Can Operate*

**Simplicity is the Keynote of the "Recordola"**

Complete "Recordola" outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price, Complete

**\$26.00**

Extra Homogram Records, \$1.00 each

*Liberal Discounts to the Trade*

*Write for Particulars*

*We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."*

**RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.**



**THE GREATEST MUSICAL HIT OF AGES**

# The SONG OF LOVE

*From "BLOSSOM TIME"*

**ASK TO HEAR IT!**

*"You can't go wrong with any Teist song"*

Theodore Hoffmann, treasurer of the J. M. Hoffmann Co., Brunswick dealers, spent two weeks at Pinehurst, N. C., and did some effective work on the celebrated golf links of that famed Southern resort.

**Plan DeForeest Reception**

Plans are being formulated by the Piano Merchants' Association of Pittsburgh for a reception and dinner on Thursday evening, March 16, to be tendered to M. V. DeForeest, the well-known music merchant and Music Week promoter, of Sharon, Pa. Mr. DeForeest, in his stores at Sharon, Greenville and Warren, O., handles the Victor, Edison and Brunswick machines. As most of the piano merchants affiliated with the Association handle talking machines, the reception will be one for talking machine dealers as well as piano merchants. The coming here of Mr. DeForeest on March 16 will mark the termination of his transcontinental tour in the interest of the music trade and he will tell his hearers at the dinner of the work accomplished during his tour.

**Prize Winners in Edison Sales Contest**

Ranking among the leaders in a contest conducted by the Girard Phonograph Co., Miss Carrie Fries and Samuel G. Dunkelberger, attached to the sales force of the Metropolitan Phonograph Co., qualified to receive a free course in salesmanship that was held in Philadelphia under the auspices of the Girard Co. By having sold more than \$23,000 worth of Edison phonographs and accessories, Miss Fries led four divisions in the district.

**Preparing for Music Week**

Pennsylvania will have a State-wide music week, starting April 30 and ending May 6, under the direction of the music division of the Pennsylvania Department of Public Instruction. Hollis Dann, State director of music, will have charge of the plans. Prof. Dann has issued a program for use during the week. A number of the talking machine dealers here will cooperate in the work of the schools during Music Week.

**European Tour of Business Men**

Talking machine dealers of western Pennsylvania and vicinity have been notified of the tour of American business men, which will cover Central Europe, Belgium, France, England and Ireland. The party will sail from New York on June 10 and the plan is to return some time in August. The United States Line's steamship George Washington, one of the largest and most palatial ships afloat, will be used by the tourists. C. C. Latus, executive secretary of the Piano Merchants' Association of Pittsburgh, with offices at 623 Pittsburgh Life Building, will furnish rates and complete data about the tour to all who write him. Thus far 160 persons have booked for the tour.

**Edison Dealers to Meet**

The Buehn Phonograph Co., Edison distributor, is planning to hold an informal meeting and dinner at the Fort Pitt Hotel the latter part of this month. Due notice will be sent to all of the Edison dealers in the Pittsburgh zone in a

few days. The affair will be sort of a get-together meeting, and after the business and dinner are over there will be some time left for a dance or other social diversions.

A. A. Buehn, treasurer of the Buehn Co., is quite optimistic over the outlook for the Edison business in his territory and believes that there will be an increased demand for the Edison line, due to the recent reduction in prices of the Edison records and some of the Edison phonographs.

**Good Call for Starr Products**

Manager Niles, of the Starr Phonograph Co., reports a very satisfactory demand for the Starr phonographs and Gennett records.

**Health Builders Records Popular**

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., reports a very

brisk demand for the Walter Camp Health Builders records, for which the S. Hamilton Co. has been appointed authorized representative and distributor for western Pennsylvania, northern West Virginia and eastern Ohio. Daily demonstrations of the Walter Camp records are made in the S. Hamilton Co.'s stores. No specialty in the talking machine trade in years has made such a decidedly favorable impression as the Health Builders records.

**Win the Prize**

Miss Hildegard Wehrle and Miss Margaret Stuart, two of the efficient and amiable members of the sales force of the main store of the S. Hamilton Co., were winners recently of a cash prize offered for the best sales of Red Seal records.

**IVOGEN ON OKEH RECORDS**

**Four Records by Opera Star Now Ready—Artist Famous Here and Abroad**

The General Phonograph Corp., New York, placed on sale recently four Okeh records made by Maria Ivogen, one of the sensations of the present season in the grand opera world. These records were made in Europe by the International Talking Machine Co. and pressed in the United States by the General Phonograph Corp. Maria Ivogen made her first notable success during the world war, and when she made her debut in New York in January as a member of

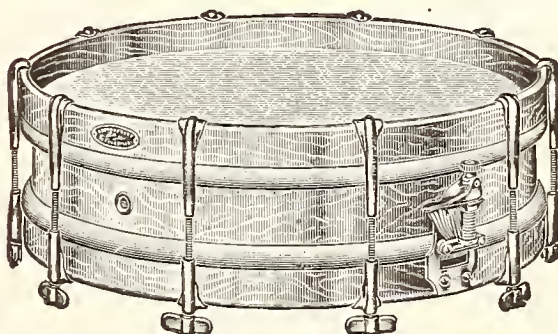
the Chicago Opera Co. she received an ovation. Musical critics were unanimous in proclaiming her one of the "finds" of the operatic season, and her fame as a coloratura soprano throughout Europe is now being duplicated in this country.

**C. G. WOOD'S NEW POST**

C. G. Wood, who recently resigned as advertising manager of Thomas A. Edison, Inc., has joined the Thresher Advertising Service of New York City. His many friends in the trade have taken occasion to wish him all possible success in his new undertaking.

**20th CENTURY DRUMS**

**Appeal to Professional Players**



Here's the 20TH CENTURY "Orchestra"—a beautiful drum with a wonderfully bright, responsive tone. It usually retails as follows:

- F1300—Size, 14x3 inch shell, 10 rods, Each \$20.00
- F1304—Size, 14x4 inch shell, 10 rods, Each \$21.00
- F1310—Size, 15x4 inch shell, 12 rods, Each \$22.00

Write for our Confidential Trade Price List, quoting the complete line of 20TH CENTURY Drums and Traps as well as EVERYTHING in Brass, Wood-Wind and Stringed Instruments and their Accessories.

HERE are drums that won't—CAN'T—warp or shrink out of shape. The secret is in the new 20TH CENTURY flesh and counter hoops—made of laminated, 3-ply rock maple. But their rugged strength isn't the only feature that sells 20TH CENTURY Drums. Critical drummers select them for their brilliant, responsive Tone, as well—for their good looks and their good value. The 20th CENTURY "Orchestra," pictured above, is only one of a score of big values. They are priced to pay you a generous profit and still meet the strictest competition—they are built to meet the most exacting demands of professional use. Your trade is wanting such drums and such values. Won't you supply them?

**THE FRED. GRETSCH MFG. COMPANY**

*Musical Instrument Makers Since 1883*

**60 BROADWAY**

**BROOKLYN, N. Y.**





**Two home-runs by Frank Crumit! "Sally and Irene and Mary" and "Boo-Hoo-Hoo (You're gonna cry when I'm gone)." Every admirer of a good tenor is the market for this record. A-3543.**

**Columbia Graphophone Co.  
NEW YORK**

## CONVENTION OF EDISON DISC JOBBERS' ASSOCIATION

Jobbers Hold Their Annual Meeting at Waldorf-Astoria Hotel, New York, on February 13 to 15 and Participate in Live Business Program—Present Statuette to Thos. A. Edison on Birthday

The annual convention of the Edison Disc Jobbers' Association was held at the Waldorf-Astoria Hotel, New York, on Monday, Tuesday and Wednesday of the week ending February 18, and attracted practically 100 per cent representation, only one Edison jobber not answering to the roll call. An elaborate program, strictly business for the most part, was laid out for the entire three days and the details were all carried out according to schedule.

A number of the jobbers, several of them making up a committee representing the Association, assembled in New York on Saturday, February 11, for the purpose of waiting upon Thos. A. Edison, congratulating him upon his seventy-fifth birthday anniversary which occurred on that day and presenting him with a handsome bronze statuette by Lorado Taft and entitled "Orpheus Consoled."

The convention proper began on Monday morning when the jobbers engaged in general discussions regarding various phases of the business and considered particularly such matters as were to be taken up with the factory officials.

Tuesday was "Laboratory Day," when the various officials of Thos. A. Edison, Inc., met with the jobbers for the discussion of matters of mutual interest. Charles Edison presided at the meeting assisted by the executive staff of the company.

Between the morning and afternoon sessions on Tuesday the Edison officials were the guests of the jobbers at an informal luncheon in the Myrtle Room of the Waldorf, and on Tuesday evening the jobbers in turn were entertained by the Edison Co. executives at an elaborate dinner and dance in the ballroom of the Waldorf, with a long entertainment program provided by Edison artists and others.

The final business session of the Association was held on Wednesday, on which occasion Charles Edison presented to the jobbers the decisions arrived at by the factory officials on matters regarding which conferences were held on Tuesday. Wednesday afternoon was given over to a number of special addresses, the speakers including Dr. Esther L. Gatewood, of the Edison music research department, and assistant to Pro-

fessor Farnsworth; H. E. Gehle, of the Mechanics & Metals National Bank, and others.

### New Officers Elected

The election of officers occurred on Wednesday morning, the new officers being: President, Laurence H. Lucker, Minneapolis; vice-president, Robert L. Proudfit, Proudfit Sporting



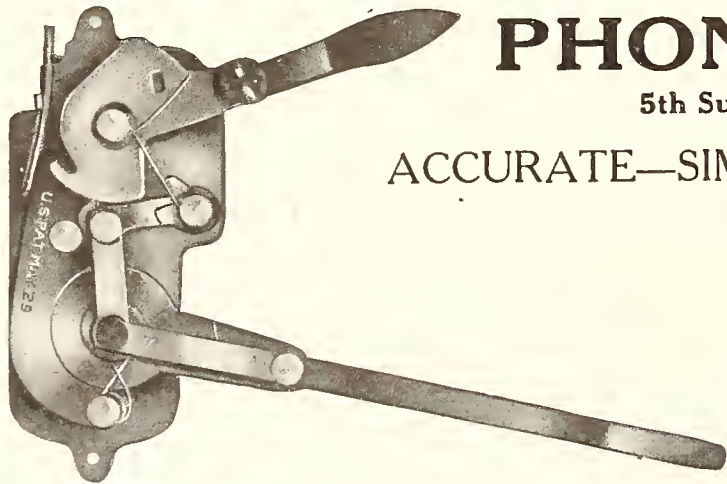
Bronze Statuette Presented to Mr. Edison Goods Co., Ogden, Utah; secretary-treasurer, M. M. Blackman, the Phonograph Co., Kansas City, Mo.; and executive committee, P. H. Oelman, the Phonograph Co., Cincinnati; D. W. Schultz, Schultz Bros., Omaha; A. A. Buehn, Buehn Phonograph Co., Pittsburgh, and L. T. Donnelly, the Diamond Disc Co., Inc., New Orleans.

### ANNOUNCES NEW CONSOLE MODEL

The Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, has followed its successful introduction of the Queen Anne Model 8 console, listed at \$125, with samples of the new Louis XV Model 1 console, listed at \$150, and announces immediate deliveries. This new Strand model, which will soon be supplemented by two others, listed at \$175 and \$200, has the same structural features as the Model 8: the half-lid top, the grille concealed by a drop slide, the all-wood horn and the door covered record shelves. In design it is a splendid reproduction of the distinctive lines of the Louis XV period.

A charter of incorporation has been filed by the Automatic Phonograph Co. with the Secretary of State of Delaware. The new concern is capitalized at \$2,000,000.

Fickleness, indifference, affectation, laziness, envy, greed, recklessness, all add to failure.



## PHONOSTOP

5th Successful Year

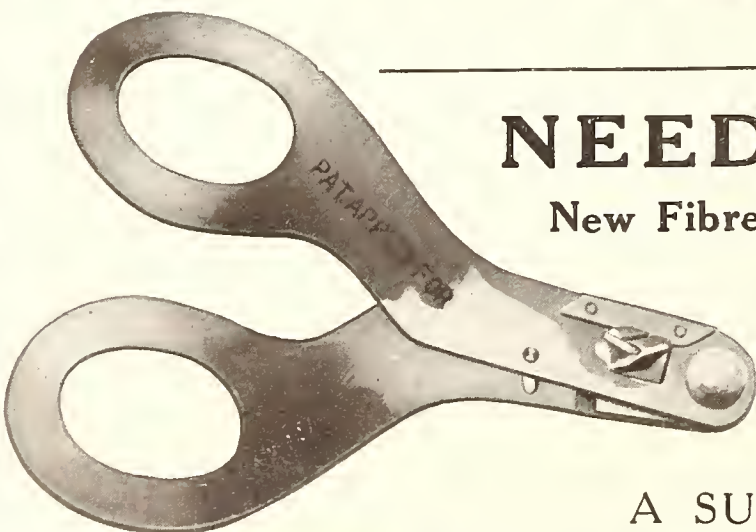
ACCURATE—SIMPLE—DURABLE

Reasonable  
Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL  
STANDARD



## NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

RETAIL

AT

**75 cents**

Trade Discount

A SUPERIOR TOOL

**THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.**



BRUNO



Victrola No. 240



Victrola No. 260

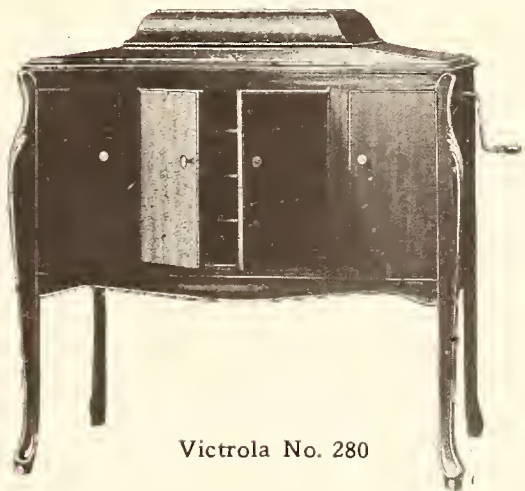
## HITTING ON ALL FOUR!!

Originators of the universally known upright talking machine—the Victor Talking Machine Company has again demonstrated its right to the “highest award” through its ability to produce a series of distinctively exclusive horizontal type Victrolas, and at popular prices.

With this new series of Victrolas, the Victor dealer is in that fortunate position to meet and satisfy practically every possible requirement or demand of the most discriminating buyer. These new Victrolas, Nos. 240, 260, 280 and 330, possess that same degree of perfection as is embodied in the older types, giving that perfect sound reproduction recognized solely in the Victrola, and which has caused that instrument to be the prized possession of the household.

Victrolas are made to furnish music to suit every taste. They are made in styles to conform to the “atmosphere” of every home.

Let your orders for these new models, Mr. Victor Dealer, be generous, so that you will be in a position to meet the demands of the public which are sure to follow.



Victrola No. 280



Victrola No. 330

**C. BRUNO & SON, Inc.**

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*



### SILZERS WILL REPRESENT STRAND

Well-known Talking Machine Men to Represent Strand in Four Western States—To Open Offices in Des Moines and Minneapolis

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, announced this week that arrangements have been made whereby Geo. C. Silzer and his brothers, Herman F. and Gustave F., will become exclusive sales representatives for the Strand talking machine in Iowa, Nebraska, Minnesota and Dakota. They will open representative sales rooms in Des Moines and Minneapolis, and will shortly inaugurate intensive sales campaigns in these important territories.

G. C. Silzer and his brothers have been identified with the talking machine industry for



G. C. Silzer

twenty-eight years, having been for many years associated as executives with Harger & Blish, Des Moines, Edison jobbers. When they severed connections with this company recently they made a thorough investigation of the sales possibilities of many talking machine lines and finally selected the Strand as meeting every requirement and as offering splendid sales possibilities.

Have you real talent for art? Then study music, do something worthy of the art, and dedicate your whole soul to the beloved saint.—Longfellow.

### IGNORING SIGNAL NO. 39

The Battle of Copenhagen, in 1801, was going against the English.

Admiral Parker, an aged and conservative officer, feeling that the situation was hopeless, ordered his aide to run up Signal No. 39.

Thirty-nine was an order to discontinue the engagement.

Lord Nelson, who had direct charge of the battle, continued to walk his deck without appearing to notice it.

Finally, when one of his staff officers called it to his attention, he lifted his glass to his blind eye, and said, "You know, Foley, I have only one eye. I can't see it. Nail my signal for close action to the mast."

In a few hours the enemy fleet was destroyed.

\* \* \*

Signal No. 39 has been hanging from more than one flagship during the last few months, but the battle seems to be turning.

American business, apparently, is favored with a blind eye.—Cosmopolitan's Better Way.

### TROUP BROS. TO REMODEL

Work Started on Rearrangement of Company's Store in Harrisburg, Pa.

HARRISBURG, PA., March 6.—Troup Brothers, whose music house is located at 8 North Market Square, are making a number of improvements to the store. The remodeling will involve a new entrance to the store, and the removal of an off-set in the front part of the storeroom, permitting of six or seven additional feet in width at the front of the store. Skylights will be torn out and a metal ceiling installed over the entire first floor.

A large stairway leading from the front of the store will give convenient access to the basement, which will be remodeled and extended to a depth of approximately 125 feet, and finished with hardwood floors. The basement will be utilized for the display of pianos and talking machines, relieving the congested condition of the first floor and permitting the showing of greater stocks.

Saul Bluestein, proprietor of the Melody Shop, 111 Madison avenue, Memphis, Tenn., Sonora dealer, is planning to open a branch store in the South Main street mercantile section of the city.

### DITSON & CO. GIVE FINE RECITAL

Edward Johnson, Chicago Opera Tenor and Victor Artist, the Feature at Monday Morning Musicales—First of a Series of Similar Concerts

A large number of Victor talking machine dealers attended a concert and reception in the concert hall of Chas. H. Ditson & Co. on Monday morning, February 27, when Edward Johnson, popular tenor of the Chicago Opera Co. and well-known Victor artist, was the guest-artist and sang a number of selections which have already been recorded for the Victor Co., among them "Someone Worth While," which appears in the Red Seal list for April. Mr. Johnson was in excellent voice and was most generous in responding to repeated encores. Assisting artists were Miss Anna Welsh, harpist, and Frank Umbriaco, a young Italian accordion player.

The concert was the first of a series to be given under the auspices of the wholesale Victor talking machine department of Chas. H. Ditson & Co., of which P. E. W. Carlson is manager. A prominent record artist will be featured at each of the concerts which are to be given for the purpose of making the Victor dealers acquainted with some of those artists who do the recording.

Chas. H. Ditson & Co. now have an elaborately equipped wholesale Victor department located on the eighth floor of the company's building at 8 East Thirty-fourth street, the equipment including a model show window in which the display is changed at regular intervals, together with model booths, record filing and sales systems.

### TAKES OVER MARKEL MOTORS

Magic Phonograph Supply Co. Buys Stock and Materials of Acme Phonograph Corp.

The Magic Phonograph Supply Co., 67 Debevoise street, Brooklyn, N. Y., recently purchased the stock and materials of the Acme Phonograph Corp., Inc., including the right to manufacture the Markel and Butterfly motors. The company announces that it is now prepared to ship sample or quantity motors to the trade, or any parts thereof for motors already in existence. In addition, it carries a substantial stock of main springs, tone arms, sound boxes and other talking machine accessories.

George Raux has been made manager of the new music store of Garrett Owen, Oakland, Cal. Mr. Raux was formerly with the talking machine department of the John Bruener Co.

The

# ECLIPSE MUSICAL CO.

VICTOR WHOLESALE ONLY

CLEVELAND OHIO

## Look at the Successful Dealers

in other lines of business.

Aren't they the dealers who give their customers *just a little more* attention than their competitors?

Victor dealers have an immense advantage, but they must remember that "Better Service means Bigger Sales."

*We will help our dealers help their customers.*







## Unico Equipment Promotes Successful Merchandising

The twenty-one Unico departments illustrated above and listed below are typical of hundreds of Unico Equipped dealers who during 1921, a year of subnormal trade conditions, experienced business growth and increased profits.

- |   |   |   |
|---|---|---|
| 1. Maison Blanche Co., New Orleans, La.         | 8. Weil Bros. Furn. Co., New York City.       | 15. Edgar Music Shoppe, Tulsa, Okla.                    |
| 2. Hellrung & Grimm Furn. Co., St. Louis, Mo.   | 9. Geo. J. Birkel Co., Los Angeles, Cal.      | 16. B. B. Todd, Philadelphia, Pa.                       |
| 3. Forbes & Wallace, Springfield, Mass.         | 10. Burk-Hume Piano Co., Norfolk, Va.         | 17. S. Kohn & Sons Co., Cleveland, O.                   |
| 4. New York Band Instrument Co., New York City. | 11. Hubert Day & Son, Elyria, O.              | 18. Trorlicht Ounker Furn. & Carpet Co., St. Louis, Mo. |
| 5. Krause Furniture Co., Chicago, Ill.          | 12. Zerweck Jewelry Co., East St. Louis, Ill. | 19. Reichlin, Reidy, Scanlan Co., Lorain, O.            |
| 6. Kaufmann-Baer Co., Pittsburgh, Pa.           | 13. Ideal Music Co., Newark, N. J.            | 20. Peoria Music Shop, Peoria, Ill.                     |
| 7. Baldwin Piano Co., St. Louis, Mo.            | 14. Moorehouse, Martens Co., Columbus, O.     | 21. Gramophone Co., Ltd., London, England.              |

*The Unico System Will Increase Your Sales and Profits*

### CONSIDER SOME FEATURES OF THE UNICO SYSTEM WHICH MAKE IT YOUR WISEST EQUIPMENT INVESTMENT

- Unico Equipment is the preeminent sales background. Individuality and practicability are combined.
- Unico Equipment is a permanent asset—not an expense. Patented sectional construction accommodates every departmental change.
- Unico Equipment is mechanically efficient, resulting from years of scientific research and invention.
- Unico Equipment is a moderately priced quality product. Manufactured on a scale which minimizes cost.
- Unico Equipment guarantees MORE satisfied customers. Planned, built and installed by service experts.

*Unico Equipment Costs No More—Why Consider Any Other?*

## UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.  
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.  
49 Auburn Ave.

DALLAS, TEXAS  
209 Dallas Bank Bldg.

CHICAGO, ILL.  
30 North Michigan Ave.

LOS ANGELES, CAL.  
274 I. W. Hellman Bldg.

DENVER, COL.  
1741 Champa St.

SALT LAKE CITY, UTAH  
150 Main St.

EIGHT UNICO SERVICE BRANCHES FOR YOUR CONVENIENCE

*Address our nearest office TODAY*



## HEARING HELD IN THE VICTOR CO.—OPERA DISC CO. SUIT


Action Brought to Enjoin Sale of German Records Made From Matrices Claimed by Victor Co. Comes Up Before Judge Chatfield, in U. S. District Court in Brooklyn—Briefs to Be Filed March 21

The action brought by the Victor Talking Machine Co. against the Opera Disc Record Co., the Opera Disc Distributing Co. and Max Hesslein, of New York, seeking an injunction preventing the defendants from continuing to import and sell records made in Germany from masters recorded by artists under exclusive contract with the Victor Co., came up for hearing before Judge Chatfield in the U. S. District Court in Brooklyn, N. Y., on Monday, February 27.

At the close of the hearing on Tuesday afternoon both sides were given until March 21 to file briefs, it being agreed between the attorneys that each side should provide opposing counsel with its briefs on March 14, thus providing a week for the preparation of counter arguments. The attorneys agreed that Judge Chatfield was particularly well qualified to pass on the points at issue, having a wide knowledge of such litigation.

The case opened with the presentation of the plaintiff's side by George W. Schurman, of Rounds, Schurman & Dwight, who spent several hours in presenting the Victor Co.'s claims. The Victor Co. cited the fact that a number of prominent artists, including such names as Alda, Bori, Culp, Destinn, Farrar, Gadske, Gluck, Hempel, Melba, Schumann-Heink, Sembrich, Tetrizzini, Amato, Caruso, Goritz, Journet, Ruffo, Scotti, Paderewski, Elman, Kreisler, etc., had been placed under exclusive contract with that company prior to August 14, 1914, the contracts providing for the payment of heavy royalties for the exclusive use of their records and photographs, and that many of the records made by these exclusive artists were being offered by the defendants.

Mr. Schurman went into detail regarding the arrangements made between the Victor Co. and the Gramophone Co. of England in 1901, pro-



**THE RESURRECTONE**  
"Even pressure fulcrum"

Trade-Mark Registered

Patented - June 15th, 1915  
June 22nd, 1915  
Jan. 21st, 1919

Patents Pending  
Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality — increased volume. Order sample, return if not satisfied. Reasonable prices.

**HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City**  
Makers of the "air-tight" Tone-arm and Hoffay Phonograph

viding for the interchange of duplicates of record matrices and for the control by the Gramophone Co. in European countries of certain patent rights owned by the Victor Co., and also told of the organization of the Deutsche Gramophon Aktiengesellschaft with 100 shares of stock all controlled by the Gramophone Co. The point was emphasized that the agreement provided only for an interchange of matrices, and did not provide for their purchase or sale.

Shortly after the beginning of the war, it was stated, Alexander Lucas took charge of the D. G. A., purporting to act under the authority of the German Government, and, although the Victor Co. took prompt action through the State Department to protect its rights in the matter and to recover the matrices in possession of the German company, no satisfaction was obtained, and in March, 1917, Lucas sold the assets to the Polyphonwerke Aktiengesellschaft, receiving one million marks for the stock of the company and three million marks for the matrices.

Particular emphasis was laid upon the provisions of paragraph five of Annex Articles 297-298 of the Treaty of Versailles, providing for the delivery to England of trade-marks and unique means of reproduction on demand, with the proviso that the German companies may have copies for use in Germany exclusively. It was stated that the German Government delayed months in forcing the Polyphon Co. to meet the terms of the treaty and to deliver trade-marks and other property demanded, and then delivery of matrices was commenced on a basis that would require several years for completion.

The plaintiff also made the point that the Opera Disc Co. was organized in January, 1921, at a time when war still existed technically between the United States and Germany.

The defense based its argument first upon decisions of United States courts regarding the resale in the United States of goods originally sold out of the country, providing the origin of the merchandise was not hidden. The jurisdiction of the courts of this country in matters affecting the official acts of foreign nations was also questioned, and findings of German courts favoring the rights of the Polyphon Co. to the matrices in dispute were cited.

John D. Meyers and Louis LeDuc, of the legal department of the Victor Co., were in attendance with Mr. Schurman, while C. A. L. Massie, an attorney well known in the talking machine trade, represented Max Hesslein; Johnson & Galston appeared for the Opera Disc Record Co., and Eisman, Lee, Corn & Levien appeared for the Opera Disc Distributing Co. Attorneys representing many other interests in the industry were also present as spectators.

### ADDS NEW LINES IN PATERSON

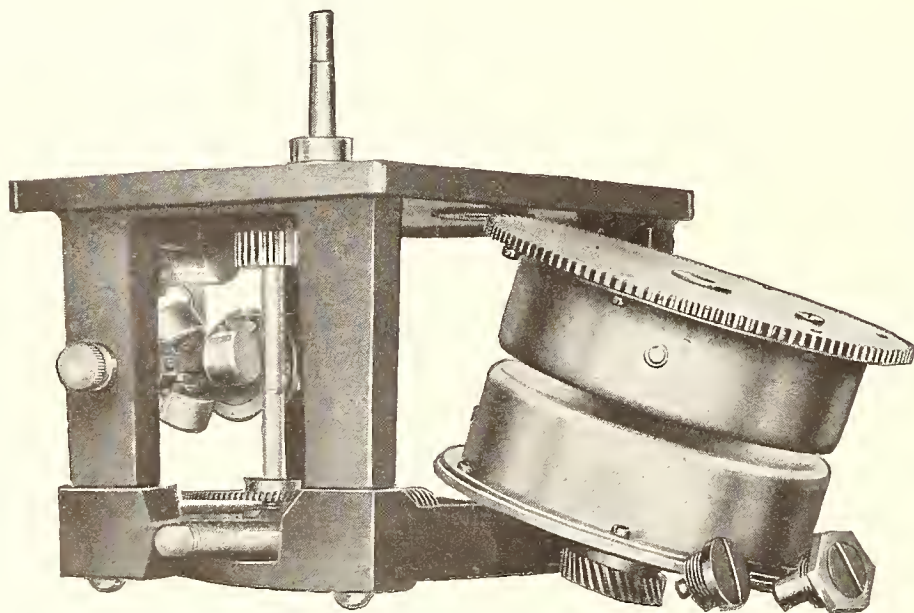
The Sterling Music House, 133 Ellison street, Paterson, N. J., of which Thomas J. Corkrey is proprietor, has enlarged its talking machine department and taken on the agency for the Columbia and Aeolian-Vocalion machines and records. Mr. Corkrey plans to advertise both lines in a big way.

### WILL WHOLESALE ONLY

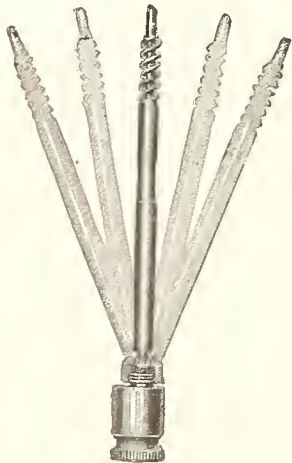
The White Sewing Machine Co., manufacturer of the White phonographs, which has been conducting a retail store at 207 West Main street, Clarksburg, W. Va., has discontinued the retail business and will confine itself to wholesale only.

# Study the **SILENT Motor**

Its Advantages for Your Line of Talking  
Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive  
**SILENT MOTOR** Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

## THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.



# Okeh Records

*The Records of Quality*

## FONOTIPIA RECORDS

### Artists Whom the Public Knows—and Wants

The General Phonograph Corporation offers you and your customers complete record service. Not only can you obtain the best dance numbers, popular vocal, standard selections, etc., but in addition some of the brightest names in the operatic and concert world are available through the General Phonograph Corporation's distributors. Write your distributor today for complete information on these celebrity records.

**AMATO**—Glorious baritone, whose liquid tones have thrilled thousands.

**BONCI**—The most artistic lyric tenor the world has ever known.

**DESTINN**—One of the big stars of the Metropolitan, endowed with an exceptional voice.

**DIDUR**—Incomparable basso of the Metropolitan Opera Co.

**DUX**—Universally acclaimed by the critics as one of the most gifted sopranos.

**HEMPEL**—The Jenny Lind of to-day, whose bird-like voice is pure delight to hear.

**IVOGUN**—Young coloratura soprano, the sensation of the hour in operatic circles.

**JADLOWKER**—Famous lyric tenor and interpreter of Wagnerian roles.

**KUBELIK**—Famous violinist, long a favorite with the American music-loving public.

**McCORMACK**—The best known and most popular concert singer in America.

**RUSS**—Internationally known soprano, who has won great laurels both in Europe and America.

**SLEZAK**—One of the greatest tenors of the age.

**STRACCIARI**—Whose "Largo al Factotum" has not been equalled by any other leading baritone.

**VON VECSEY**—Splendid Hungarian violinist with an international reputation.

**ZENATELLO**—Most famous interpreter of Verdi's "Otello" since Tamagno.

Records by these artists were recorded in Europe, where these celebrities attained the success which made their American appearances possible. They are pressed in the United States by the General Phonograph Corporation, manufacturers of the famous Okeh Records, under special licenses from the Societa Italiana di Fonotipia and the International Talking Machine Company.

**General Phonograph Corporation**

OTTO HEINEMAN, President

25 West 45th Street, New York City







# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., March 6.—March has opened much more favorably as far as trade is concerned in this city, following a rather uneven February, and distributors and dealers both believe that we are now "over the hill," so to speak, and that a steady and continued improvement will develop as the year grows older. The lessening in the demand for records during February was somewhat unusual, as in years ago this month always seemed to be an excellent sales month for records. Increased interest in records is now manifested, and this has been helped by the "Caruso Week" campaign throughout the country. People have in this way concentrated on records and their importance musically has been impressed upon the purchaser anew. And not records alone, but talking machines of the better type are selling well. Another helpful factor, so far as trade betterment is concerned, is the decreasing evidence of "cut-rate" merchandising. It still exists, unfortunately, but is not as prominent as it was a few months ago. The general public when properly approached is always inclined to buy the standard, reliable, well-advertised products rather than have recourse to the cut-price, nondescript products which are sold under so many various names. The most successful way to fight this cut-rate, stencil, junk campaign is for the dealers to work twice as hard as they have in the past and advertise their products and their reliability, and thus arouse the attention and win the patronage of those who should have talking machines and records in their homes.

#### Entitled to the Thanks of the Trade

Preparations for the Victor Dealers' Convention, which is just about to open as your cor-

respondent is writing this letter, have been under way for the past month under the auspices of the Philadelphia Victor jobbers. A great program has been prepared and everything done to make this convention one of the most successful of the many held by Victor organizations throughout the country. The final meeting of the committee having this convention in charge was held last week at the Poor Richard's Club and was followed by a dinner. Inasmuch as this convention will be handled in a news way in another part of *The World*, all that may be said is that the Victor jobbers and all who participated in the success of this convention are certainly entitled to the heartiest thanks of the trade.

#### New Brunswick Dealers Appointed

The local headquarters of the Brunswick-Balke-Collender Co. reports a very satisfactory condition of business which is steadily expanding. New dealers are steadily falling into line, and at the present time the Pennsylvania territory is well covered in a retail way, but it will be better covered before the year ends. Among the new agencies recently opened were those of the Eccles Music Shop at Carlisle, a new concern which has very attractive quarters; the Hopkins Piano Co., Chester, Pa., which held a formal opening last week.

R. M. Nelson, the local distributor of the Brunswick, is again at his desk following an attack of influenza. He is getting in some very substantial shipments of Brunswick machines, including a number of the new models 217 and 212. It had been impossible to secure these styles before to any great extent. Quite a number of the Queen Anne period Brunswicks are

also now on display at the local warerooms. Among the recent visitors at the local headquarters were John I. Monroe, of the Brunswick Phonograph Shop, Williamsport, Pa.; T. A. W. Hoff, Salem, N. J.; Peter Casper, Wilmington, Del.; George E. Eldridge, Pitman, N. J., and Harry Moser, of Morristown, N. J.

#### The New Blake & Burkhardt Store

The new store of Blake & Burkhardt, 20 South Tenth street, is now in splendid running order and their business in both Edisons and Vocations is reported very much better than for some time past. The business of this old-established firm is expanding, thanks to the enterprising policy of its members.

#### J. R. Fox Candidate for Legislature

J. R. Fox, Columbia dealer, of White Haven, Pa., has announced himself as the Republican candidate for the legislature from the Second District of Luzern County. His many friends in the trade—and he has a host of them—are backing him to win. He is a retailer who has built up a large Columbia business, and has the equipment to make an excellent legislator. By the way, he recently purchased the White Haven Journal, a weekly newspaper. It can be seen that he recognizes the power of the press as an essential to success.

#### Luncheon for Joseph Wood

Joseph Wood, supervisor of the repair department of the local Columbia force, was entertained at a luncheon recently by T. M. Kenny, local Columbia dealer, a friend and admirer. The local Columbia branch, by the way, is well pleased with the business transacted in February. The demand for records was es-

(Continued on page 84)

## GREATER VICTROLA SALES

Because buyers are now demanding dependable merchandise. Dealers realize the prudence of *concentration*, also the evil of *dissipation*—hence the investment in and sale of Victor Product exclusively, whenever possible.

The many Victor Dealers of this Philadelphia territory, who are concentrating their buying with this organization, may know we are equipped for even a still greater Victor business.

**The Louis Buehn Company**  
of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

pecially large, and March has opened with a very satisfactory showing for this company. Recent Columbia visitors were Mr. Fairchilds, of the E. K. Owens Hardware Co., Susquehanna, Pa., and Mr. Felix, of the Felix Department Store, Schuylkill Haven, Pa.

**Busy Times With the Louis Buehn Co.**

The Louis Buehn Co. finds that its dealers are experiencing increased activity, although it has been rather spotty in character and better in some localities than others. Louis Buehn, president of the company, is one of the busiest men in Philadelphia. Besides his duties as chief executive of the large Victor distributing concern which bears his name, Mr. Buehn is also president of the National Association of Talking Machine Jobbers and has recently been very busy in acting as representative of the Philadelphia Victor distributors in taking over the business of the Geo. D. Ornstein Co. The recent convention of Victor Dealers, held under the auspices of the Philadelphia Victor Jobbers, also has demanded much of Mr. Buehn's time.

**Gennett Record Agency**

The Witlin Musical Instrument Co., of which Ben Witlin is president, reports a splendid demand for Gennett records and Starr phonographs. A Gennett record agency was recently established in Finigan's Department Store, at 870 Main street, Darby. It is putting out a goodly number of these records. A very fine demonstration of Gennett records is being made by Joseph Morris, 6 North Thirteenth street, this city, who, by the way, has developed a very large trade in these products.

**Satisfactory Conditions With Cheney**

G. Dunbar Shewell, president of the Cheney Sales Corp., has just returned from a visit to the Cheney headquarters in Chicago, and reports a very busy condition of things prevailing there. It is his opinion that the Cheney phonograph business, not only in the territory which he controls, but throughout the entire country, will exceed all previous accomplishments. There is an increased appreciation of the artistic merits of the Cheney phonograph among discriminating purchasers, and this is the report being received by distributors from dealers everywhere, all of which opens the way to prosperity.

**Edison School of Salesmanship Meets**

The Edison School of Salesmanship held a series of meetings here in the Snellenburg store the closing week of February, which were largely attended by Edison dealers in this vicinity. The meetings here, as in other cities where

they have been held, were under the direction of William Maxwell. Sales talks of an inspiring and instructive nature were given by Mr. Maxwell, Mr. Stanchfield, of the Carnegie Institute, and Eugene Lockhart, the actor. The Edison dealers were enthusiastic over the meetings and were unanimous in their expressions of the value derived from the sales talks.

**Penn Phonograph Co. Expansion**

The business of the Penn Phonograph Co., Victor distributor, has expanded to a point where it has been found necessary to make use of the entire Penn Building at 913 Arch street. The Penn Phonograph Co. bought this building some years ago and occupied four out of five floors, the second floor being rented to an outside concern. The company has now taken possession of this floor, thus occupying the entire building. This floor is being attractively decorated, and the offices of T. W. Barn-

hill and H. F. Miller, executives of the firm, will be moved from the third floor to the front of the second floor, thus allowing the entire third floor for record storage. It is reported that the orders for March thus far received would indicate that March will run decidedly ahead of January and February in volume of business.

**Big Demand for Record Albums**

The National Publishing Co., manufacturer of record albums, states that the exceptional demand reported last month is continuing, with every indication that 1922 will be a big year in albums, judging from the demand.

**Doing Well With ConnORIZED Records**

The United Music Stores, distributors of ConnORIZED records, report that business is steadily expanding on these records and that a number of new dealers has been added. This company is also a distributor of talking machine accessories and ConnORIZED and Pianostyle music rolls. It is also in possession of a large collection of Italian and other foreign music rolls which are proving very popular.

**Good Business in All Departments**

H. A. Weymann & Son, Inc., Victor wholesalers, report good business in all departments. In addition to the distribution of Victor merchandise, H. A. Weymann & Son, Inc., are wholesalers of Jones Motrolas, Q R S music rolls, and are manufacturers of the Keystone State line of musical instruments.

**Quaker City Columbia Gleanings**

Al Herman, popular vaudeville star and exclusive Columbia artist, appeared at Keith's Theatre recently, and his stay in this city was a marked stimulant to the sale of the records which he recently made for the Columbia library.

# OUR ORGANIZATION

is constantly alive to the individual requirements of our Victor dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.

We want to make it unnecessary for Victor dealers in our territory to buy their Victor requirements outside of Philadelphia and shall continue to confine our entire allotment exclusively to Victor dealers in our territory.

Yours for bigger business,



**H. A. WEYMANN & SON, INC.**  
1108 Chestnut Street - Philadelphia, Pa.

**Victor Wholesalers**

## On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

**Penn Phonograph Company**  
913 Arch Street Philadelphia, Pa.

*Victor Wholesale Only*

## DECALCOMANIA

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



CABLE ADDRESS REG'D  
"FILASSE-PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES AND WAREHOUSE  
106-110 W. LAKE ST.,  
CHICAGO, ILL.

V. T. SCHULTZ  
CLEVELAND, OHIO  
RAYSOLO SALES CO.  
LANCASTER, PA.

JORDAN & COMPANY  
305 BROADWAY,  
NEW YORK, N. Y.

ARTHUR BRAND & COMPANY  
CINCINNATI, OHIO

WALTER S. GRAY  
SAN FRANCISCO, CAL.

DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWA

SAMUEL TOOLE,  
336 BURGESS AVE.,  
INDIANAPOLIS, IND.

ARTOPHONE COMPANY  
ST. LOUIS, MO.

STEINOLA COMPANY  
KANSAS CITY, MO.

PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.

S. RAKUSEN & CO.,  
SHANGHAI, CHINA

J. M. Knepper, Columbia dealer at Tamaqua, Pa., is conducting a popularity contest open to all children in Tamaqua and vicinity. Each child is given a list of records and starts out as a sales representative, the idea being that every record sold means a vote. The one having the largest number of votes will win the first prize of \$10; the second prize will be \$5 and the third and fourth prizes \$2.50, respectively. Mr. Knepper is also giving twenty-six additional \$1 prizes, and the campaign to date has proven a signal success.

Talking machine dealers in the smaller towns in Pennsylvania are apparently more enterprising and more resourceful in carrying on campaigns for the moving of stock than their brothers in the bigger cities.

### To Decorate Remick & Co.'s Quarters

Jerome H. Remick & Co., of this city, are planning to make extensive alterations in their retail warerooms in this city. The entire store will be refitted and a complete equipment for modern musical merchandising will be installed. This will include five hearing rooms and a forty-foot sheet music counter and racks, besides other features of note. The contract for this work was given to Van Veen & Co., Inc., of New York City, and negotiations were concluded between Edward Adams and Joseph Keit, of the Remick Co., and Leon Tobias, secretary of Van Veen & Co. The contract also calls for treatment of the walls and the entire installation will be finished in ivory and blue.

### NEW WEYMANN DEALERS' SERVICE

H. A. Weymann & Son, Inc., Victor Wholesalers of Philadelphia, Announce New Sales Promotion Department Under Direction of C. M. Paulson—Valuable Aid to Dealers

PHILADELPHIA, PA., March 3.—H. A. Weymann & Son, Inc., well-known Victor wholesalers of this city, have just announced the establishment of a new department of sales promotion under the direction of Charles M. Paulson, formerly of the traveling department of the company. In making the announcement Weymann & Son say: "This department has been established to cooperate with our Victor retailers along general selling lines and for their help and guidance in special problems and educational work. We urge you to avail yourself of the services of this department at any time."

One of the first moves of the new department was to issue an attractive hanger listing twelve Victor records and bearing the caption "Mid-Month Suggestions." The hanger measures 14 by 22 inches, and is designed to stimulate the interest of record patrons during the period between the issuance of the regular monthly supplement by the Victor Co. It is the suggestion of the company that the dealer circularize his mailing list on the mid-month suggestions and carry special advertising featuring the selected records to stimulate business when the interest in the regular monthly supplement has waned a bit.

### Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street  
225 W. Mulberry St.,

Philadelphia, Pa.  
Baltimore, Md.

Mr. Paulson has a number of excellent ideas for the development of dealer service which will be carried out in the near future and may be expected to prove of great value to the retailer. Weymann & Son emphasize the fact that fifty-eight years of experience in the merchandising of music and musical instruments have placed them in a position to offer valuable advice and service to their dealers.

### SALT CRYSTALS DO UNCANNY STUNTS

Electrical Experts Show Engineers Marvels That Enter Into Sound Producers

Plans of world-wide communication networked for the next generation, in which combinations of radiotelephony, carrier current, long-distance wire lines and submarine cables will be utilized, were outlined to members of the American Institute of Electrical Engineers, who were the guests of the Bell system at its laboratories in the Western Electric Co. building, 463 West street, New York City, recently. Demonstrations of new devices, many shown publicly for the first time, were included in the program.

An instrument termed a stereopticonoscillo-graph enabled the visitors to "see themselves talk." Speaking into an ordinary telephone transmitter, the experimenter saw the effects of his voice projected on a screen in electric waves, which took on various forms according to the words spoken. Vacuum tubes, with an output of 10,000 watts, which, it was said, ultimately would displace heavy machinery in transportation, were shown. The possibilities of using these vacuum tubes in wireless and power fields were unlimited, it was said.

The engineers were interested especially in weird demonstrations of singing, talking and "shimmying" crystals of Rochelle salts, which were produced during the war for submarine detection work. Connected with wire to a talking machine, the saline crystals seemed to speak in a tone much louder than that ordinarily heard from a phonograph horn.

Another novelty was a device whereby one could hear molecules turn over when polarization was changed. Next?

### OPTIMISTIC OVER TRADE OUTLOOK

Isador Paschal, general manager of the Pleasing Sound Phonograph Co., New York, has just returned from an extended trip through the South, and expresses himself very optimistically regarding the general situation in the cities visited. He states there is business available for everyone who makes a strong effort to get it. Mr. Paschal expects to leave New York very shortly for a trip through the Middle West in the interest of a campaign recently inaugurated by his company for the purpose of disposing of a great number of motors, which are adopted to any style phonograph, and which are being offered with complete equipment. The Pleasing Sound Phonograph Co. reports that business in the phonograph repair business has shown a decided increase since the first of January, and that business is rapidly returning to normalcy.

A Victor shop has been opened in Salisbury, Md., by Milford Nathan, of Cambridge, Md.

### WILL SELL BANKRUPT FIRM'S STOCK

The stock of the Great Northern Phono Supply Works, Inc., of New York City, will be sold at a bankrupt sale, March 16, at the headquarters of the concern, at 57 Fulton street, and at 552 Broadway. The stock consists of machinery, talking machines, motors and other accessories.



Beautiful in Appearance  
Substantially Built  
Marvelously Faithful Tone

That describes the newest model of the highest type of Phonograph—The Modernola. It is an instrument that readily sells itself.

Furnished in Solid Mahogany  
and Solid Walnut  
No Veneer

The New Management Announces:

That there is some very valuable territory open and offers a very attractive proposition. Remember, we operate a thoroughly equipped plant with excellent production and are an established concern. The Modernola is the only new and improved phonograph on the market. Why not write to-day for full particulars?

Address

THE  
MODERNOLA  
COMPANY  
JOHNSTOWN  
PA.

Eastern Representatives  
THE MODERNOLA SALES CO., INC.  
Geo. Seiffert, Pres.  
Offices: 929 Broadway,  
New York City



Now Is the Time  
To Establish an  
Agency for



# Okeh Records

The Records of Quality

The demand for Okeh Records is increasing every day. The most critical buying public in the world has recognized these wonderfully clear recordings. This is the season to promote your record sales.

## *Let Us Serve You*

If you are considering an agency, communicate with us. We will be glad to advise and help you. We can show you how to make an agency a producer of big profits. We are doing it every day and can do it for you.

CONSOLIDATED SERVICE is famous for its efficiency and promptness. We guarantee satisfaction.

*Wholesale Distributors for Okeh Records*

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



# THE TWIN CITIES

Merchants Prepare for Spring Business—Launch Big Columbia Advertising Campaign in Northwest—Blizzards Retard Trade—News

MINNEAPOLIS and ST. PAUL, MINN., March 8.—It would be possible to expatiate at some length on the conditions in the music trade in the Northwest, but at best it would be a space-killing proposition and would add nothing to the stock of human knowledge. When the weather has not shown a temperature mark below zero blizzards have been raging, and between the cold and the wind the conditions have not been conducive to trade activity. But the music merchants of the Northwest, little and big, are getting by very nicely and are all prepared to inaugurate a brisk Spring business.

### Launches Columbia Campaign

Something has been said in the daily papers about the difficulties of the Columbia Graphophone Co., which are now, happily, past. Whatever is detrimental does not, however, apply to the Northwest, as W. L. Sprague, in charge of Columbia activities here, is now launching one of the greatest advertising and publicity campaigns ever known in the phonograph field in this territory and the dealers are enthusiastically backing up the campaign with their individual efforts. The carload-lot sales conducted by the New England Furniture Co. and the St. Paul Furniture Co. went big and both houses figure on cashing in on the new publicity venture. Assistant Manager Tanner reports that many new desirable accounts are being opened.

### A Tribute to the Ladies

For some time your correspondent has had in mind to say something nice about the two women managers of talking machine departments in Minneapolis, but for one reason or another has neglected to do so, although the ladies have merited some recognition. We are in position to state that Rose Artz, manager of the Victrola department of L. S. Donaldson Co., and Ethel Conley, manager of the talking machine

department of Whitney-McGregor Co., have "made good" in every way during the past year—a record, in truth, of which to feel proud.

### Getting a Good Share of Business

Pathé phonographs and records are going nicely in this territory, according to G. Sommers & Co., distributors. Business is not big by any means, but, in view of the fact that conditions generally are bad, the company considers that it is obtaining its share of business.

### G. H. Compton With Stone Co.

George H. Compton, an experienced phonograph man, has joined the staff of the Stone Piano Co. and henceforth will specialize in the Aeolian-Vocalion. The Vocalion is winning its way in the Northwest and the records are particularly popular.

### Noted Artists Heard in Concerts

Selrex service counters have been installed for the Whitney-McGregor Co. in Minneapolis. The counters are just about indispensable for large houses, remarked Eugene O'Neill, of the Beckwith-O'Neill Co.

The Victor Co. is getting some nice advertising in the Northwest through its artists, and dealers have profited by the appearance here in recent weeks of Lauder, McCormack, Heifetz, Braslau and others.

### Will Handle Brunswick Records

Anderson, Gauper & Peyer, Inc., a new music house at Lake street and Second avenue, Minneapolis, will handle Brunswick phonographs and records. Word from the Brunswick headquarters in this territory, managed by E. L. Kern, is to the effect that the Brunswick fame continues to grow and the sales continue to increase.

### Some Distinguished Visitors

Harry A. Beach, vice-president of the Unit Construction Co., was a visitor here recently and reported that the outlook was gratifying.

James J. Davin, of Reincke-Ellis Co., Chicago, called on his business friends in St. Paul and Minneapolis last week.

Robert Porter, field sales manager for the Columbia Co., is in the Twin Cities for a general sales meeting.

### Many Sales of Pathés

The Wallblom Furniture Co. has conducted an extensive sale of Pathé phonographs, which resulted in many sales actually closed and the addition of many names to the prospect list.

### R. L. DOUGLASS VISITING ENGLAND

Ross L. Douglass, president of the National Co., of Boston, Mass., manufacturer of Ragtime Rastus, Boxing Darkies, Shimandy and other well-known talking machine toys, is now making a visit to London, England. Mr. Douglass expects to be back within a month or so and will, doubtlessly, bring with him excellent first-hand impressions of talking machine conditions in Europe.

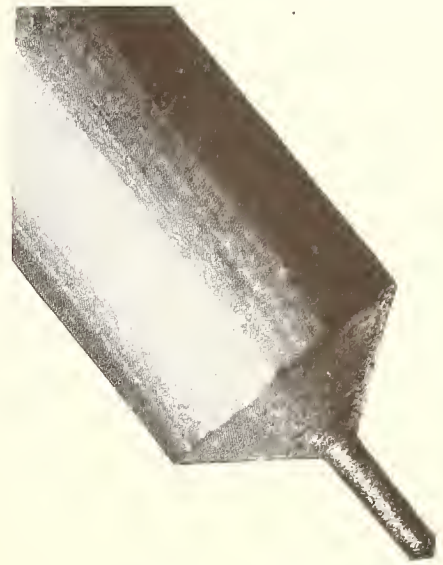
### "TALKERS" HIT IN SOVIET TAXES

An item of interest concerning luxury taxes on musical instruments, including talking machines, is a dispatch from Moscow, Russia, appearing in the New York daily papers, which stated that a luxury tax of 200,000 rubles per annum has been levied on talking machines by the Moscow Soviet. Each owner of a grand piano must pay an annual tax of 750,000 rubles, which exceeds the annual wages of Government employes. Ordinary pianos are taxed 600,000 rubles. Are you glad that you are not living in Russia these days?

C. L. Wainwright, who resigned from the talking machine department of the Armstrong Furniture Co., Memphis, Tenn., to join a Texas concern, has returned to his former position.

## Now It's a Necessity

With the popular "record repeaters" for dancing, Sonora Semi-Permanent Needles are more than ever a necessary equipment for phonograph owners. Recommend them and watch your needle sales jump.



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

Semi-Permanent

## NEEDLES

not only save needle costs, but they save records from injury. Their long uniform points remain always the same width and do not wear the sides of the record grooves. They play all makes of steel needle records.

Sonora Semi-Permanent Needles make satisfied customers and bigger needle profits for dealers. Keep them in stock and display them prominently.

**Sonora Phonograph Company, Inc.**

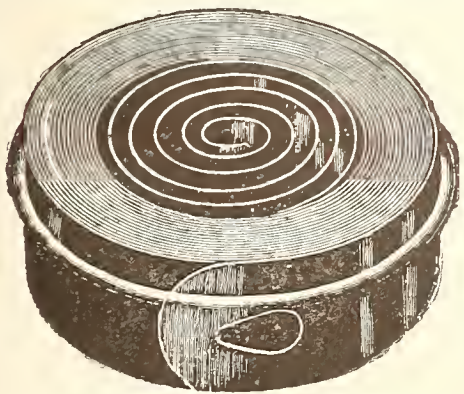
GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto

**CAUTION!** Beware of similarly constructed needles of inferior quality.

## Main-Springs



For any Phonograph Motor  
Best Tempered Steel

	Each
3/8 inch x 10 feet for all small motors.....	\$.35
1/2 " " x 10 " " Pathe, Columbia, Heinenman.....	.40
1 " " x 10 " " Columbia.....	.45
1 " " x 11 " " Columbia with hooks.....	.55
1 " " x 13 " " Victor, old style.....	.50
1 " " x 15 " " Victor, new style.....	.55
1 1/4 " " x 18 " " Victor, new or old style.....	.75
1 " " x 12 " " Heinenman and Pathe.....	.50
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.50
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.60
1 " " x 16 " " Sonora, Brunswick, Saal.....	.70
1 3/16 " " x 18 " " Heinenman and Pathe.....	.80
1 1/2 " " x 25 " " Edison Disc.....	1.80

### SAPPHIRES—GENUINE

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

### PHONE-ARMS

The very best, loud and clear, throw-back.....\$5.00  
With large reproducer, very loud, Universal.....4.50  
With smaller reproducer, but loud and clear.....3.00

### PHONOGRAPH NEEDLES

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

### ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the seventeenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## IMPORTANCE OF CORRECT PITCH

Music is the art which is distinguished from all others by the fact that it moves. It is the art of one dimension—time. Everything that has to do with it is completely governed by the prime requisite of motion in time. Every sound used in music is the product of a definite series of motions, originally taken up by some suitable

body and translated through the atmosphere to the auditory apparatus of the listener. Now, since the performance of music is immediately grounded upon the vital necessity for producing each sound cleanly and clearly distinct from every other, it follows that no need is greater than the need that each calculated motion-rate shall be maintained at all times and in all circumstances.

### When a Singer Goes Flat

We all know the distressing effect when a singer sings flat. This, of course, is merely the result of the singer's failure to maintain the vibration-speed of the breath issuing from the vocal chords. Again, if a violinist's finger slips

ever so slightly upon the strings he is stopping his tone will go sharp or flat, according as the slippage had shortened or lengthened the speaking part of the string. For strings vibrate more slowly as their length increases and more rapidly as their length decreases. Conversely, if the speed of vibrations taken up by the sounding body is increased the resulting sound will go up in pitch; and will go down in pitch if that speed is decreased.

It is, therefore, evident that if music is to be rendered as it ought to be rendered, as perfectly as possible, every element relating to the control of speed must be most carefully regulated.

### Sound-groove and Pitch

In the case of the talking machine the sounds are produced by causing a disk on which is engraved a continuous spiral groove to rotate under a fixed stylus or needle, connected with a flexible diaphragm. The groove itself consists of a continuous curve of sines, a curve, that is to say, of the particular form which is always assumed by vibrating bodies when they are drawn over an impressible surface while performing their vibrations. In other words, the sinuosities of the line represent the vibratory activity of the recording stylus, which was actuated while making the record by the voice or instrument which is to be reproduced.

If now the turntable which carries the original wax disk were rotating, when the record was taken, at, say, 76 revolutions per minute, then obviously it would be necessary to have every reproduction made at the same number of revolutions per minute if the pitch of the reproduction were to be the same as the pitch of the recording. If the turntable were rotating faster than the speed mentioned it would at once follow that the stylus would travel through a greater number of sinuosities in a given time, and that, therefore, the vibrations imparted to it would be more rapid, though the same in shape. Therefore, in accordance with the principle that pitch varies directly as speed, the entire reproduction would be given at a higher pitch. In certain circumstances, for instance, it might be quite possible for an instrumental piece to be reproduced in the key of, say, C sharp minor, when it was actually recorded and intended to be reproduced in the key of C minor.

### Spoiling Vocal Effects

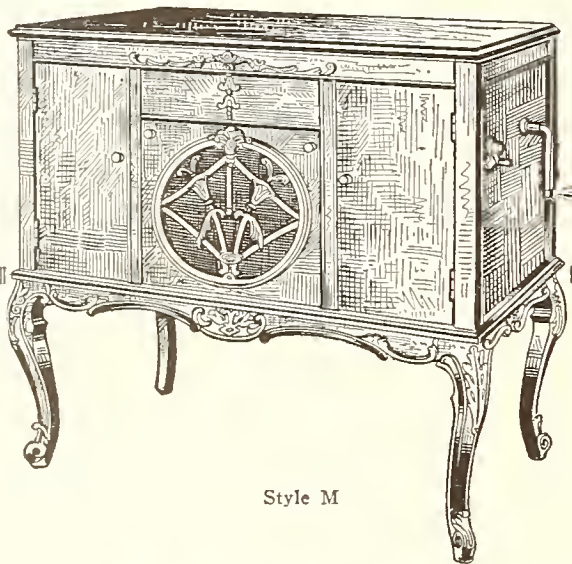
In exactly the same way the tones of a contralto singer might be lifted in pitch so that the song should sound as if sung by a mezzo-soprano. On the other hand, if the turntable were rotating too slowly the opposite effect would be had and the contralto's voice might even sound far too low for any normal woman's tone production.

### Key and Instrumental Music

In any such case the musical result would be somewhat disastrous. Taking the instrumental point of view first it is only necessary to listen closely to well-played instrumental music to see that each composer know precisely how the music should sound, and therefore determine, to the appropriate end, the key in which it should be rendered. When a composer writes a piece for piano in the key of A, whether major or minor, he does so because it appears to him that it will sound best in that key. Probably when the first idea came to him it was clothed to his mental hearing in that key in which he writes it. At any rate, if it is at any time rendered in another key, the effect will not be what the composer intended. Usually it will be inferior and sometimes the difference will be startling. Never, one may safely say, will it be superior.

### Pitch and Vocal Effect

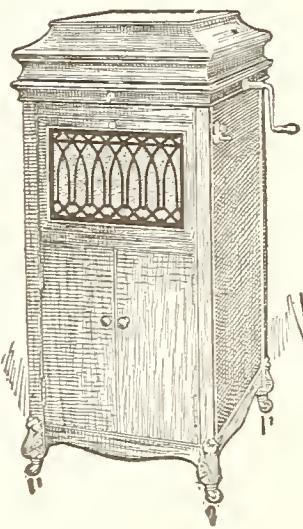
From the vocal point of view the faults of incorrect pitch will be even more impressive. Every singer has a certain range within which



Style M

# KIMBALL Phonographs

## Are Business Builders



Kimball prestige—long established—and a reliable guaranty are the foundation on which the dealer can safely build.

Variety of Design; Superior Construction; Attractive Appearance; Truth of Tone—these qualities command the attention of Dealer or Customer.

*Write for Agency Terms*

**W. W. KIMBALL CO.**

306 So. Wabash Ave.

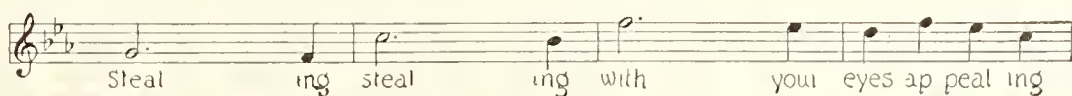
Kimball Bldg.

CHICAGO



Manufacturers of Phonographs, Pianos, Player Pianos,  
Pipe Organs, Distributors of Okeh Records





# STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

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

his or her voice sounds best. The condition of the vocal organs forbids a singer extending the range more than a certain distance up or down. At any rate, no matter what wide ranges some singers may have it may be taken as a rule that each knows where his or her voice sounds best, and that, accordingly, each will sing best within those determined limits.

Now, when a singer's voice is reproduced higher or lower than intended, a double injustice is forthwith done. The singer is cheated because his or her voice is made to sound inferior. The public is cheated because it gets an inferior rendition for its money.

#### Inspection Needed

Merchants who do not clearly realize the importance of these details would do well to pay special attention to the arguments here set forth. In a large establishment, especially, where there are many machines in constant use for demonstration purposes, it is very necessary that each should be inspected at frequent intervals, in order that the turntable speed may be regulated if necessary and the working of the motor examined. All sorts of accidents will happen in the demonstration booths. Children may meddle with the adjustments when no one is looking, and where a thousand and one minor troubles of the sort are always possible.

Constant inspection will alone serve to keep machines in perfect running order, and it may be taken for granted that unless they are actually in good running order there will often be complaints that records are inferior, and that certain selections do not sound well; complaints which can be explained only on the grounds alleged above. Unfortunately there is a rather general tendency to neglect the small precautions mentioned, mainly through ignorance of their extreme importance. Perhaps the facts now set down will have the effect of stirring many store managers and salesmen to pay more careful attention to a neglected essential.

It might be added in conclusion that careful cleaning of all mechanical parts is equally important, and that brushing arrangements for keeping the record grooves free from grit form most valuable additions to the equipment of any demonstration booth.

#### GENEROSITY RESULTS IN SALES

CHARLES CITY, IA., March 7.—The Anderson Music House here has gained some live publicity and made several sales of Victor products as the result of its generosity in loaning a complete set of records for the opera "Rigoletto" to the Charles City Music Club during Opera Book Month. The direct result of the loan was the sale of two Victrolas, eight Opera Books and a number of Red Seal records.

The Blumenthal Phonograph Shop, of 37 Lee avenue, Brooklyn, N. Y., has moved into a much larger and more favorably located establishment at 40 Lee avenue. Harry Blumenthal, proprietor, is an enthusiastic booster of the Aeolian-Vocalion and Vocalion Red Seal records.

#### NEW TONEPEN DISTRIBUTORS

The Tonepen Co., Manufacturer of Tonepen Needles, Adds Several Distributors—London Concern Gets South African Territory

The Tonepen Co., manufacturer of the Tonepen needle, New York, has just completed arrangements with several distributors in different sections of the country to sell the Tonepen needle in their territories. The latest additions to this list are: Joseph Schepartz, 42 Church street, New Haven, Conn., for the States of Massachusetts and Connecticut; J. W. Firtz, Baltimore, for the State of Maryland; L. D. Heater, for the States of Oregon, Utah and Washington, and Selig & Co., of London, Eng., for all of South Africa. This latter concern maintains a branch office in Cape Town, where it plans to carry a full line and through its representatives will sell this needle in every town in South Africa.

Another important announcement is that the Tonepen needle will be sold in all stores of the

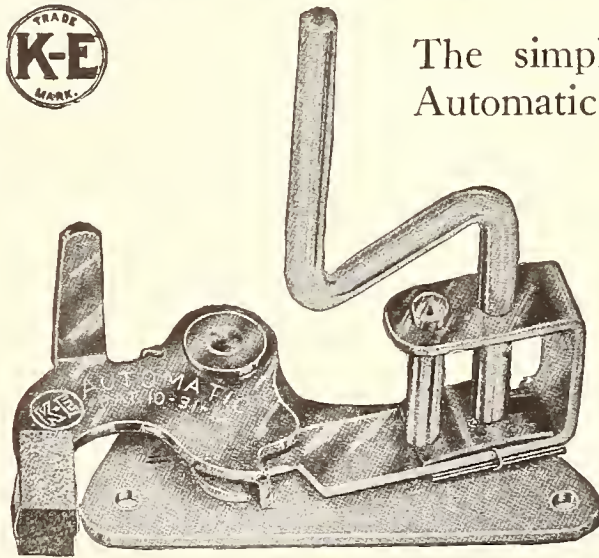
large chain operated by the S. H. Kress Co., which will certainly increase the total output of the Tonepen Co. materially.

The Tonepen Co. reports that dealers everywhere are meeting with gratifying success in the selling of Tonepen needles, and that talking machine owners are much pleased with the results obtained, both as to tone and wearing quality.

#### RECORDS FOR FAMILY ALBUMS

A dispatch from London, England, says: "The family portrait album of the future will talk, according to the makers of phonograph records here, who declare that the demand for private discs is increasing daily and that prices have become very reasonable. They say that persons are having records of their own accomplishments made and are sending them to friends. Also instead of sending letters or gifts some people now talk onto a disc and send that by way of greeting. The talk of children at various ages is being filed away with their baby clothes."

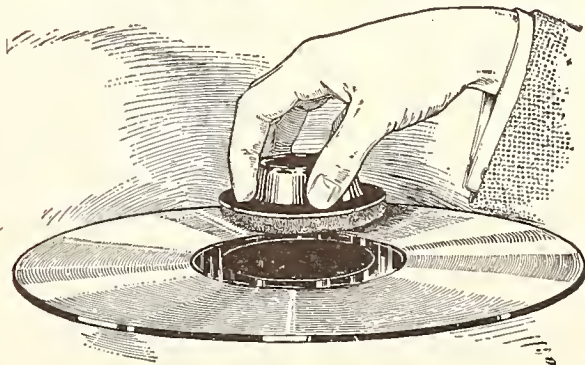
## AUTOMATIC STOPS



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

Send 50c. for Sample Stop

## SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners  
Reduced Prices  
Big Profits  
Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION  
484-90 Broome Street New York



# BALTIMORE

*Trade Steadily Bettering—Many Dealers Add Columbia Line—New Caruso Release in Demand—Record Sales Increasing—Trade News*

BALTIMORE, Md., March 7.—The talking machine business has kept up remarkably well since the first of the year, and while a slight drop has been noted in the sale of records since the beginning of Lent, business, generally speaking, is good. In fact, as William C. Roberts, manager of E. F. Droop & Sons, put it, "We have been oversold on No. 100 Victor machines for several months and there is a fair demand for the new types. Our January business was good, February business better, and the outlook, as I see it, for the current year is very good." Mr. Roberts said he based this prediction on the fact that business has shown a steady improvement right along since the slump that followed the abnormal business done during war time, and he saw no reason why this should not continue now that the business is again back to normal.

#### Many Columbia Dealers in Line

The local branch of the Columbia Co. also reports business as being very good, and that the following dealers in this territory have been signed up for the special advertising contract proposition which the company is now featuring: D. C. Cogdell, Goldsboro, N. C.; Royal & Borden Co., Durham, N. C.; Bullock Furniture Co., Rocky Mount, N. C.; People's Furniture Co., High Point, N. C.; Queen-Miller Co., Greenville, N. C.; Edgecomb Drug Co., Tarboro, N. C.; McGee Furniture Co., Lynchburg, Va., and the Millenson Piano Co., of Cumberland, Md.

#### New Caruso Record a Heavy Seller

Sales of the new Caruso record, "Crucifixus," from "Messe Solennelle," released here on the first, have so far exceeded all expectations, according to H. T. Bosee, sales manager of Cohen & Hughes, and this he attributes to a great extent to the window displays that were made by the dealers, many of them proving irresistibly attractive, as indicated by the crowds that stood in front of the places which carried the displays. A big advance sale is also reported by the same firm for the four releases on the 15th of this month, which include: "Cutie"—"Lonesome," medley fox-trots; "Virginia Blues"—"Venetian Love Boat," fox-trots; "My Mammy Knows"—"Angel Child," fox-trots, and "Ten Little Fingers and Ten Little Toes"—"In Bluebird Land," fox-trots.

Cohen & Hughes have received the first shipment of the new No. 280 Victrolas and say the dealers are very much pleased with the machines. The firm expects to have a sample shipment of No. 260 Victrolas in shortly, on which they are already oversold.

I. Son Cohen, of Cohen & Hughes; Joseph Fink, of the Smith-Kranz Piano Co., and Ray T. Steward, of Hagerstown, made a short trip to the Victor factory the first part of the month.

#### Columbia Stars at Local Theatres

The past two weeks have been featured by the appearance of three Columbia stars at local theatres. Al Herrman and Ted Lewis were both in the city last week, and Dolly Kay was one of the stellar attractions at the Maryland Theatre this week. A number of dealers made special displays of their records while the artists were in the city, featuring the songs which they sang on the stage, and the artists spent several hours in autographing a number of records as souvenirs, which, needless to say, were highly prized by those fortunate enough to get one of the prized records.

#### Mrs. Kirkwood's Fine Record

Mrs. Maude Kirkwood, who took charge of the live Grafonola department at Frank J. Murphy's, 320 West Lexington street, about six months ago, has made a record in increasing business that would be creditable to anyone who had been in the business for years, let alone a practical "greenhorn," as Mrs. Kirkwood

was six months ago. Business for December and January was away ahead of the corresponding months of the previous years, and her success has been very gratifying to a large circle of friends.

#### Hub Piano Co. to Open Branch

The Hub Piano Co. will shortly open a branch house at 304 North Howard street, in which the talking machine department will be a special feature of the business.

The Kunkel Piano Co. is making some extensive improvements in the talking machine department at its establishment on North Liberty street.

#### Remodeling Columbia Branch

The local branch of the Columbia Graphophone Co. is having its office rooms remod-

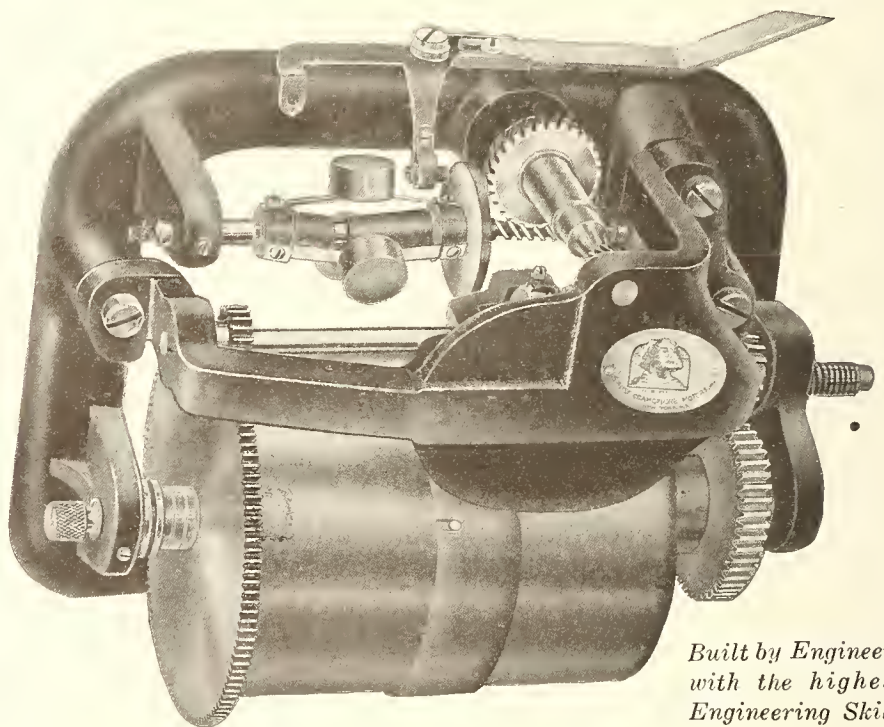
eled and will install an attractive room for local dealers where the latest records will be played and which will serve as headquarters for dealers of the territory when visiting this city.

#### CARUSO WEEK IN LAPORTE, IND.

LAPORTE, IND., March 4.—The Princess Theatre, a large motion picture house of this city, is aiding in Caruso Week and has installed a large special type phonograph which is playing the famous tenor's records. A peculiar development was that at the conclusion of one of Caruso's most famous reproductions the audience applauded as though the artist were actually there.

#### CONDUCTS SPECIAL PATHE SALE

SALT LAKE CITY, UTAH, March 5.—The Salt Lake Hardware Co., of this city, recently conducted a special sale of Pathé phonographs in its retail department that was attended with excellent results. Manager Dorman, of this department, is a hustler and deserves much credit for the success that this department has attained.



*Built by Engineers  
with the highest  
Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



## Sphinx Gramophone Motors Inc.

21 East 40th St.  
NEW YORK CITY



**CLIP OUT**  
*pin to your business letter-  
 head and mail to*  
**The Globe-Wernicke Co.**  
 CINCINNATI  
 I would like to know something more  
 about your cabinet to hold surplus rec-  
 ords. Please send me further information.  
 T. W.-3

## Globe-Wernicke is presenting this opportunity

To phonograph dealers, the Globe-Wernicke Co. offers something of immediate interest. A record cabinet that is a wonder, keeping every record in its place and protecting it from wear and tear!

The Brown Disc Record Cabinet is ideal for your customers. Everybody knows that "Globe-Wernicke" stands for sound construction. The patented filing system appeals to all buyers. There is no sales resistance. You have on your books the names of the logical prospects. It's an easy selling proposition. Extra profits without additional selling expense!

Here are two models—ideal for crowded homes. Both are flat topped. As a piece of furniture they serve the purpose of perfect side tables.

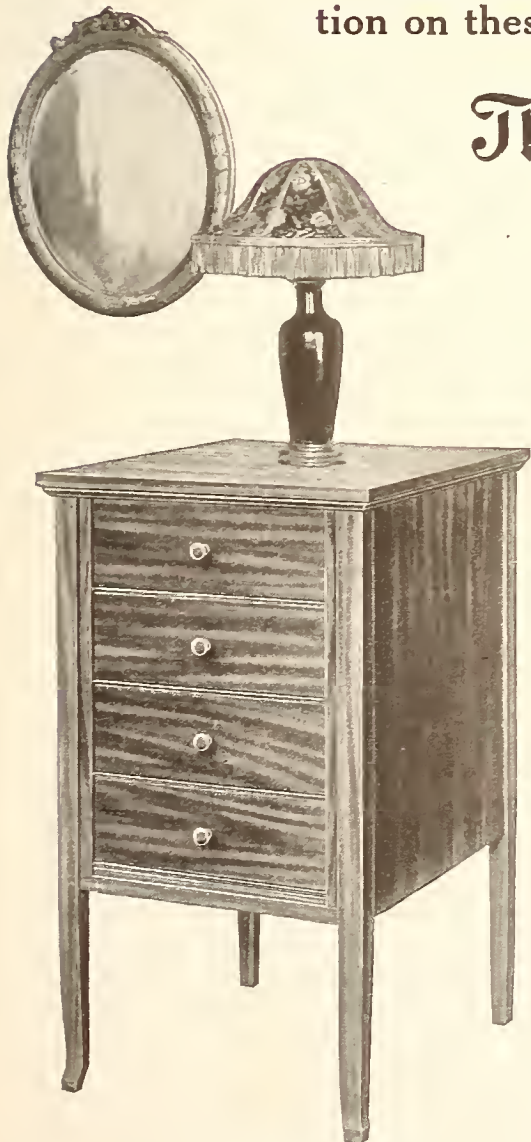
The smaller two-drawer cabinet holds fifty records, and the larger one a hundred. Think how nicely these will take care of the overflow from an average Victrola! Other styles, too, for large or growing libraries.

Mail in this coupon. It will bring you complete information on these disc record cabinets.

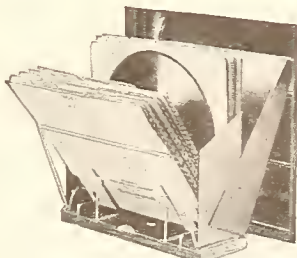


## The Globe-Wernicke Co.

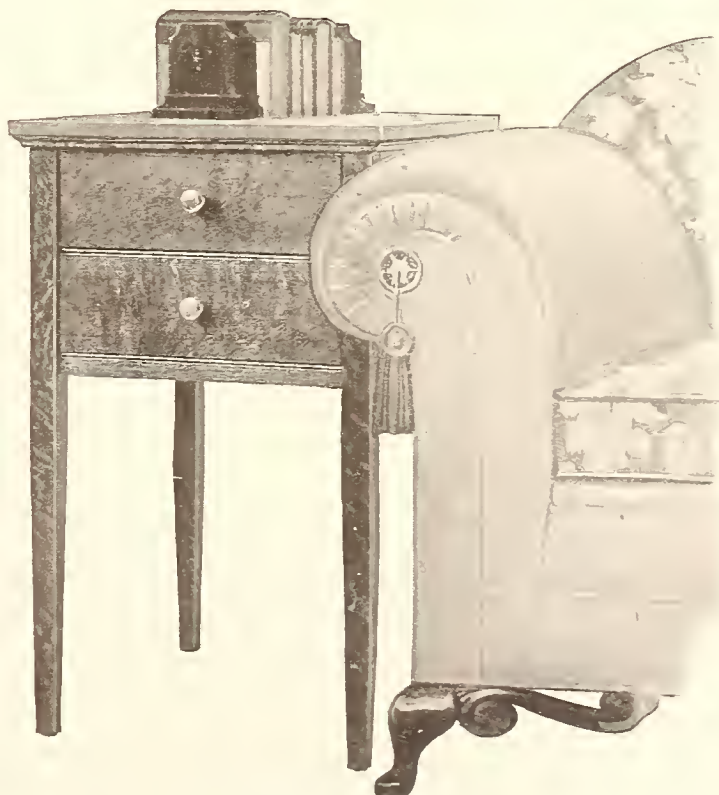
CINCINNATI



*Four Drawer Style  
 In mahogany or quartered oak*



*The patented filing  
 equipment is in every  
 Globe-Wernicke cab-  
 inet. It is the most  
 convenient.*



*Two Drawer Style  
 Ready in quartered oak*



# DETROIT

*Business Betterment Grows  
—Reports From All Trade  
Points Cheering—The News*

DETROIT, MICH., March 8.—There is hardly a dealer that is not reporting better business for the first two months of this year as compared with last. And all are looking forward to a better March. Everything is favorable for better business in March so far as Detroit is concerned. The industrial situation is showing great improvement, more than 70,000 men being given employment since the first of January. By another four or five weeks we expect to see every motor factory working to at least 70 per cent capacity—and this means more than 100 per cent capacity compared to pre-war days.

#### Stability of the Talking Machine Business

One of the best indications of the stability of

the talking machine business is the report by dealers that collections are holding up very well and that they are not making repossessions. One would ordinarily think that during times such as we have gone through in the past six months the number of repossessions would be surprisingly large, but such is not the case from the best reports obtainable through the larger dealers.

#### Grinnell Concerts Largely Attended

Grinnell Bros. have been giving a series of concerts on Thursdays in their Victrola Halls, which have been largely attended. These concerts or recitals last about one hour, and usually consist of one or two prominent soloists and selections on the Victrola.

#### Discuss the Radio Craze

We have heard some talking machine dealers discussing the probable effect of radio enthusiasm on the talking machine business. Here and there we find a dealer who looks upon this new craze as very serious, but, on the other hand, we have met dealers who believe just the opposite—that it will have a good effect as well. One thing is certain—people are apt to stay in more in order

to get the benefit of their radio outfits, and wherever people stay at home the field for the talking machine and records is greater. These home crowds will want something to amuse them while they are waiting—and that something will be talking machine music because it is "ready made" for them.

#### Jewett Phonograph Line With Strasburg

Max Strasburg & Co., on Library avenue, have added the Jewett line of phonographs, which are Michigan made. Mr. Strasburg has made a thorough examination and investigation of the various models and is convinced that they will prove popular with the public. On the other hand, the Jewett Phonograph Co. feels mighty proud of this new connection, as it considers the Strasburg shop among the leading institutions of the city. Already the Strasburg shop has sold Jewetts and repeated on some models.

#### Local Association Meets

The Detroit Talking Machine Dealers' Association met in February at the Board of Commerce with a good attendance. The Association is still discussing the questions of uniform interest charges, trade-ins and approvals, and, while nothing of a definite nature has been decided upon, no doubt benefits will result from these discussions and there will be a better understanding among dealers on these matters which are so vital to the trade.

#### New Quarters for Walker

Walker's Music Shop, of which Thomas Walker is proprietor, has moved to larger quarters on Grand River avenue, which is considerably further out on the same thoroughfare where he formerly was in business. But the new location is better all around—larger in every way. Mr. Walker has been able to increase the size of his display room and his booths. The Jewett and Vocalion lines are handled by Mr. Walker.

#### Show Windows That Attract

The Detroit Music Co., which handles the Columbia line, is becoming one of the live factors in the talking machine industry. Charles Smith, general manager, is certainly doing things these days. His windows are always attractive and he is taking advantage of everything that will stimulate business. When the big musical show "Under the Bamboo Tree" was at the Garrick the week of February 26 Mr. Smith had a big sign on his window, "Bert Williams Will Be Here in Person," and he announced the date. Unfortunately Mr. Williams took suddenly ill, the show was canceled and he returned to New York. But it shows how Mr. Smith is going after things. Just before that he had a very attractive sign on his window announcing the big Columbia hit, "Dapper Dan," and he has sold piles of them and is still doing so.

#### Hard Work Brings Results

Manager Gardiner, of the Columbia branch in this city, has often contended that the dealer can get out of his business only what he puts into it. If he expects to reap a harvest, he must invest—to begin with, he must back up his investment with sincere hard work. In other words, the average dealer relies too much upon the national advertising of the lines he is handling and the momentum which the industry already has—instead, he should be taking advantage of every opportunity to increase sales. And there are so many ways that this can be done, and there are so many new fields that can be developed. Dealers handling Columbia Grafonolas have reduced their stocks to the point where they are now reordering and the year 1922 looks like a very happy one for Columbia dealers who are alive to their opportunities.

#### Vocalion Products Grow in Favor

S. E. Lind, of Lind & Marks, distributors for the Vocalion, has made several trips to New York during the past six weeks to get more records as well as to hurry shipments on certain models of Vocalion phonographs. Mr. Lind reports happily that January and February were better than 1921, which is all that he can expect. "We are still adding on new dealers, and those we already have are increasing their orders and repeating," he said to The World correspondent. "Dealers handling the line all tell us that the

## Business Improving Each Month for Aggressive Victor Dealers

*Each Month, Too, Finds an  
Improvement in Our Ability  
to Meet the Wants of Each  
and Every Dealer in Vic-  
trolas and Records.*

Don't lose sales through lack of stock. Don't do with less business than might just as well be yours if you had the merchandise.

You are selling more than you did, but there's the opportunity right now, even, of doing a still greater volume of business. Two things are essential to this—definite, consistent, persistent selling-effort, and the Victrolas and Records to back up and justify the most energetic sales work. We can supply the Victrolas and Records; can get them to you promptly, and please you in every other detail of our service as well.

Provide for increasing your business through sending in your order TODAY.

*Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.*

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



**Two tantalizing fox-trots by Eddie Elkins' Orchestra on one record for April. "Just a Little Love Song" and "Lonesome Hours." Everyone who loves to dance is a prospect for this record. A-3553.**

**Columbia Graphophone Co.  
NEW YORK**



Red records are increasing in popularity and that they now have a waiting list of people who want immediate information each time there are new releases. We feel very well pleased with the representation we have in our territory and the amount of goods we have sold since we started in business practically one year ago, and if 1922 or our second year will show just a slight increase—which we are positively assured of—we will feel that we are over the top."

**Generous Offer in Memory Contests**

The Detroit News, in connection with memory contests which are being held in the public schools, has offered seventy-five talking machines to the winning schools.

**The Attractive Pier Music Shop**

One of the prettiest talking machine stores in Detroit is The Pier Music Shop, on Jefferson avenue East. It is a part of the New Coliseum Building, the major portion of which is devoted to a public dance hall. The shop is under the management of Mr. Hewey, formerly manager of the talking machine department of LaSalle & Koch, of Toledo, O. He is employing six outside men who are canvassing thoroughly the East Side section of Detroit, and they are producing good results. The Pier Music Shop handles the Jewett line of phonographs, as well as the Vocalion line of records. It is a combination certain to produce good business.

**Victor Consoles Popular**

Dealers handling the new Victor console report that it is taking very well, and C. H. Grinnell, manager of Grinnell Bros., wholesale Victor department, reports that he is shipping them out to dealers just as fast as they are unloaded from the cars. While many dealers believe that the console is not only here to stay but that the demand is on the increase, they still feel that the upright model will be with us for all time to come and probably remain as the biggest seller of the two styles. There is no doubt that for the better grade of homes the console is invariably selected, but, after all, it is the middle and working class of people who are the largest buyers of phonographs, and the upright will appeal to them for several reasons—price and lack of room.

**Brunswick Shop a Busy Place**

The Brunswick Shop on East Grand River is doing an excellent business. The shop is open evenings and is indeed a busy place. The shop has been doing some very big advertising since the first of the year and sales are being made in

goodly numbers. Records are also going very big. Any dealer who is looking for new ideas in the laying out of a phonograph store will find it money well spent to come to Detroit and look over the Brunswick Shop. It has a style and individuality all its own.

**Why R. B. Alling Is Optimistic**

R. B. Alling, manager of the Phonograph Co. of this city, was in New York attending the Edison jobbers' convention. Mr. Alling is of the belief that the talking machine industry will show increased activity and prosperity during 1922. He still feels that a great deal of the success of any talking machine store depends entirely on the liveness of the dealer himself.

Manager Fyfe, of the Standard Drug Co., of this city, conducted a campaign on Pathé phonographs recently with excellent results. Mr. Fyfe is an Actuelle enthusiast and has considerably contributed to the prestige of this instrument in this locality

**TOWN GIVES PHONOGRAPH TO SHIP**

**Citizens of Vinita, Okla., Present Machine to Ship of That Name**

PORTLAND, ORE., March 4.—The steamship "Vinita," loading at Portland for the Orient last week, was the recipient of a beautiful cabinet phonograph, the gift of the town of Vinita, Okla., which was set up and is making music in the saloon of the Shipping Board steamer named after the Oklahoma town in honor of the original Vinita accomplishment of exceeding its quota in the Victory Loan campaign. The phonograph bears an engraved silver plate stating that it is the gift of the citizens of Vinita, Okla.

The gift of the phonograph is the outgrowth of a correspondence which started last October when the officers of the steamer "Vinita" wrote from Shanghai, China, to the mayor and citizens of Vinita, asking for the phonograph as a symbol of the sentimental attachment between the town and the ship. A newspaper in Vinita started a subscription and raised \$50 of the phonograph fund. Mrs. Agnes Ogletree, of Vinita, then took charge of the campaign and raised the balance with a Mother Goose carnival.

Though intended for a Christmas present, the phonograph did not reach the ship until a few days ago for the reason that the steamer was on a three months' jaunt across the Pacific in the service of the Columbia-Pacific Shipping Co.

**T. SAAM OPENS NEW DEPARTMENT**

LANSING, IA., March 7.—One of the finest talking machine departments in the northeastern section of the State has been installed by Thomas Saam, music merchant here. Mr. Saam has purchased the complete stock of Victor talking machines and records from a dealer who has discontinued his business.

Success consists in the invisible and intangible sense of inner satisfaction and approval of one's fellows, plus the tangible results of good judgment and persistence.

**ALFRED FOX CO. DAMAGED BY FIRE**

**Pianos and Talking Machines Damaged When Fire Breaks Out in Building Occupied by Alfred Fox Piano Co., Bridgeport, Conn.**

BRIDGEPORT, CONN., March 4.—Damage estimated at \$10,000 was incurred by the Alfred Fox Piano Co. when a fire broke out in the Studio Building on Fairfield avenue, where the concern is quartered. A number of talking machines and pianos were damaged by flames, smoke and water. Firemen saved many instruments by spreading tarpaulins over them. For a time the complete destruction of the building was threatened, and the smoke was so dense that sixteen fire fighters were overcome.

The concern has opened a temporary store at 304 Fairfield avenue, and will carry on the business there until the former quarters have been repaired.

**NEW HONOR FOR THOMAS EDISON**

**Plan Celebration of the Fortieth Anniversary of the First Electric Light Station**

Thomas A. Edison, who was recently honored by celebration of his seventy-fifth birthday, will be further honored before the end of the year by the celebration of the fortieth anniversary of his installation of New York's electrical system.

September 4, 1882, New York's first central station and underground system of distribution were completed and placed in operation according to plans conceived and executed by Mr. Edison. By many this is considered his greatest contribution to mankind, and the principles laid down by him in the construction of that station formed the basis of similar stations all over the world. Indeed, there has been little deviation from them in all the years that have followed.

**CLOSE MANY PHONOGRAPH SALES**

JACKSONVILLE, FLA., March 2.—The Rhodes Futch Furniture Co. closed a number of machine sales as a result of an extensive sale in Pathé phonographs, of which they are dealers in this city. The attractive prices and terms proved to be a great inducement.

**ACME-DIE**  
- CASTINGS -  
ALUMINUM-ZINC-TIN & LEAD ALL'S  
Acme Die-Casting Corp.  
Boston Rochester Brooklyn, N.Y. Detroit Chicago

**The Most Dependable and Inexpensive Lid Support on the Market**

Patented Sept. 9, 1919  
Two other patents Applied for.

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.  
Samples on request.

**STAR MACHINE & NOVELTY CO.**  
81 MILL STREET BLOOMFIELD, N. J.



a force  
that  
can't be  
Side-  
Stepped

IT'S the force of the buyers! It means that you must give more to get more!

It explains why BANNER RECORDS have made so great an advance in so short a time!

BANNER gives to an insistent music buying Public just what that Public wants—full 75c. worth of record value for 50c.—*in every respect.*

And in return, the Public gives to BANNER, through BANNER Dealers, a full measure of profits!

That is why BANNER is now an established success—a *sensible, paying proposition!*

Why don't you write for details? We give reasonable territorial protection to dependable dealers.

## BANNER 50c. RECORDS

### *A few big-hit releases!*

Cutie  
Lo-La-Lo  
Angel Child  
Marie  
Boo-Hoo-Hoo  
Just a Little Love Song  
Granny  
Sheik of Araby  
Song of India  
Stealing  
Everybody's Step

My Mammy Knows  
Tell Her At Twilight  
All That I Need Is You  
While Miami Dreams  
Goodbye, Shanghai  
Smilin'  
'Gin 'Gin 'Ginny Shore  
Ka-Lu-A  
Blue Danube Blues  
Leave Me With A Smile  
I Want My Mammy

Those Days Are Over  
Wanna  
Bow Wow Blues  
By the Old Ohio Shore  
Wonderland of Dreams  
Dear Old Southland  
Irish Medley Waltz  
Stars  
April Showers  
When Shall We Meet Again?  
Molly O

## PLAZA MUSIC CO.

18 West 20th Street

New York City



# Some Sales Stunts of Prominent Dealers That Merit Special Consideration :: W. B. Stoddard

Townsend, Wyatt & Wells, St. Joseph, Mo., have found the telephone very useful in collecting overdue instalments on their talking machines, according to Henry Raines, who said, in explanation:

"When going through our bills the last of the month we lay aside those that are to be telephoned, put the number on the statement, and the first of the month we put in most of the day telephoning. When I call a customer I say something like this, 'In looking over your account we find you owe a balance of \$—, which is (so many months) past due, and I was wondering if it had escaped your attention.' If the customer promises to pay at a certain time we make a note of it and always mention this fact to the customer. If he does not keep his promise we again call him, reminding him of his promise and asking if he overlooked sending check. If it is necessary to call up a third time we remind him that we are a member of the Retail Credit Men's Association, and should the bureau request it we would be compelled to give them the information, regardless of how good his intentions might be. If I find customers who object to my calling them about their account I say, 'Which would you prefer—having a collector call at your home and dun you, or have the credit department call you by 'phone and remind you of your account?' The change in the customer's attitude is at once apparent. My experience has taught me that success in collecting by telephone depends upon these things—courtesy, tact, patience, persistence, expecting payments when promised and letting the customer know you are watching the account."

## How the Remick Shop Keeps in the Public Eye

The Remick Shop, of Portland, Ore., is under a live wire management and there is always some novelty in a publicity way to attract the people. Recently it has undertaken to give wireless concerts and has found this method very popular in increasing its sales of records and even machines.

The advertising of this firm is always distinctive, and, though not large, attracts attention because of being "different" from the usual run. A recent ad with an outline cut of man and maid was captioned: "'Where are you going, my pretty maid?' 'I'm going to Remick's, sir,' she said.' Naturally, folks like to drop in where things begin; and everybody knows that all the latest hits of vocal and instrumental selections will always be found at Remick's."

Another even more striking ad run by this firm showed an owl with small body, large head and big staring eyes. Above it were the words: "This is not a Hartz canary." The ad itself read:

WISE! WISE!  
When you find folks having a bird of a time you've  
run into some REMICK hits.  
Yes'm!  
Yes'r!

The fun store of Portland is REMICKS.

The ad then went on to describe and quote special prices on talking machines and records, announcing that they would be sold on time payments, if desired.

The company is also a firm believer in attractive show windows, which are never allowed to go stale. A recent display, in which dance records were especially featured, was richly Oriental in tone. Yellow matting covered the floor and in the rear was a bamboo arch, behind which hung curtains of Japanese crepe. From the ends of the arch, as well as from the ceiling, hung Japanese lanterns. Fastened to the arch and scattered over the floor were a number of big yellow paper sunflowers with a record for the heart of each. In the center of the arch was a disc with the words, "Dance Records," and on the floor was a card giving a number

of the new records and the price of each. Close to the glass was a Grafonola in action, and a card above it said, "Stop winding your machine—buy one of our electric motors."

This concern is quick to take advantage of timely events, and a display made last month caused everybody who passed to pause, read and laugh—and in telling of it afterwards the fact that the Remick shop sold records was brought strongly to mind. Taking advantage of the much-discussed Volstead law, it placed in its central window, "the Volstead phonograph." This was a big keg, serving as a cabinet, with a Grafonola attached to the top. The doors were open and disclosed, instead of phonograph records, a number of glasses and a decanter. A card above it announced, "First showing of the Volstead phonograph." One of the cards scattered about suggested, "This machine plays 'How Dry I Am.' This is merely a sample of what we have in the phonograph department." Others said, "A barrel of fun in our phonograph department," and "What will you have? Some Late Records."

A clever mid-Winter stunt of the Remick shop was its solving of the problem, "How to Keep the Young Folks at Home." It addressed an open letter to parents on the subject:

Dear Perplexed Folks:—How to keep the children at home evenings? That's the question that faces many of you, isn't it? Too old to be disciplined; too young to select suitable friends and environment—just how to handle children in their teens is a problem. Why not make the home so attractive that they will want to stay there? Ever think about it that way? Let us suggest a Columbia Grafonola for the home. It will make your house a center for your children's friends—and you will feel safe about their surroundings. The young people can sing with it, dance to it, and then when their mood becomes more quiet put on some concert selections and enjoy the world's greatest artists right in their own homes. Don't you think it would pay to investigate?

This was complemented with a striking window display. The floor was covered with powdered cotton to represent snow and in the rear were small trees, also thickly powdered. In the foreground was a toy house, three feet high, with double doors opened, to show the brightly lighted interior, where a company of dolls were dancing. On a stand was a full-sized phonograph, and a card attached to it observed: "There's nothing like music to keep the youngsters entertained. Put a talking machine in your home if you want to keep the children there."

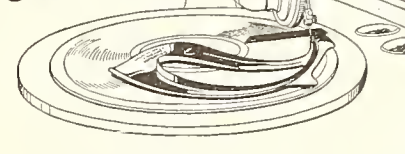
## Eliminating the Collector

Every merchant will agree that a collector is not only an expense but a driver-away of trade. People dislike to be dunned, and after the collector has called a few times they register a vow never to trade at that store again. Of course, their attitude is illogical—but it hurts the store just the same. Young & Chaffee, Grand Rapids, came to that conclusion several years ago, and as a result their entire force of eight outside and five inside men were dismissed, and the "personal call" system instituted. Of this the credit man said: "It is a peculiar psychological fact that a man who is approached for a couple of dollars will give it grudgingly, though he has not the slightest desire to sidestep his debt, but the man who seeks his creditors does it jauntily and proudly, treating his debt as a matter of honor which he is frankly glad to meet. Our instalment customers pay weekly, coming to the store for that purpose. Figure out the publicity the store gains by such a method. Fifty-two times a year he calls, seeing something different each time, and becoming familiar with many things he would like to possess. He is met by a man who calls him by name. It flatters him to be recognized as an individual and to have his tastes catered to. In most cases the friendly atmosphere

causes him to purchase not only once but several times." The firm's treatment of instalment customers is essentially fair. A man out of work, who has been good pay, can have his account filed for thirty, sixty or even ninety days. But the delinquent debtor receives no such consideration. Several letters are sent, and if these fail a telephone call is made—and from the tone of that interview the credit man takes his cue as to more stringent measures. This firm carries the largest stock of records in the city, but secures a good turnover by not keeping too many of any number. It features these records—and phonographs, of course—in the windows at regular intervals and thus keeps the public informed regarding the latest novelties.

## The Quality Repeater

# Geer Repeater



All Steel  
It Never Fails

Write for our 100-page encyclopedia containing illustrations and prices of

Jones Motrola  
Recordola  
Outing & Cirola Portables  
Attachments for Edison,  
Victor and Columbia.  
Albums and Album Sets  
Bubble Books  
Cabinets, Record and Roll  
Record Carrying Cases  
Corrugated Boards  
Moving Covers  
Dust Covers  
Dancing Toys  
Envelopes, Record De-  
livery Stock and Sup-  
plement  
Needles, Steel & Tungsten  
Fibre Needle Cutter  
Display Fixtures  
Record Lights  
Lubricants  
Motors  
Nameplates  
Piano and Duet Benches  
Player-Piano Cleaner  
Polishes  
Record Cleaners  
Tonearms & Sound Boxes  
Springs  
Strings

The  
Cabinet and Accessories Co.

Incorporated

OTTO GOLDSMITH, Pres.

145 East 34th St. New York



# "A new Gennett!"



## REFLECTIONS

As the face in the crystal mirror is true to the gazer, so are Gennett Records faithful to the original voice or instrument.

To know the utmost in music's reproduction hear Gennett No. 4830, "Cutie" (fox-trot), from "The Blue Kitten," intro: "I've Found a Bud Among the Roses," played by Hazay Natzy and His Biltmore Orchestra, which makes your toes fairly tingle, and on the reverse the same orchestra brings out with great vivacity the snappiness of "ANGEL CHILD" (fox-trot).

### Gennett Records

*Manufactured by*

#### THE STARR PIANO COMPANY

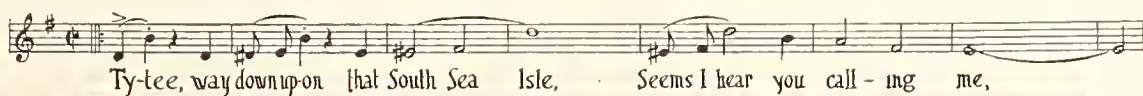
RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham

Detroit—Cincinnati—Cleveland—Indianapolis

Boston—Jacksonville—London, Canada





Ty-tee, way down up on that South Sea Isle, Seems I hear you call - ing me,

# TY-TEE

Miss Gilda Gray's Sensational Success at the "RENDEZVOUS"—New York's Newest and Smartest Dance Palace

**ASK TO HEAR IT**

*"You can't go wrong with any 'feist' song"*

## H. L. WILLSON COLUMBIA PRESIDENT

Elected President of Columbia Graphophone Mfg. Co. and Columbia Graphophone Co. at Directors' Meeting Last Month—F. J. Ames Elected Secretary and H. C. Cox Is Treasurer

At a meeting of the Board of Directors of the Columbia Graphophone Mfg. Co. and the Columbia Graphophone Co. held at the company's executive offices in New York, February 28, H.



H. L. Willson

L. Willson was elected president of both companies. Mr. Willson, who has been vice-president and general manager of the Columbia interests for the past few years, will also retain the post of general manager. Mr. Willson succeeds Van Horn Ely, who resigned in order to devote his time to other interests.

C. W. Woddrop, vice-president, secretary and treasurer of the Columbia Co., tendered his resignation at the directors' meeting on Monday, and F. J. Ames, who heretofore has been assistant secretary and treasurer, was elected secretary. H. C. Cox, comptroller of the Columbia Co., was elected vice-president and treasurer. Francis S. Whitten, chairman of the Board of Directors, retains this position.

The election of H. L. Willson as president of the Columbia enterprises will be welcome news to the talking machine industry and to the Columbia organization, as he is one of the ablest men in the trade. He has been associated with the Columbia interests for many years, occupying important executive and administrative posts. Mr. Willson is thoroughly familiar with every phase of the talking machine business, including manufacturing, sales and finance, and his intimate knowledge of the industry as a whole well qualifies him to fill the important position of president of the Columbia manufacturing and selling organizations.

## PERFECTS NEW RECORD PRESS

H. N. McMenimen Makes Interesting Announcement—New Press Soon Ready for Market

H. N. McMenimen, well-known consulting engineer, of New York, has just made known that one of his clients has perfected a new semi-automatic record press. His announcement is as follows:

"From five to thirty per cent of records manufactured are rejected for various causes. The so-called automatic presses have enabled the individual pressmen to turn out a greater number of records per day, but they have in turn added to the problems in the pressroom, and it has made greater problems for the plating and matrix departments. Nearly every automatic press is idle from thirty minutes to three hours every day for various causes, such as leaky platens, due to superheating and chilling, time required for changing matrices, pressing shells spoiled in setting up the presses, loss of pressing shells slightly blemished by stock that cannot be removed and repaired, and accidents that occur frequently to operators, etc.

"With the knowledge of the disadvantages and defects of the present-day presses, one of my clients has been working for the past seven years developing a semi-automatic press, which has just been perfected. This press will make from two to three records per minute and eliminates all the bad features of the modern automatic presses. It will not only increase produc-

tion, but cut down pressing rejections and the overhead while the presses are idle."

## AMENDS CORPORATION ARTICLES

PORTLAND, ORE., March 4.—The Pathé Exchange, Inc., of New York has filed with the Secretary of State of Oregon amended articles of incorporation, reporting a change of capital stock from \$5,000,000, consisting of 500,000 shares at the par value of \$10 each, to 200,000 shares of common stock of no nominal or par value, and 30,000 shares of preferred stock of the par value of \$100 each.

## IRON BANKS BOOM RECORD SALES

DAVENPORT, IA., March 7.—A clever stunt put into effect recently by L. A. Murray, Victor dealer here, has had the effect of greatly stimulating the sale of talking machine records. Mr. Murray had a number of small iron banks made in the shape of the Victrola. These were given to customers who agreed to deposit spare change in the bank for use in purchasing records. And they are saving and, better still, buying records.

## SELLS LARGE NUMBER OF MACHINES

OKLAHOMA CITY, OKLA., March 3.—The Harbour-Longmire Furniture Co. has conducted a sale of Pathé phonographs in its headquarters in this city and Dallas, Texas, that has resulted in disposing of a large number of instruments.

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

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

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



# MILWAUKEE

*Optimism Predominates in Local Trade—Dealers Prepare for "Civic Style Week"—Manufacturers Rushed to Supply Demand—The News*

MILWAUKEE, WIS., March 10.—The talking machine trade is approaching the opening of Spring with a great deal more optimism and hopefulness than it did a year ago, when it was suffering from the full effect of the blow struck by the depression. While the past month has been the "between-season" period business has been of moderate proportions. Records, especially, have been selling in large numbers and this end of the retail business is continuing its remarkable growth. Instruments are selling fairly well, with no particular feature to business, but enough moving all the time to prevent any dissatisfaction.

**Featuring "Civic Style Week"**

The coming week, March 19 to 25, will be observed as "Civic Style Week" by the retail merchants of Milwaukee, particularly those engaged in merchandising ladies' and men's wearing apparel of all kinds. Music dealers have joined in the campaign informally and expect to derive much good from the effect of the awakening of consumer interest which this event will undoubtedly bring about. Each Spring for the last four or five years local retailers have selected a week following the middle of March or early in April to present their Spring styles in a concerted and striking manner, but this year's observance is based on much broader and more impressive lines than heretofore.

**Merchants Interested in Exhibit**

The Auditorium has been engaged for the week and about 100 merchants in various lines have taken exhibit space. Booths will be arranged in a way to form a miniature of Atlantic City's famous boardwalk, and there will be a huge runway encircling the main area upon which living models will promenade. The participation of music dealers will be largely in contributing new

window displays to conform with the general scheme of downtown as well as uptown merchants in making special display trims for "Civic Style Week."

**Steady Improvement in Manufacturing Plants**

The manufacturing industry in Milwaukee and throughout Wisconsin is reported to be "looking up" in a real, substantial way. Distributors and dealers all over the country are ordering new stocks for Spring and Summer demands and the operation of factories is on a considerably larger scale than a year ago at this time. The Milwaukee Talking Machine Mfg. Co., the General Mfg. Corp. and other talking machine factories in this city are steadily increasing their operations to meet enlarged demands from dealers throughout the country.

**Wholesale and Retail Dealers Optimistic**

Local wholesale houses have enjoyed a good business in the first two and a half months of 1922, and they feel that this has been only a beginning toward more prosperous conditions. Retailers are not so strongly disinclined as before to buy only for urgent needs, and their requisitions are indicating a greater freedom based on the expectancy of the better volume of business to be done in the coming three to six months.

**Large Demand for Victor Records**

"Victor dealers in our territory are manifesting a great deal of confidence in the future and are getting back into the old, accustomed swing of buying goods," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "I can't say that our dealer organization ever got down to a strictly hand-to-mouth basis of buying, but, naturally, for a time, they, like representatives of other standard instruments, were forced to limit their purchases to

some extent because of the lessened demand from consumers. It seems that this has now been overcome in a large measure, for we are getting some good orders and getting them often. Victor record business so far this year has been the largest in any similar period since this house was established and we encounter difficulties right along in meeting all demands."

**Thomas I. Kidd Brunswick Enthusiast**

Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., has reason to assume the optimistic attitude which he has been carrying for some time as the result of the remarkable movement of Brunswick instruments and records. The situation has come to be one where a dealer seeking a Brunswick franchise has got to be one of the real live wires of the trade to obtain it. The Brunswick agency is to-day regarded as one of the most valuable assets a dealer can have, and only a few of the many applications that are being made to Mr. Kidd are being granted.

**New Brunswick Dealer Appointed**

The latest appointment of a Brunswick dealer is that of the Frederick Carberry Co., a new \$100,000 corporation formed by Frederick W. Carberry to take over the Milwaukee branch of the Bissell & Weisert Piano Co., of Chicago. Mr. Carberry opened the branch about three years ago and has since been its manager. With the establishment of the business under his own name and ownership he has decided to establish a talking machine department and the Brunswick has been secured as a fit companion to the Chickering piano, upon which Mr. Carberry will continue to concentrate in the line of pianos. The Chickering Studios at 420 Jackson street will now also be known as the Brunswick Studios. The new department was opened March 1 and is in charge of W. H. Heise, who was for six years with Charles J. Orth, at 504 Grand avenue, where he handled both wholesale and retail business in the Puritan and also the Brunswick.

**Combine Victor and Piano Departments**

Carl West, manager of the Victor department of the Boston Store in Milwaukee, has resigned



**FEATURES**

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

**PLAYS ALL RECORDS**

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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

**NOM-Y-KA**

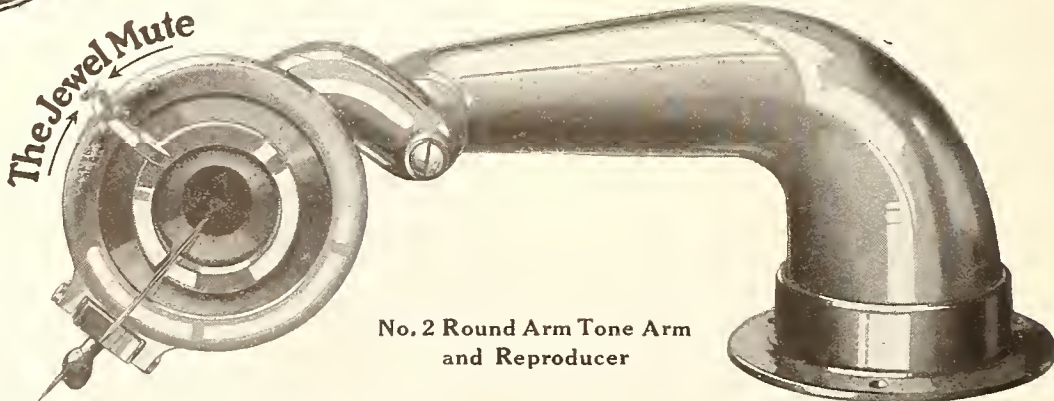
diaphragm.

**THE JEWEL MUTE**

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



**JEWEL PHONOPARTS COMPANY**

154 Whiting Street

Chicago, Ill.









Good - bye, Shang - hai, a - cross the sea I've got to fly to fair A - mer - i - ca,

# Good-Bye Shanghai

## Oriental Fox-Trot-You Can't Get Away From It

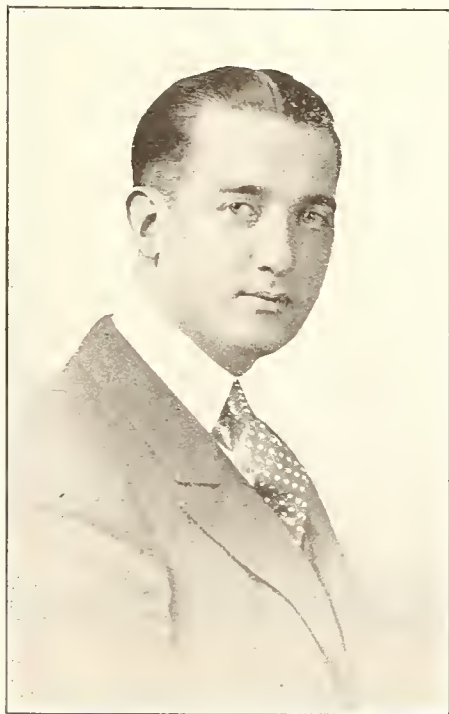
ASK TO  
HEAR IT!

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

### H. A. BRENNAN ENTERS NEW FIELD

Popular Talking Machine Man Appointed Sales Manager of Loyd Wireless Telephone Corp.—Company Represents "Firco" Products Made by John Firth & Co.—Important Sales Plans to Be Announced at a Very Early Date

Herbert A. Brennan, recently Victor sales manager of the Rudolph Wurlitzer Co., New York, and formerly connected with the Victor Talking Machine Co., has been appointed sales manager



Herbert A. Brennan

of the Loyd Wireless Telephone Corp., 709 Sixth avenue, New York. Mr. Brennan assumed his new duties on March 6, and his general plans for the development of his sales organization will be announced shortly.

The Loyd Wireless Telephone Corp. is the sales representative for John Firth & Co., New York, manufacturer of "Firco" products, which are internationally known. John Firth, president of this company, has been associated with the wireless telephone field for twenty years, and has executed orders for practically all of the leading countries of the world. John Firth & Co., through their extensive experience with Government work, have always made apparatus complying with the most rigid government inspection, and among the patents controlled by the company are the following: Seibt German patents; Kolster Decremeter; telephone plugs; loud speaking attachments; transformers; telephone connectors, etc.

The Loyd Wireless Telephone Corp., as sales representative for John Firth & Co., will carry a complete line of wireless telephone outfits and apparatus. Practically every type and description of wireless telephone product is included in the Firth line, and the phenomenal progress made in wireless telephony the past year practically insures the success of the Loyd Wireless Tele-

phone Corp's sales and merchandising activities.

Herbert A. Brennan, who is popular throughout the talking machine trade, has been identified with this industry for many years, occupying important sales and executive posts. He is thoroughly familiar with every phase of the retail field, and his intimate knowledge of the dealers' requirements will enable him to co-operate with the trade to splendid advantage in developing the sales possibilities of the wireless telephone in the talking machine industry. Mr. Brennan is keenly enthusiastic regarding his new work, especially as wireless telephone outfits merchandised by the Loyd Wireless Telephone Corp. embody the most advanced principles of wireless telephone construction. He is planning to offer talking machine dealers maximum service and co-operation in the introduction of the wireless telephone to their patrons, and Mr. Brennan's sales organization will make a specialty of rendering practical and informative service to the Victor merchants.

W. E. Simler and P. A. Wilkinson, who are president and vice-president, respectively, of the Loyd Wireless Telephone Corp., are well known

in the advertising and sales fields. They will devote a considerable part of their time to the development of dealer promotion plans that may be used to practical advantage by the dealers handling "Firco" products.

### HEGEMAN-STEWART ANNOUNCEMENT

New York Importer States that Effective January 1 It Is Sole and Exclusive Distributor for Homokord Records

The Hegeman-Stewart Corp., the well-known importer of New York City, is announcing to the trade that it is now the sole and exclusive distributor in the United States for the Homokord record, manufactured in Germany, where it is well known. The record has been handled in this country during the past year by a number of dealers.

"After extended negotiations with the Homokord Co., of Berlin," officials of the Hegeman-Stewart Co. stated, "we have secured the sole rights to import and sell these records in this country. This contract has been duly ratified by both companies and is effective as of January 1, 1922, and in consequence, all Homokord records imported in this country from now on will be distributed by us solely.

"The catalog of these records comprises selections in all foreign languages, and offers a diversified field of sales activities to the dealer who carries them in stock. It is planned to offer the dealer a new and varied list of numbers each month, so that in a short time selections imported will comprise the complete Homokord catalog. Plans are now under way for an extensive publicity campaign, designed to introduce the record in all parts of the country." The company states it has appointed several agents to handle the record in their respective territories, and Homokord records will be placed in talking machine stores all through the country in due course.

### WANTED SOME SUITABLE MUSIC

PORTLAND, ORE., March 4.—Emma Reynolds, of the Hyatt Talking Machine Co., tells The Talking Machine World correspondent some good ones, but this one I believe is hard to beat: A little pompous and dignified man entered the store the other day and asked to hear some records. Miss Reynolds asked him if he would like to hear any special record and he said: "Some people like this jazz stuff, but I'm not that kind. My mother-in-law is lying at the point of death and I want a record suitable for the occasion." He then asked to hear "Let the Lower Lights Be Burning."

### SALES CAMPAIGN NETS RESULTS

BANGOR, ME., March 2.—Libby-Skinner Co., of this city, has built up an excellent business in Pathé products. A large number of phonographs was disposed of during a recent sale conducted by this concern.

## H. N. McMenimen

Consulting Engineer

Announces that a client has just perfected an

## IMPROVED AUTOMATIC PRESS

that will make from two to three records per minute, and which will eliminate all the bad features of the modern automatic press.

It will not only increase production, but will cut down pressing rejections and the overhead while the presses are idle.

For Further Details  
'Phone or Write

Laboratory:

Scotch Plains, N. J.

Tel. Fanwood 1438

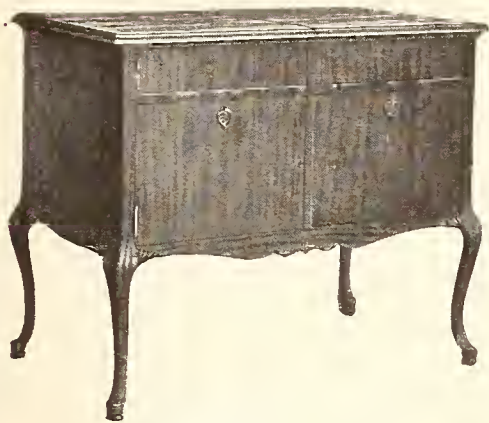
Offices:

2 Rector Street, New York

Tel. Rector 1484



# Will this be a Red Ink or a Black Ink Year for You?



Style No. 11  
Queen Anne Console  
\$225  
Burl Walnut, \$250



Style No. 10  
Simplified Adam Console, \$195



Style No. 8  
Simplified Sheraton Console  
\$145

Right now you are laying the foundation for a good or a bad year's business.

Is your present line moving satisfactorily?

Have you made the profit you should have made and are you *absolutely convinced* that, with the lines you now handle, this will be a black ink year?

If you have any doubt, now is the time to take on a line that will give you a better chance to make more sales, quicker sales and an attractive profit with a smaller investment. This is exactly what the Jewett line will mean to you.

### Highest Quality—Amazing Value

Compare the Jewett for tone quality with any line you choose. Anyone who knows phonographs will quickly agree that for clearness, sweetness and faithfulness of reproduction the Jewett is not surpassed by any instrument on the market. And every Jewett phonograph is a matchless specimen of artistic cabinet work.

You have never seen a line that combines these three essentials—tone quality, beauty of design and exquisite cabinet work—and still retails at such remarkably low prices as the Jewett.

### Financing and Advertising Cooperation

The Jewett policy is to give complete sales, advertising and financing service. We take a firm stand against "loading up" and will help you build a permanent, profitable business.

*Besides the six styles shown here the Jewett line includes two new models which will shortly be ready for the trade. One is a William and Mary console to retail around \$170, the other an upright listed at less than \$100.*

**JEWETT PHONOGRAPH CO.**  
General Sales Offices: 9th Floor Penobscot Bldg.  
DETROIT



Style No. 7  
\$175



Style No. 6  
\$150



Style No. 5  
\$125



**JEWETT**  
PHONOGRAPHS



# Van Veen Equipment at Pre-War Prices

Why buy inferior and unserviceable equipment when you must have real hearing rooms to properly demonstrate your talking machines and records?

*Van Veen* hearing rooms efficiently serve the purpose for which they are built:—to isolate sound; and they cannot be equaled at any price; that is what *we* call *cheap*. Buying worthless imitations is throwing money away.

“Hearing Rooms, Record Racks” and general equipment built the “*Van Veen*” way for musical merchandising.

*Write for Catalogue or Traveling Representative*

## VAN VEEN & COMPANY

*Principal Offices*  
47-49 West 34th Street

*Factory and Warerooms*  
413-417 East 109th Street  
New York City

### AN UNUSUAL RECORDING FEAT

Newark Recording Laboratory Records and Presses Message of President Shallcross to 14,000 Agents of Four Insurance Concerns

The Newark Recording Laboratory, of 15 West Park street, Newark, N. J., the company organized by G. Howlett Davis for the purpose of making records for all purposes, recently completed a very unique order, that of recording the personal message of C. H. Shallcross, from which

“The experimental packages we mailed first evoked the most enthusiastic responses. The novelty of the affair was one point, the permanent advertising value was a second point, and the ‘repeats’ through the recipients—business acquaintances, neighbors and friends—also tremendously increased the scope of this advertising scheme.

“The newspaper men who have learned of this enterprise declare that it sets the pace not only for this line of business but for all lines. The printed message is read, forgotten and thrown away. The oral message is new and is imperishable, for nobody will throw away a good phonograph record. Some day, if you care to see some of the very enthusiastic responses, I shall be glad to show them to you over the luncheon or dinner table here in New York.

“Of course, you know without my saying so that the splendid co-operation, the prompt deliveries and the great personal interest you have shown in this

matter are thoroughly appreciated. No one could have been more courteous, helpful and energetic than your good selves.”

### “TALKER” AIDS HARVARD CREW

CAMBRIDGE, MASS., March 7.—Harvard crews are learning to row to the tunes of records played on a talking machine, which has been installed in the rowing machine room of the Newall boat-house. The results were fairly successful. Men with a keen ear for music have the advantage of those who have not. The experiment has proved the value of the talking machine as an aid to unity and rhythm in the stroke of the oarsmen, and in this way helped the efforts of the “stroke.”

### NEW “MADERITE” DISTRIBUTOR

Louis A. Schwarz to Introduce Bruns & Sons' Products in East—Introduce Novel Addition

A. Bruns & Sons, manufacturers of the Bruns “Maderite” one-man cover for talking machines in Brooklyn, report that business with them is showing a normal demand, with the distribution of their covers countrywide. Many new wholesale houses have recently taken on this popular cover, and in consequence it is being widely distributed to dealers, who are finding its distinctive features of construction a great help in the delivery of machines. Particularly useful is the one-man feature, as the delivery can be made with ease by any one person.

One of the new distributors to take on this line is Louis A. Schwarz, of New York, who is planning to introduce it to the entire trade in the East, which he has sold for many years as a wholesaler of talking machine accessories.

This month Bruns & Sons will announce to the trade a new and novel addition to their line, which is expected to fill a long-felt want. This cover is to be made so that the machine can be played without removing the cover, a feature that also will be found useful in the portable type machines. It will not only allow the machine to be used at any time, but will provide a permanent protection. The first of these new covers is being delivered to a manufacturer of a well-known portable machine, who states that the trade is receiving it very enthusiastically, as it offers an outfit that covers all requirements.

### BOYER HELPS IN CARUSO WEEK

ELKHART, IND., March 6.—The James F. Boyer Music House, of this city, took advantage of the recent Caruso Week by featuring Caruso and Victor records in its window and advertising. A large picture of the deceased tenor was the center of attraction and Victor records made by him formed part of the exhibit.

### INSTALL SEABROOK CONCERT GRANDE

KALAMAZOO, MICH., March 4.—The Majestic Theatre, of this city, has installed a Seabrook concert grande and is collaborating with local talking machine merchants in the sale of records.



C. F. Shallcross at the Newark Recording Laboratory

were pressed 14,000 records which were sent to the agents of the four following companies, of which Mr. Shallcross is president: North British Mercantile Insurance Co., Pennsylvania Fire Insurance Co., Mercantile Insurance Co. of America and The Commonwealth Insurance Co. of New York.

Speaking of this unique way of sending a personal message to his agents, Mr. Shallcross said:

## MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

**Pleasing Sound Phonograph Co.**

Manufacturers—Jobbers  
204 East 113th St., New York City  
Jobbing Territory Open

## RECORD MANUFACTURERS

Who give close attention to the quality of their raw materials are our best customers. Are you one of them?

**QUALITY—COTTON FLOCKS—SERVICE**

CLAREMONT WASTE MFG CO.

CLAREMONT, N. H.



# SAN FRANCISCO

*Fair Demand for Records—Machines Move Slowly—Dealers Honor Caruso—Charles Mauzy Joins the Emporium—News of the Month*

SAN FRANCISCO, CAL., March 6.—The shortest month in the year, which just ended, bids fair to be the shortest also in sales volume, as far as the talking machine trade here is concerned, but for all that the general trend of business is far from discouraging. Inclement weather and a great deal of sickness naturally curtailed retail activity. Still the volume of record sales has been fair. It requires expert salesmanship to sell machines these days. The people do not respond to reduced prices the way one would expect, but that is hardly strange in view of the contortions pricing has gone through in recent years. "The customer does not understand prices," remarked one of the leading dealers of San Francisco. "Nor does he understand values. If he understood values he would be attracted by the prices we are making on high-class merchandise. What we need to do is to educate the public to the necessity of believing what we say, and the only chance of accomplishing this is to tell the truth. When the people learn to have more respect for advertising statements we may look for more response to advertising. It is folly to create a desire for an article by attractive publicity work and then nullify this by inconsistent or misleading prices."

#### Dealers Honor Caruso

Caruso Memorial Week was a great success. The talking machine dealers of the State cooperated in doing honor to the great singer whose records have so long been among the best sellers of the trade. The new record, "Messe Solennelle—Crucifixus," by Caruso, which has just been released by the Victor Co., is truly appropriate at this time, the forty-ninth anniversary of Caruso's birth.

#### Victor Herbert a Visitor

The celebrated composer, Victor Herbert, is the guest conductor this week at the California Theatre. At the grand concert on Sunday morning he led the orchestra in playing one of his own compositions, and thus lovers of good music had the opportunity of comparing the Herbert records with the personal conducting of the composer.

The music of the new Victor record, "Smilin'," is by Krausgrill, the leader of the orchestra of the Strand Theatre, of San Francisco. This fox-trot number is making a strong appeal here.

#### Charles Mauzy Joins the Emporium

Charles Mauzy, son of Byron Mauzy, has accepted the position of manager of the talking machine department of The Emporium. Charles Mauzy was long the manager of the talking machine department of his father's store before it was sold to the Rudolph Wurlitzer Co.

#### Addison Clark in New Business

Addison Clark, manager of the sales promotion department of the San Francisco office of Thomas A. Edison, Inc., has severed his connection with the company to accept a position with the Southern Electrical Co., of San Diego.

A. C. Ireton, Pacific Coast manager of Edison Co., is back at his desk in San Francisco after a visit to the headquarters in the East.

#### Wiley B. Allen Co. Optimistic

The Wiley B. Allen Co. looks for a revival of interest in talking machine merchandise as the Spring season advances. The interior branches of the company report prospects good in view of the favorable conditions in the agricultural districts.

#### Kohler & Chase Busy

Kohler & Chase have suffered no slump in the demand for Okeh records and Burnham machines. The wholesale end is enjoying gratifying success up and down the line.

#### Iverson Stock Damaged by Fire

The Iverson Phonograph Co., of Oakland,

suffered a severe loss two weeks ago as the result of a fire in the building. The damage by water to records and other merchandise was great, though fortunately the fire was controlled before it reached the phonograph shop. Business is continuing as usual.

#### Improvement at Oakland Phonograph Co.

The Oakland Phonograph Co., Oakland, is having the entire establishment elaborately remodeled in order to better provide for handling the growing business. Among the improvements is a large concert and display room. The Victor and Edison lines are featured.

#### Hanson Music Co. Making Good

The Hanson Music Co. has built up a flourishing phonograph department in the few months since the business was moved to its present location on Powell street. The manager of the phonograph department is O. M. Smith. Sonora phonographs and Vocalion records are handled with gratifying success.

#### Men Entertain Ladies of Hauschildt Co.

The ladies of the Oakland store of the Hauschildt Music Co. were the guests of the men employees at a roast pork dinner last month and the affair was one of the most pleasant of the numerous parties held by the Hauschildt forces. The dinner was given in the charming home of Mrs. Cushman, who is one of the Oakland staff.

#### Clark Wise Comments on Business

Clark Wise, San Francisco, says the sale of records shows some improvement since the recent reductions, but that the general demand for machines is hard to size up. He says the slack business during February is largely due to

the psychological effect of the cry of hard times. The people are not buying in proportion to their ability to buy, at least in San Francisco, but are deliberately exercising unusual economy for fear of future poverty.

#### Student of Sales and Advertising

L. H. Bushnell, manager of the talking machine department of the John Breuner Co., Oakland, is a keen student of modern sales and advertising methods, and his department shows results in keeping with his progressive policies. He assumes that the salesman still has a responsibility to the customer after the sale and the writer believes he is right.

#### News Brieflets

Morley Somers, manager of the Sonora Phonograph Shop, has returned from his business trip in the North. He is decidedly optimistic in regard to the business outlook.

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., took a little trip down the San Joaquin Valley this month and found the trade unshaken in optimism in spite of temporary dullness.

Andrew McCarthy, of Sherman, Clay & Co., was in southern California a few days last week and he says the wholesale demand for Victor merchandise is lively.

#### WILL HANDLE STRAND LINE

NEW ORLEANS, LA., March 6.—It was announced recently that a deal had been closed by the Maison Blanche store in this city, whereby it will handle the Strand line of phonographs, made by the Manufacturers Phonograph Co., New York. A good-sized shipment is now en route to New Orleans, and the line will be featured by the store aggressively.

The Arcaro Phonograph Co., 918 Wylie avenue, Pittsburgh, Pa., was slightly damaged by fire recently.



## THE PORTABLE CHARMAPHONE

A SENSATIONAL VALUE

RETAILS \$35.00

YOUR  
BEST SELLER  
FOR  
1922

Height: 13½ inches  
Depth: 21 inches  
Width: 18 inches  
Weight: 15 lbs.

Double Spring Motor. Cast iron frame. Smooth and noiseless. Plays 3 records. Finest Tone-arm. Nickel-plated throughout.

GET IN ON THIS BIG PROFIT-MAKER

Send for Sample and Catalog

## CHARMAPHONE COMPANY

39 West 32nd Street  
New York City



# "DECA-DISC"

AUTOMATIC PHONOGRAPH

**"PLAYS TEN RECORDS CONTINUOUSLY"**

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE  
SIMPLE TO OPERATE  
THAN THE ORDINARY  
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

*NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.*

MANUFACTURED BY

**DECA-DISC PHONOGRAPH CO.**

HANOVER, PENNA.



# NEW ORLEANS

*Trade Has Been Somewhat Uneven—Maison Blanche Puts Over Big Sale—Dealers and Jobbers Very Optimistic Over March Outlook*

NEW ORLEANS, LA., March 6.—With one exception, a summary of the interviews of the talking machine dealers of the city brings out the fact that trade for the past month has been somewhat uneven. The bigger stores have fared better than the smaller ones, but from their point of view the month was, as expressed by one of the sales managers, "spotted"—that is, certain days were very good, while other days hardly justified keeping open the store. They consoled themselves, however, with the fact that it was not an indication of a decreased interest in music, but that their experiences were common in other lines as well. The five-and-ten-cent store and the millinery and dry goods stores experienced the same condition.

As analyzed by the far-seeing members of the trade, the present situation represents but a temporary reaction in business—a dip—from which the Spring will see the music trade emerged and thriving.

**Buy Cheap Machines and Exchange for Better**

The exception spoken of is Maison Blanche. A phenomenal sale of nondescript cabinet talking machines has been enjoyed here. In three days a carload of these machines was disposed of, "and these are orders which we had left over," said J. D. Moore, holding up a handful of orders which represented sales made before they had time to check up.

"It was the biggest thing of its kind we have ever handled and we are still filling those orders. People came in from the country just to get one of these cabinet machines, which we were offering for \$49.75, \$69.75 and \$79.75."

The sale which took place in the early part of February was originally planned to run ten days, but with a full page of advertising the first day

and a half page the second day the trick was turned in three days.

In addition to that, there were eighteen cabinet Victrolas sold on the first day to those who had come to buy cheaper machines.

Since the sale a number of the buyers have returned and traded in their machines for Victrolas and Brunswicks. Record sales have increased with the growing number of talking machine owners. However, no records were included in the sale offer.

About the only thing in addition to the sale that has happened at Maison Blanche was the resignation of Miss Frances Johnson, one of the old standbys of the department.

**Werlein Manager Plans Big Month**

Sales Manager Powell, over at the house of Philip Werlein, Ltd., may not be a Christian Scientist, but he has all the qualifications. He believes that March is going to be an exceptional month for him and on the first day of the month he started out to make it true. For him the month of February has had some very good days, but as a whole he was not satisfied with his showing and is determined to head the list for March.

Mr. Powell reports the sale of two period model Victrolas to two of the city's most prominent families. One of the machines was a Gothic and the other was a William and Mary style.

Mr. Powell has lost the services of Miss M. Pavone and has added to the force Mrs. Gladys S. Britton, who has had a number of years of experience in the Victrola line.

**Big Record Sale at Grunewald's**

R. A. Young, sales manager for Grunewald, says he is getting his share of the business. "I have heard more talk of hard times on the outside than I have heard here in the department," said

Mr. Young. "While the machine sales have fallen off a bit we have had a phenomenal record business during the month and we look for improvement in the Spring in all lines. Our Rampart street store reports a nice business, but reports from our branch in Jackson, Miss., show business in that section to be rather tight."

**Dugan Co. to Feature Caruso Records**

Mrs. Trembley, at the Dugan Piano Co., says that the month ended with an excellent business. In the last days of the month a Starr Style 17 was among the many cabinet machines sold. Records also were big sellers. Dugan's is preparing to feature Caruso records in connection with the Caruso American Memorial Foundation drive which will begin March 22.

**Celebrated Artists to Be Heard**

Two famous Victor artists will be in New Orleans in the near future. They are Galli-Curci and Erika Morini, the seventeen-year-old violinist, who has scored so big in New York.

**A True Dog Story**

Mrs. Trembley tells an interesting trade story about a lady who wanted to get a Victrola for her little girl as a birthday present. The little girl also wanted a bulldog. So the mother rang up and said that the daughter wanted a bulldog and it was not possible to get both, so she would not buy the Victrola. Mrs. Trembley told her that it would be possible for the daughter to have both—that Dugan Co. would send her one of the Penn souvenir dogs which listens to its master's voice, but that there was no "bull" in him. Mrs. Trembley is now featuring the "Bow-wow Blues," which has all the earmarks of a pedigree number.

**VISITS THE CHICAGO FACTORY**

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, visited the Chicago factory during the early part of the month. Mr. Willinger reports that the demand for albums is continuing in a satisfactory manner. The album and shelf outfits for the Victrola No. 80 are also much in favor with discriminating buyers.



**Insist on the ORIGINAL Trade Mark**

→

**Insist on the ORIGINAL Trade Mark**

←

## A Necessity—Not an Accessory

The Hall Fibre Needle is today a part and parcel of the Talking Machine and Phonograph.

Its place among needles is unique, in that its specific performance is different and quite separate and apart from any other.

The Hall Fibre Needle has no competition. It is in a class of its own.

It has never failed to repay the dealer, in terms of increased profits and prestige, for all efforts expended in familiarizing his customers with its many advantages.

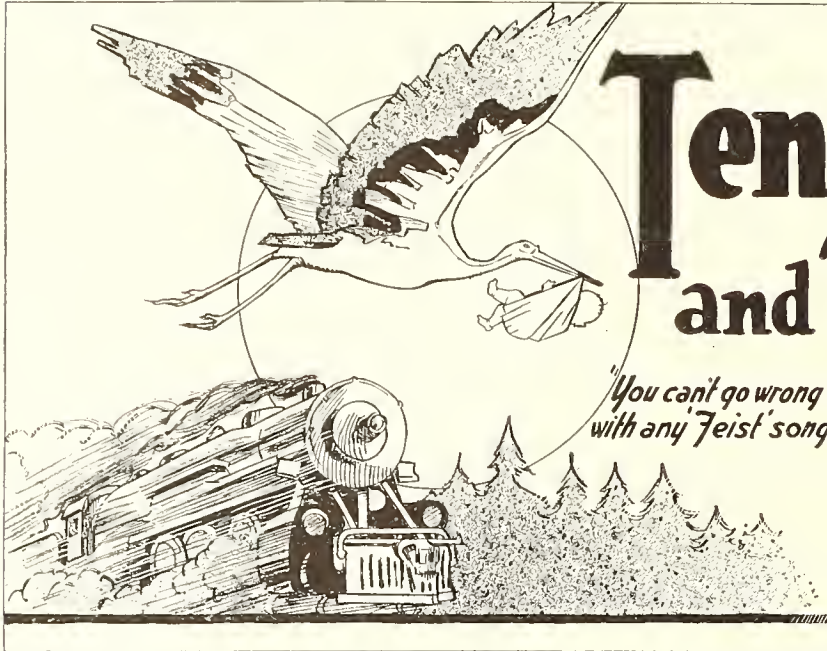
**IT PAYS TO PUSH HALL FIBRE NEEDLES**

# HALL MANUFACTURING CO.

*Successors to B & H Fibre Mfg. Co.*

**33-35 West Kinzie St. Chicago, Ill.**





# Ten Little Fingers and Ten Little Toes

*"You can't go wrong  
with any Feist song"* **A "Peach" of a song!**

**ASK TO HEAR IT!**

## GREAT PLANT WHERE STRAND PHONOGRAPHS ARE MADE

Immense Establishment Located at Salem, Ind., Has an Output of Three Hundred Instruments Per Day—Maximum Service in Way of Shipping—Equipment Most Modern and of the Best

The accompanying illustration will give some idea of the magnitude of the plant that is manufacturing Strand instruments. It is said that this factory is the third largest plant in the country devoted exclusively to the production of talking machine cabinets. The Strand fac-

tory is located at Salem, Ind., and aside from its manufacturing perfection, it is afforded maximum service in the way of transportation and shipping, as it is located on a railroad siding. The factory, devoted exclusively to the making of Strand phonographs, has a capacity of 300 daily.

The equipment of the plant is noteworthy for its efficiency, for from the first glance at the system of putting all the lumber through all the preliminary processes without any handling off the trucks one cannot escape the evidences of modern time-saving methods. It is a phono-

graph cabinet factory, was built for phonograph manufacture and never used for any other purpose. Every separate piece of wood goes through its appointed process smoothly and in perfect order. At the exactly calculated time and at the correctly blueprinted spot it is joined

by all the other pieces of wood that combine to make a unit, and the same smooth progress holds true right along to the sound-proof testing room, which every Strand instrument passes through before it is placed in the shipping case. Geo. W. Lyle, president of the Manufacturers' Phonograph Co., maker of the Strand phonograph, describes the factory aptly when he states, "the overhead due to imperfect packing and shipping would show up days, weeks and even months afterward in shipping expenses, re-



Plant Devoted Exclusively to Production of Strand Phonographs at Salem, Ind.

tory is located at Salem, Ind., and aside from its manufacturing perfection, it is afforded maximum service in the way of transportation and shipping, as it is located on a railroad siding. The factory, devoted exclusively to the making of Strand phonographs, has a capacity of 300 daily.

graph cabinet factory, was built for phonograph manufacture and never used for any other purpose. Every separate piece of wood goes through its appointed process smoothly and in perfect order. At the exactly calculated time and at the correctly blueprinted spot it is joined

packing expense, repairing expense and in the much more costly loss of dealers' good will. That's a kind of 'hang over' overhead which we have eliminated, and is one of the reasons for our ability to offer Strand dealers an exceptional sales proposition."

## AN INGENIOUS FILING DEVICE

Duplex Record File Corp. Introducing a New System of Filing That Has Won Much Praise

The Duplex Record File Corp., New York, is introducing to the trade this month a compact and ingenious filing device embodying several features entirely new. It is designed not only to be used in record albums, but can be adopted and installed in any talking machine as a permanent equipment. The album, the company states, is being manufactured in a ten-inch size and is capable of holding twenty records. This feature of compactness is a patented one with this company and is the result of many years

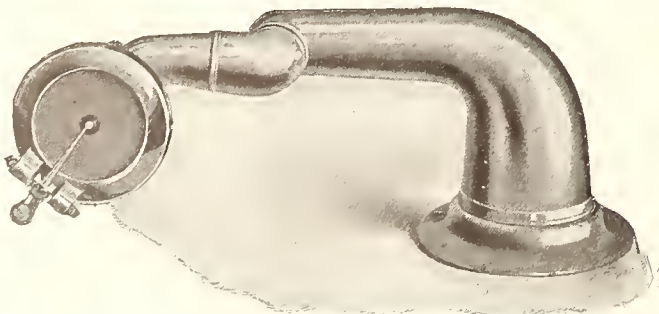
of experience and experiment on the part of H. Weidle, who has made a careful study of this particular field for some years past. He stated that "heretofore much attention has been given to every other development of the talking machine equipment and that for some reason filing systems have been more or less neglected. Consequently no great change in construction has been introduced in the trade for a long time past. The thought of this device was the result of lack of space for filing records in my own home, and I worked out the present scheme so as to enable me to file twice as many records in the space available in the present talking machine." He stated further that this was a typical case of the average talking machine

owner and for that reason he believes the Duplex record file will meet with favor from talking machine owners everywhere.

A very clever way has been devised for opening the album to procure the records, in that both sides of the album open up as a book, leaving the record exposed where it can be easily available. A place has been left on the inside covers for indexing the records, which is in plain view and easily read when the album is open.

Arthur Kopp, general sales manager, is very enthusiastic about the possibilities of this new album, and it is his idea that it will not only prove a desirable sales asset, but will increase interest in the sale of new records.

## TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.  
Telephone Sterling 1120

## MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway  
N. Y.





for  
**Victor  
 Records**



**NEW YORK**  
 TALKING MACHINE CO  
 521 West 57th Street  
**CHICAGO**  
 TALKING MACHINE CO  
 12 North Michigan Ave  
*Victor Wholesalers  
 Exclusively*



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MARCH 10, 1922  
US TALKING MACHINE men, as we might say, are getting to be truthful and conscientious critters. Truthful James is our name.

The Tribe  
of Truthful  
James

There was a time when no retail man would ever acknowledge that it was his own fault if business was bad. It was always the fault of General Conditions, General Apathy or one of the other commanding officers of the army of Evil. But we have been noticing lately a tendency among our friends in this part of the world to observe that those who during recent months have been frightened into making strenuous efforts to keep their vessels of business from the rocks have usually been successful. From which it follows that when a man's business is bad he may justly suppose the primary fault to be with himself. It took our retailers a long time to sense out this truth, but really it looks as if most of them by now had come to the correct conclusion. That being so, we may fairly anticipate improvement all along the line. Of course, it will not be a matter of any sudden up-turn. Matters do not work out so quickly as that. But the point is that just so soon as men in industry generally, or in any specific industry, cease looking outward exclusively and begin also to look inward for the springs and causes of prosperity, there is organized forthwith a mental attitude which enables those who adopt it to face facts squarely and see them in their true light. When this happens, when the cloud of fear has been brushed away, the least pleasant facts take on a less deadly aspect. Then, indeed, we may say that we know the worst and can begin to take care of it. Then, too, we may rightly say that we are organizing our own future.

SOME persons who live in the East are prone to believe that the terms Chicago and Illinois are in reality identical. This would be a strange

Welcome  
to  
Peorians

and dangerous doctrine to preach in the hearing of an Illinois downstater, for the preacher would at once be informed that Chicago is merely the wart, as it were, on the nose of the State of Illinois, where said State looks out over the blue waters of Lake Michigan towards the rising sun. Your downstater Illinoisian is some little local patriot when it comes to putting Chicago in its place. Which introductory remarks may serve as a curtain-raiser to the new Central Illinois Victor Dealers' Association, which has just been formed at Peoria and which is referred to elsewhere. The C. I. V. D. A. arose as the direct result of the convention held by the Putnam-Page Co., the eminent Victor wholesaler, in its home city during the last days of February. The move is a good move. The talking machine business has brought itself to a point where the merchandising policy to be adopted by the retail trade becomes a matter of essential importance. We are past the toy stage, past the novelty stage. We are at the musical instrument stage. That means that we need, and must have, sound thinking and a sound merchandising policy. To the formation of such policies and to the success of such thinking associations in the retail trade are, in these wide-scattered days, quite essential. Without them the trade would stagnate. Welcome, C. I. V. D. A.!

AS THESE words are written the attention of Chicago is concentrated upon the meeting of the National Educational Association, which

"Settin'  
'Em  
Up"

has brought some eight thousand men and women to Chicago, men and women who represent the best practical thought in the country on every matter which relates to education in all its branches. We have superintendents, teachers, supervisors of every kind. Many of them are taking advantage of their opportunity to visit the special educational exhibits which are, as we write, being made at the Leiter Stores Building, once the home of the Siegel-Cooper store. All sorts of school equipment are on display and not the least interesting of the exhibits are made by the Victor Talking Machine Co. and the Columbia Graphophone Co. This is no place to make any

description or even to give any hint of the vast variety of the practical applications of the talking machine and records to educational purposes which are set forth in these interesting and fascinating exhibits. But one novelty calls for special attention here. We say "novelty" because we think this is the first time it has been seen at an N. E. A. exhibit. This is the display of Walter Camp's Health Builder records, which, as readers know, give verbal commands and instructions, with music for setting-up exercises to be gone through at home. The demonstration was one of the nicest things we have seen yet, and it surely interested the school folks, who were around in crowds all the time. Here is another entry for the talking machine in the schools. May there be many more of them!

SPEAKING of records, we feel it a good time to express our sympathy with the unfortunate gentlemen who have to choose the titles which

Science  
vs.  
"Plugging"

are to be recorded each month. The immense amount of music, chiefly ephemeral, which is published every week, and which competes with a previously existing much larger mass of all kinds and sorts, from the best to the worst, presents to the persons charged with selecting a task of appalling magnitude and uncertainty. It is wonderful that so few mistakes are made. But at the same time the task is rendered far more uncertain than it otherwise might be, by the entire absence of reliable statistics. Now we should like to make a suggestion at this point. We think there is no real reason why statistics should not be collected concerning the styles, quantities, sales figures, etc., of published music, old and new. Sheet music publishers, those who control standard editions, retail merchants and others are alike interested in any information which might lead them better to gauge public taste in its periodic trends towards one extreme or the other. As things stand there is no way of foretelling either the magnitude or the duration of any boom which appears to be starting. Popular music publishing in consequence is largely a matter of forcing certain numbers by various costly and uncertain methods of "plugging" and "boosting." It would be in every way far more scientific, and consequently far better, to spend the same amount of money in actually gathering accurate data as to public demand. And the result of such effort, in relief to those who have to select record lists, would be immeasurable. Of course, this is a matter for trade co-operation. But then why have we a Music Industries Chamber of Commerce if not for dealing with just such questions as this, where the need is for inter-trade co-operation? One thing, at any rate, is sure: the present hit-or-miss method of selecting numbers for recording (and the same applies, of course, to the kindred music roll) is uncertain, expensive, unscientific and wasteful. Much money is lost through wrong guessing and consequent production of numbers which do not sell. Why not begin to investigate the entire question scientifically? No one will be harmed, everyone will be benefited.

IF O. M. Caward, ex-preacher and present manufacturer, is to be believed, one old hardware merchant in a small down-state Illinois

Boards:  
Wash and  
Ouija

-town at least knows what has been the matter with his business. The story is too good to keep, and we pass it on from Brother Caward to our mid-West readers with much joy. It seems that our friend was going through his territory calling on the merchants to whom he sells and inquiring of them why they were buying slackly. One old chap paused before he answered, and then, shifting his quid, spat across the floor and drawled: "Well, it may be this way and it may be not, but I've noticed of late that of every ten folks who come into my store to buy seven gets ouija boards to three that gets washboards." Talking machine dealers might take a lesson from the old hardware man and remember that the exact trouble with most of the people of the U. S. A. just at present is that they are wasting too much time listening for sounds from the spirit world to tell them when times will be better and not enough time getting out to sell what they can



From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST · TELEPHONE WABASH 5542

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., March 8.—The latter part of February showed somewhat of a falling off in retail business, but a marked revival was evident the first week of March. This is true not only of talking machine retailers, but of retailers in other lines as well. Nevertheless, in our walks around the city we have noticed one peculiarity, which is that the music men seem to be the only merchants who show a tendency toward depressive psychosis. By that we mean that whenever there is a little slump in business in general it affects the talking machine business acutely. The talking machine retailers therein (not all of them, but a good many) are always ready to throw up their hands and exclaim that there is nothing left for them to do but roll over and die. We recently asked one merchant how business was. His come-back was that he believed he would take out an embalmer's license, as he thought there would be more money in burying dead prospects than in selling live ones. That aroused our curiosity and we began questioning. It was not long until we found out that he was not supporting himself locally, either by advertising or by employing canvassers. We asked him how business had been during the holidays and shortly after, and he said that it had been very good. He also admitted that while this business had been good he had been doing some advertising and canvassing as well. So it is plainly to be seen that the same old story applies here as usual. Two and two are four, and you cannot make them five. A little further down the street we came across a department store that makes a specialty of furniture and talking machines. We have been going into this store for a number of years and know everybody from the proprietor to

the errand boy. We asked the manager how business was and he said, "We are doing fairly well and managing to keep ourselves busy and to show a profit." We looked around the store and noticed that several of the salesmen were showing customers the lines of furniture, and also that about half the sales people were absent. We remarked about this and asked the manager if he had laid off the rest of his sales help. "No, sir!" said he. "Each one of these salesmen has his own little prospect list and when he is not in the store selling one of these prospects some of our goods he is out on the street telling them what a nice new line we have in stock and inducing them to come in. The way we work it is like this: We have our regular canvassing force to go out and break the ice and find out who is in the market for our goods. After the canvasser makes one or two calls a regular salesman goes out and applies some real sales methods which, with very few exceptions, bring about the desired results." So here again are our two and two, making four.

So after making our rounds of the trade we have again found that the fellows who are really doing the business (and there are plenty of them at that) are those who are going out after it, while those who are hanging the crêpe are letting the "grass grow under their feet." When you really get down to it, there is no reason why one dealer should prosper and another starve in any one locality. When one neighborhood shows two dealers, of whom one is doing business while the other is not, the cause is obvious, and upon investigation will turn out to be that the dealer who is getting the business is really getting it as a reward for good hard labor.

The manufacturers are still receiving many inquiries and generally believe that just as soon as the building operations get going everything pertaining to business will start to pick up. The nucleus of the labor situation is within the Chicago territory, and up at the office where building permits are issued the report comes out that just as soon as this wage question is settled Chicago will see a tremendous building boom. Oldtimers in the business who have gone through such periods in the past are commonly asserting that when building activity has been at its height no one could even ask for better business. From the looks of things at present it is an almost assured thing that building will start in a short time in Chicago and spread all over the country.

**Take on Victor**

H. A. Moore, a copartner in the Palace Furniture Co., Avilla, Ind., while in Chicago recently, announced that his company has just opened a new talking machine department. Victrolas and Victor records are being handled exclusively and Mr. Moore states that they are working to make this new department one of the handsomest in Indiana. Three hearing rooms have already been equipped and presently plans will be drawn for the purpose of adding several more. At present they are working on their record bins, some of which have already been completed. When finished the capacity will be ten thousand records. The company also plans to carry a complete catalog of Victor records and Victor Red Seal records.

**Put on Memory Test**

The Krause Furniture Co., of Cicero, Ill., a suburb of Chicago, has been conducting a music

(Continued on page 111)

**JUST OUT**

**STERLING BULLETIN**

No. 10

**GET IT BY ALL MEANS**

*It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.*



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

**Sterling Devices Company**

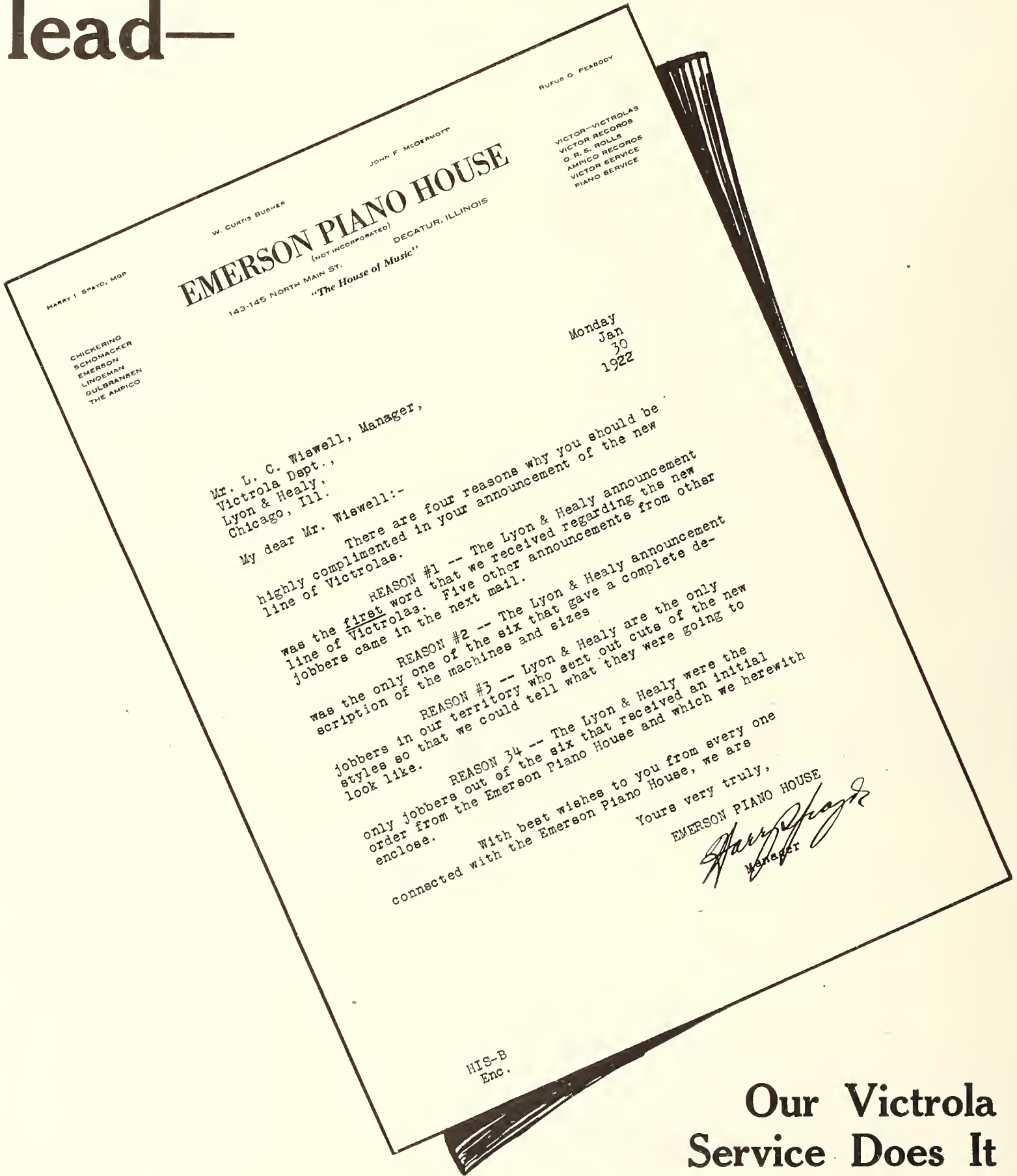
Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois



# why Lyon & Healy lead—



**Our Victrola  
Service Does It**

# LYON & HEALY

*Victrola Distributors*

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

memory contest for school children for the past three weeks. To date it has an enrollment of nearly ten thousand school children residing in Cicero and nearby towns. The first contest was held in its store, but subsequent contests were held evenings in the local school houses. The school teachers of this vicinity are lending themselves to this work and the encouragement they have given to their pupils has been a great help in making the contests successful. The Krause Co. handles the Victor line only, and many of the ideas being utilized in these contests originated in the Victor educational department.

**Glicks Incorporate**

According to a report printed in a recent issue of the Chicago Journal of Commerce, the Glick Talking Machine Shop has recently been incorporated for \$100,000. The incorporators named are George J. Glick, Sam Winikoff and Graham Glick. The purpose of the incorporation is to manufacture and deal in musical instruments. The Glick Talking Machine shop is located at 2100 West Division street and is one of the most handsomely fitted up Victor retail stores in the northwest division of Chicago. The proprietors of this concern have spent a considerable sum of money in remodeling and decorating their place of business.

**Change Company Name**

The Wade Talking Machine Co. has changed its name to the Wade-Twichell Co. Announcement of the Wade Co.'s taking over the Twichell interests was made in these columns last month. The Twichell name is one of the oldest on Piano Row and for years had represented some of the best known pianos made in this country. About the first of May the stocks of the original Wade and Twichell stores will be moved over to the building where the Smith Piano Co. is located at present. The entire building will be occupied by the new company.

**Add New Test Tables**

The Fletcher-Wickes Co. has made quite a number of new improvements about its plant in the last thirty days. One thing it has done was to install a number of test tables in the sound box assembling department. The construction of these tables embodies some new ideas, which the heads of this firm believe to be entirely original with them. Each table is about forty-five inches high, twenty-four inches wide and fifty inches long. Beneath the felt-covered top are two motors and two amplifiers. In proper position on top of the table are placed two tone arms, one of which is attached to a permanent master sound box. The other tone arm is used for testing the reproducers and is arranged so that they can be slipped on and off with perfect ease. Two identical test records are used. The master starts to play and then a sound box is placed on the test arm and tried. If the box being tested reproduces tones exactly like those of the master it is passed; if not, it is rejected. This procedure is gone through with every box coming from the assembly department. Careful check is kept on the master and even this is tested at regular intervals during the day. The company has also improved the style of its letterheads. The new ones are engraved and lithographed. The lithograph is a neat little illustration of the company's tone arm and sound box. It is printed at the top of the sheet and the engraving is then superimposed over it.

**Second Anniversary With Starr Co.**

C. O. Miller, head of the Chicago division of the Starr Piano Co., celebrated his second year in Chicago recently. The celebration came in the form of a little party tendered him by the sales department, and during the little luncheon each salesman turned in individual sales reports, which, when compiled, revealed the fact that the business of this concern is on a very satisfactory basis. Mr. Miller recently put a large number of men out in the city to sell Starr phonographs, pianos and Gennett records, and the reports for the first week are exceedingly good.

**National Education Association Meets**

More than 8,000 public school superintendents from all over the United States met in congress

here during the week February 26 to March 4. The meetings were held on the fourth and fifth floors of the Leiter Stores Building at State and Van Buren streets. In connection with this gathering there was held on other floors of the building an exhibit by manufacturers of school supplies, playground equipment and other educational accessories. The talking machine exhibits, through their educational departments, held the center of the stage for the entire week. Those represented were the Victor Talking Machine Co., the Columbia Graphophone Co. and the Health Builders. The booth of the Victor Co. was very artistically arranged. An oil portrait of Enrico Caruso was hung directly opposite the entrance into the booth, and on the floor below this portrait was a very handsome console Victrola in Walnut. Two large polychrome candles were at each side of the console, and several pieces of antique furniture were scattered over the floor, which was covered with Persian rugs. The effect of this booth was

pleasing and interesting to the many school superintendents who were attracted by the playing of one of the two instruments which were placed like sentinels before the entrance to the exhibit. Mrs. Frances E. Clark, director of the educational department of the Victor Co., was in charge of affairs at this booth and stated that this was the largest and best attended convention ever held.

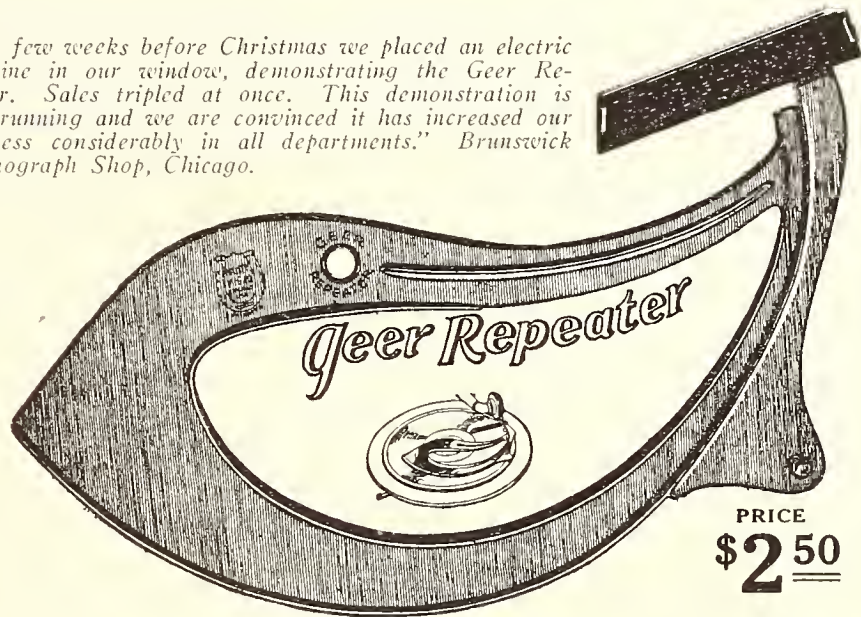
The Columbia booth, which was in charge of Miss Genevieve Qualey and Mr. Wilson, attracted equal interest and attention throughout the congress.

**Visit Elkhart**

Isham Jones, together with nine members of his famous orchestra, returned last week from Elkhart, Ind., where they had been the guests of James F. Boyer, secretary of C. G. Conn, Ltd. While in Elkhart they were shown through the great Conn factories and witnessed the methods of making Conn band instruments.

(Continued on page 112)

*"A few weeks before Christmas we placed an electric machine in our window, demonstrating the Geer Repeater. Sales tripled at once. This demonstration is still running and we are convinced it has increased our business considerably in all departments." Brunswick Phonograph Shop, Chicago.*



**THE GEER REPEATER**

**Some Remarkable Sales Records**

An Indiana store recently sent out our small circulars (furnished free) to its mailing list. The mailing cost only a few dollars and the total sales to date are over 75 repeaters.

Two Loop stores in Chicago are selling more than 15 Repeaters each daily as a result of a window demonstration and counter displays.

A store in a small Pennsylvania town has sold 127 repeaters to date. This is a splendid record for less than two months' work.

Stores that have made window demonstrations of the Geer Repeater, showing it in actual use in the window, are selling from three to ten times more Repeaters than other stores.

**G** EER REPEATERS sure do sell and they stay sold," say scores of our dealers. And it is the judgment of these men, who are in the same line of business as you, that you are asked to accept when you consider this repeater.

Stores that are handling the Geer Repeater have found it an unusually rapid seller. Those who are using it in window demonstrations have been surprised at the unexpected interest passers-by take in their windows.

The Geer Repeater is as near fool-proof as a repeater can be made. It repeats instantly and as often as desired, without injury to the needle, the record or the machine. For dancing, dining, or when working or resting, the Geer Repeater doubles the joy of owning a phonograph.

No home is complete without a phonograph. No phonograph is complete without a Geer Repeater.

Send for our "Demonstration Package" containing three Geer Repeaters and make a window demonstration. You will be surprised at the results.

**WALBERT MANUFACTURING CO.**

925-41 Wrightwood Avenue, Chicago, Ill.

New York Office,  
200 Fifth Avenue.

Please send by return mail your "Demonstration Package," containing three Geer Repeaters. I agree to pay \$4.75 C. O. D.\* for the repeaters—the retail price to be \$2.50 each.

Name .....

Address .....

Jobber .....

\*Credit extended to rated concerns.



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 111)

which are used exclusively by the Isham Jones orchestra. The Conn Co. took official recognition of the presence of its distinguished visitors by presenting each individual member of the orchestra with a beautifully engraved gold medal. The Isham Jones orchestra has become famous throughout the entire world as an organization of dance musicians through its work on Brunswick records.

**Mrs. L. Gelbspan's Mother Dies**

We learn with regret that Mrs. Emily Rodgers, mother of Mrs. L. Gelbspan, proprietor of the Boston Book Co., has passed away. Her death was due to pneumonia, which she contracted while in Detroit on a visit to another daughter and son. Mrs. Gelbspan accompanied her mother to Detroit and after placing her in the care of her sister and brother, departed for New York to look after the Eastern interests of her company. Mrs. Gelbspan had hardly arrived in New York when she received a wire that her mother had been taken down with pneumonia. The same evening she received the sad news that her mother had passed away. She hurriedly concluded her business and returned to Detroit. Mrs. Rodgers was buried in Chicago.

**Dorchester Mapes With Low's Letter Service**

Low's Letter Service, of Chicago, has just made the announcement that it has opened a new copy letter service department with Dorchester Mapes in charge. Mr. Mapes is well known to the talking machine trade and was formerly treasurer and general manager of the R. C. Wade Co., which is now known as the Tonofone Co. Mr. Mapes' new duties are calling on the trade and discussing selling problems that can be handled by mail and other direct-by-mail advertising.

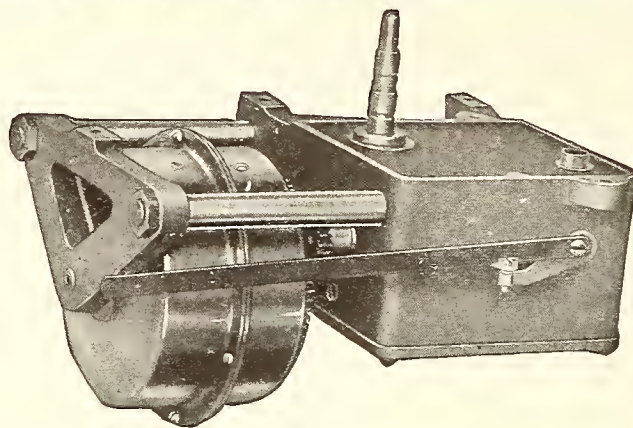
**Roseland Shop Decorates**

The Roseland Music Shop at 1146 South Michigan avenue has just added four new sound-proof booths to its equipment, making a total of ten. This new equipment greatly facilitates the handling of its record business, which has lately grown to large proportions. Other improvements have also been made which tend to increase the efficiency of this company's service. Among the improvements are very elaborate decorations, the scheme of which blends in a way to bring out the soft color tones very pleasingly and at the same time imparts a sense of restfulness and a homelike appearance through the whole store. This shop has also recently erected a large and beautiful electric sign which shows the name "Victrola" in large letters, and can be seen rising above the tops of the houses for a great distance. Proprietor Corngold is sparing no effort or expense in order to have his establishment up to the minute in equipment, fixtures and stock.

**Visits Graphite Mines**

M. B. Joyce, vice-president of the Superior Flake Graphite Co., has just returned to Chicago from Ashland, Ala., where he paid a visit to the company's mines and other holdings. He brought back with him a large quantity of fresh graphite samples that had just been prepared at

## Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

**REMEMBER**

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive CHICAGO

the plant in Ashland. The graphite mined by the Superior Co. is of the flake variety and comes in three grades, namely, coarse, fine and powdered. The powdered graphite this company sells to the trade for lubricating of phonograph motors.

Mr. Joyce made an interesting statement in connection with the forms of graphite when he said that there are two kinds, the flake and amorphous. The difference between these is in the fact that flake graphite will never lump or gum and cause a spring to pound or stick, whereas the amorphous or lump graphite will always do this. The graphite prepared and packed by the Superior Co. is put up in packages ranging from one-half pound cans to four hundred-pound barrels.

**New Plant Nearing Completion**

Word comes from the Brunswick headquarters that their new record plant at Muskegon, Mich., is fast nearing completion. This new plant will be complete in every way and equipped with the most up-to-date record manufacturing machinery. Brunswick will therefore soon have no less than four centers, namely: Jersey City, N. J.; Auburn, N. Y.; Toronto, Canada, and Muskegon. In these is done all the actual manufacturing, while the work of recording is carried on in studios located in New York and Chicago.

With the completion of the Muskegon plant a new source of record distribution will be available, which will insure prompter deliveries on records, especially in the West and mid-Western territories.

So far as Brunswick phonograph and record

interests are concerned the Brunswick Co. regards the prospects for 1922 optimistically, and it has reason to do so.

**Appoint New Manager in Minneapolis**

The Chicago office of the Aeolian Co., through its manager, H. B. Levy, has just made the announcement that George H. Compton has been



Geo. H. Compton

appointed as sales manager of the wholesale Vocalion department of the Stone Piano Co., Minneapolis, Minn. Mr. Compton is one of the best-known men in the trade of the Northwest, having started with C. R. Stone, president of the Stone Piano Co., twenty-seven years ago. In 1908 he was made manager of the Stone Co.'s headquarters at Fargo, N. D., and after being there for four years he took charge of the Grand Forks house of that company.

In more recent years he was associated with Lawrence Lucker, an enterprising jobber of Minneapolis, and from there he came back to the Stone Co. in the capacity of sales manager of the wholesale Vocalion department a few weeks ago. With Mr. Compton's vast acquaintance in the trade, together with the Stone Piano Co.'s prestige in the Northwest, the Vocalion talking machines and records make a very interesting combination, and Mr. Compton has already mapped out comprehensive sales plans for 1922. These plans were recently completed when he paid a

## PHONOGRAPHS AND RECORDS WANTED

No stock too large or too small, if price is right. Must be standard makes and new goods. Describe stock and quote lowest price in first letter.

*All Transactions Confidential*

**J. K. MORGAN**

LEITER BUILDING

State and Van Buren Streets

Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

visit to Mr. Levy at the Aeolian Co.'s headquarters in Chicago.

**Caruso Week Successful**

Victor dealers around Chicago are well pleased with the results of Caruso Week, which was observed February 27. All dealers planned special activities to commemorate the forty-ninth anniversary of Caruso's birth, and in doing this they tied up with musical circles throughout the city. One of the cleverest tie-ups was brought about by the Victor jobbers here, who, working in conjunction with their dealers, thought out numerous plans to put Caruso Week over, in which they were very successful.

One plan which was put forth, and which proved a tremendous success, was the work with the Symphony concerts. All theatres and other houses of amusement which had symphony orchestras co-operated to the fullest extent. The arrangement was along the following lines: A Victrola was placed on the stage or other conspicuous part of the house and a Caruso record, No. 87335, "Crucifixus," from Solemn Mass by Rossini, was played to the accompaniment of the Symphony Orchestra. This was rather an unusual method of bringing the public's attention to this record, but it made a tremendous impression. Besides, the dealers carried large amounts of effective advertising space in the local newspapers and programs, and this also was a means of creating intense interest.

**On Southern Trip**

C. E. Saunders, Cheney ambassador for the Southern territory, left Chicago this week for a trip through the South in the interest of the Cheney Co. This is a special tour for observation purposes only, and upon his return to Chicago the results thereof will be gone over carefully with a view to picking a new Southern distributor for the Cheney talking machine.

**Welcome No. 280 Victrola**

The new Victrola No. 280 which recently came through to the Chicago trade has, according to Victor jobbers here, been very favorably received by other dealers, who are in turn placing substantial orders for this new model.

**Why Indeed?**

H. L. Morey, manager of the talking machine department of Rothschild's, one of the big Loop department stores, is the author of a very pertinent sentence, which is placed conspicuously throughout his department. The question is, "You would not try to match a piece of goods without bringing a sample of the original color, so why try to carry a tune in your head when purchasing a talking machine?"

Mr. Morey states that women prospects who come into this department have been sold immediately by this argument, and it has been the means of creating a great deal of business for him.

**W. C. Griffiths' Mother Dies**

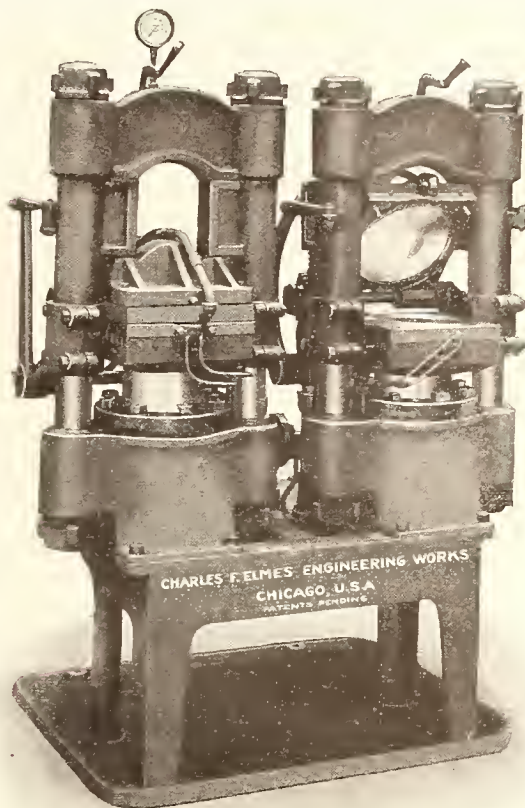
W. C. Griffiths, assistant sales manager of the Chicago Talking Machine Co., recently received the sad news of his mother's death in his home down in Indianapolis. Immediately upon the receipt of this news he left for that town to attend the funeral and was accompanied on his sad journey by Dan Creed, general manager of the company.

**A Notable Visitor to Chicago**

Mr. and Mrs. A. D. Geissler, of New York, are paying a visit to Chicago which will probably last several weeks. Mr. Geissler is here visiting the trade and looking after his interests at the Chicago Talking Machine Co., of which he is president.

**Cheney Publicity**

Volume 1, No. 5, of the "Cheney Resonator" was mailed to some thirty thousand Cheney advocates on the first of March. This issue, like the previous ones, is of newspaper size, four pages, and contains much interesting data pertaining to the Cheney Co. and its product. One interesting item entitled "Telling the Story of Cheney Supremacy" is cleverly illustrated by small cuts showing Cheney ads which have appeared in recent issues of The Talking Machine World, which give the details of manufacturing



**1 2 0 0  
RECORDS A DAY  
WITH  
ONE OPERATOR  
ON AN  
ELMES  
AUTOMATIC  
DUPLEX RECORD PRESS**

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

**CHARLES F. ELMES ENGINEERING WORKS  
224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.**

and thoroughly explain these details to the trade. One of these cuts shows the Micrometric instruments which test to the thousandth part of an inch the various parts going into the construction of Cheney motors in order to insure perfection.

Upon reading this article we find that "it is the rule of the Cheney organization that every last part should be as perfect as fine machinery and human ingenuity can accomplish. Imagine, for instance, the mechanical perfection that figures in a small piece of metal that is turned and finished down to less than one-thousandth of an inch."

One of these articles tells just how it is done in the case of the governor-shaft of the Cheney motor, while going through the factory. The illustration shows a small plug of wood, perhaps one-half an inch thick and of peculiar appearance. This is full of small holes. The wood itself seems

to be very fibrous, and it is explained that this wood is of a peculiar type of maple which grows in a certain section and which no manufacturer ever had or tried to have. After the shaft of the motor has been milled down to the required dimensions, it is repeatedly run through the holes in this piece of wood, which in turn gives it a high polish and smoothness and is an excellent example of one of the methods put into practice to insure accurate handling of motor parts.

**Brunswick via Wireless**

Brunswick records are gaining quite a bit of publicity these days through the wireless operations of A. A. Howard, a member of the Chicago Board of Trade, who devotes his spare time to work in the private wireless station which he maintains at his home.

He states that he is attaining remarkable results with his wireless and is at present broad-

(Continued on page 114)

**"SUPERFLAKE" GRAPHITE  
SPRING LUBRICANT  
FOR PHONOGRAPH MOTORS**



A carefully prepared lubricant containing GRAPHITE of the finest quality  
*Will not get hard, become rancid or leak*

**PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS**

**SPECIAL GRAPHITE FOR RECORD MANUFACTURERS**

We are prepared to fill your orders, large or small, and can make prompt shipments

*Write department "J" for quotations on your requirements*

**Superior Flake Graphite Co.**

*Department J*

**General Offices: 76 West Monroe St., CHICAGO  
Warehouse in Chicago**





FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

casting many Brunswick records which lend themselves to this in a remarkable manner. He believes that the Brunswick records he plays into his wireless transmitter are picked up by approximately one thousand stations in and around Chicago.

**Columbia Co.'s Activities**

Many of the sales force connected with the Chicago branch of the Columbia Graphophone Co. are doing a great deal of work evenings in connection with wireless telephony. They are calling the attention of Columbia dealers throughout Chicago to the fact that Morgan Eastman, who is director of the Westinghouse Broadcast Radiophone Station in Chicago, is using the latest releases of Columbia records each night in his broadcasting program. Several of the dealers have in turn gotten out literature, giving this program in detail and mentioning Columbia records, and at the same time giving the details necessary for the amateur wireless operators to tune up their Radiophone equipment

correctly to that of the broadcasting station. One of the most ardent fans in this connection is S. B. Bird, a Columbia dealer of Argo, Ill., who has already installed a wireless receiving station for the benefit of his customers, and in the few nights that it has been in operation the store has been crowded with radio fans who have listened in to the Columbia records sent out by Mr. Eastman. Mr. Bird states that already he has seen the influence in his record department and contemplates adding more amplification to his sets just as soon as he can get them from the Radiophone dealer.

**How R. O. Pierce "Got There"**

R. O. Pierce, Columbia representative, encountered an unusual experience during the recent blizzard through northern Wisconsin. In an effort to reach Chicago to attend a sales conference he went through several wild rides and a railroad wreck. Newspaper accounts explain that a heavy coating of ice from two to twelve inches thick covered everything in the country, causing

roofs to cave in, communications to be cut off and traffic tied up. Fighting his way south from Green Bay, the first big obstacle was encountered five miles from Appleton, where both engines and a baggage car on a double header left the tracks. Walking three miles to a small railroad station, Pierce chartered the only available automobile and successfully dodged live wires and broken telegraph poles and eventually skidded into Appleton. The fun had only started—telegraph wires down, trains at a standstill and a meeting in Chicago. To make a long story short, he missed the meeting by forty-eight hours.

**MacNichol the Minstrel**

G. A. MacNichol, office manager of the Chicago branch of the Columbia Graphophone Co., holds the important office of director of the Maywood Minstrels. At their annual minstrel show recently one night was devoted to the Columbia family, all of the customary jokes being directed toward the staff from the office.

After the show the party adjourned to the home of D. W. Donohue in Maywood, where fun and hilarity prevailed for several hours.

Robert E. Porter, of the New York executive office of the Columbia Co., spent three days in Chicago recently on his way through to the Western branches.

**The Record Digest**

The Rosenow Co., one of the large printing and publishing concerns in Chicago, has just brought out a cleverly gotten up little magazine known as the Record Digest, which is published for the benefit of Brunswick dealers. In this it is calling attention to a series of ten portraits of Brunswick artists which are being sent free to all Brunswick Digest subscribers. The first portrait, a beautiful photograph of Florence Easton, is being delivered with the March issue.

**Making Chinese Records Popular**

The Chinese of Chicago got together last week and celebrated their New Year, as usual, with popping firecrackers, good music and eats. Chicago's Chinatown is down on the South Side. Z. Ganis, a Columbia dealer, whose headquarters are in the Loop, managed to cash in on the affair in a very profitable way. He makes a specialty of all foreign language records, and at the right time he let the Chinese populace know that he had a large stock of Chinese records on hand. This little "tie-up" resulted in the disposal of over seven hundred Columbia Chinese records during the New Year festivities.

**A Beautiful Valentine**

Another clever tie-up of song and record was put over at the Chicago Theatre last week. The song featured by the artist was "Remember the Rose," a Remick number, and the singer appeared in front of a dark velvet drop, which occupied the entire stage. Placed in front of this drop was an immense spray of white roses which ran up the curtain diagonally, breaking at the center of the curtain, where was an oval opening, surrounded by a gilt frame, within which were arranged three young ladies dressed like a valentine card picture. The color effects were obtained by green and red lighting.

The trio sang "Remember the Rose," and the programs carried information from the Columbia and Remick people as to where the song could be purchased. Dealers in the immediate vicinity of the Chicago Theatre also proclaimed by program announcements that the song could be bought in their shops.

**Takes on New Line**

The Lakeside Supply Co. has taken on a line of accessories for home wireless outfits, which it is offering to the trade. It has erected a receiving station in its plant at 416 South Dearborn street, and it is surprising to note how the news of this plant has spread during the last week or so. When the plant was put up, Bill and Gus Fricke gave out the news to a few of their intimate friends and casually remarked, "If you know anybody who would like to hear what is going on in the air, send them up." The result was that for the past week or more the plant has been literally mobbed, and so many requests have

**FEDERAL  
ELECTRIC SIGN**



**Catch the Eye of Every Passerby**

Don't let them pass your place of business unnoticed.

Make your name and place of business stand out stronger in the minds of prospects than your competitor's—advertise in front of your store in such a dominant, forceful

manner that no one can possibly miss you—and everyone will remember you.

Erect a sparkling Federal Electric Sign—its drawing power is remarkable. Get business—now.

**12 MONTHS TO PAY**

A small payment brings you this wonderful new sign—it pays for itself while you pay for the sign—beautiful blue and white porcelain enameled background—the big letters are of snow white Silveray glass, smooth and very easily read from a great distance in each direction.

Costs only a few cents a day for electricity.

Employ this unusual business booster without delay. You need it now. Send coupon for full information and prices as well as free sketch showing how your Federal Electric Sign will look. No obligation—do it NOW.

FEDERAL ELECTRIC COMPANY  
Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....  
Street and No..... Business.....  
Store Frontage..... No. of Floors.....

T. M. W. No. 3

*Federal Electric Signs are the cause of a busy street; not the result.*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

been made to the Lakeside Co. for amateur sets that it has begun to make and supply them. Bill Fricke is an old hand at the wireless game and by virtue of having had over twenty-five years of experience as an electrical engineer he knows just where to go to make the necessary connections. Then, again, as the trade has been paying more or less attention to wireless, he decided that his company would offer its line of wireless goods to the trade.

**Appointed to Wholesale Force**

Henry J. Free, for the past three years with the Chicago office of the Aeolian Co., has just been appointed to the wholesale force of that company and will look after the dealers on the South Side. In his work at the wholesale office he thoroughly acquainted himself with the Vocalion products. He originally came to the Aeolian Co. with the thought in mind to get on the sales force, and in taking over his new duties he is enabled to handle the Aeolian trade



Henry J. Free

intelligently because of this experience. At present there are seventy-five dealers in the city of Chicago and a great number of these will be handled exclusively by Mr. Free, who believes that he is in position to offer valuable services to these dealers by virtue of his long

**W.W. KIMBALL CO.**  
Distributors

**Okeh Records**

Earliest releases of "hits" in popular songs and dances; Standard and Classical; Opera numbers by singers internationally celebrated.

Our service in *Okeh* Records will mean **rapid turnover** and **quick profit**.

Write for Agency Terms

**W. W. KIMBALL CO.**  
Established 1857

306 So. Wabash Ave., Kimball Bldg. CHICAGO

Manufacturers of Phonographs, Pianos,  
Player Pianos and Pipe Organs

experience in and wide knowledge of the industry.  
**Novel Publicity Stunt**

A very unique feature of the Balaban & Katz motion picture theatres during the past four weeks has been the rendition of the song "I Hear You Calling Me" by a human voice through the amplifying chamber of a real talking machine. The curtain rises; a girl attendant walks up and winds the machine, places the reproducer on the record and the song begins. Just as the end of the song and of the record is reached the lighting effect is changed and the singer's head is seen in the horn of the talking machine.

**First National Ad for Hall Mfg. Co.**

The February 25 issue of the Saturday Evening Post carried the first ad of a series of national advertisements to be run by the Hall Mfg. Co. This ad, which was one column wide and a half column long, told the value of the Hall fibre needle and how it preserves and lengthens the

life of a record. The illustration shows the fibre needle in the holder at the end of the stylus bar, showing that it is played in exactly the same manner as a steel needle. In a few weeks there will be a group of national magazines coming out which will carry more Hall fibre needle national advertising, and the Hall Co. is calling this fact to the attention of its dealers, so that they may be able to tie up.

**Death of Judge A. A. Rolf**

Judge A. A. Rolf, of the Jewel Phonoparts Co., died suddenly on February 24 at his home, 10612 South Hoyne avenue. For many years Judge Rolf was heavily interested in this company and at one time was its president. However, on last October he disposed of the greater part of his interest, retaining only a small portion. At the time of his death he was secretary, director and attorney for the company. Judge Rolf had been a resident of Chicago for sixty years and for many years during his career as a lawyer he served as assistant judge in the Probate Court of Chicago. He was a thirty-second degree Mason and was a member of the board of directors of the Hamilton Club. He was also associated with the Eagle Ottawa Letter Co., and several other large corporations. He is survived by his widow, Josephine Rolf, three sisters and one brother.

**To Handle the Columbia Line**

One of the most recent additions to the Columbia representatives in Chicago is the White Eagle Furniture Co., which operates two stores, one at 8812 Commercial avenue, South Chicago, and the other at 3822 Cedar street, Indiana Harbor, Ind. A. R. Krajewski, the proprietor, is well known in Polish circles of South Chicago. The success of his two large furniture stores can be attributed directly to the influence he has gained. For many years Mr. Krajewski was bailiff of the Cook County Court, and in this office many opportunities presented themselves whereby he could aid Polish immigrants and residents in this country who were in difficulty. This naturally built up a great following for him.

The selection of the Columbia line was influenced by the fact that it publishes a complete Polish catalog. A modern Grafonola department has been installed in both the stores. One of the features in the laying out of this store is that throughout all departments they have placed Columbia machines which are operated by Motrolas, so that there will be a continuous playing,

(Continued on page 116)

**Repair Parts**  
For All and Every Motor  
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.




INCORPORATED UNDER THE LAWS OF ILLINOIS

**Consolidated Talking Machine Co.**  
Manufacturers of  
High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"  
CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Gratiot Ave., Detroit, Mich.



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

and whether a person comes in to purchase a stove, a rug or what not they are being constantly reminded of the Columbia Grafonolas, and this gentle reminder has in many instances caused buyers to stop, look, listen and purchase.

## Takes on Vocalion Line

The Petersen Furniture Co., of this city, conducting stores at 3662 Irving Park boulevard, 4931 North avenue and 1048 Belmont avenue, respectively, has just taken on the complete line of Vocalion talking machines and Vocalion Red records for its three stores. The taking on of this well-known line of talking machines and records was featured by this company with a large advertisement, which appeared in Chicago newspapers. The opening paragraphs of this advertisement read as follows:

"We take pleasure in announcing that we are now representatives for the famous phonograph, 'The Vocalion' and the Vocalion Red record. It is gratifying to announce to our patrons this important affiliation. You are cordially invited to hear and inspect our handsome line of period Vocalions and hear the delightful Red records at your convenience."

The balance of the advertisement was given over to handsome illustrations of various Vocalion period models.

## Steady Improvement in Business

Charles F. Baer, president of Charles F. Baer & Co., talking machine manufacturers, who is one of the oldest talking machine men in Chicago, says that there is, beyond all question, a slow but steady improvement in the sale of talking machines. Mr. Baer harks back to the good old days when the Columbia Co. opened its headquarters here, when first he got into the talking machine game. He has been actively engaged ever since that time and knows the actual ups and downs of the trade through all these years. In his opinion, the period of depression through which we have just passed is nothing new or unusual; the trade has gone through other similar periods in the past and

the talking machine business always has come out smiling in due time.

"We know that history repeats itself," says Mr. Baer, "and is at present showing signs of doing so again. The recent period of depression is nothing in comparison with that which occurred in 1907, and inasmuch as the music business in general came through that in due time, I can see no reason why we should not go through this. We are going to have good business, with plenty of good, honest competition; but it will take work and salesmanship.

"Our factory is being kept busy, with a sufficient number of orders ahead to keep us working at a good rate. There is a strong demand for console models, and we are planning to take care of the increased business along these lines. There is a sufficient demand for talking machines of good quality at reasonable prices, and the manufacturer who is in position to offer quality and price can get enough business to make his plant work eight hours per day, with sufficient profit at the end of the month to net him a proper return on his investment."

## A Lyon &amp; Healy Innovation

L. C. Wiswell, manager of the Lyon & Healy Victor department, both wholesale and retail, announces a unique innovation in their retail Victor service, namely, a personal interpretation of new Victor selections. Mr. Wiswell is the originator of this plan, which has never before been used.

In conjunction with the opening day for new records he has got together a group of Chicago artists who sing and play in person. These artists make the announcement that the numbers they are about to render can be had on Victor Record No. so and so, which is being released during the current month.

The program is given in the record department of the Lyon & Healy establishment from 12 to 3 o'clock and has nothing to do with the regular recitals held in the recital hall. Announcements are sent out in advance to Victor

patrons, and they have been splendidly received.

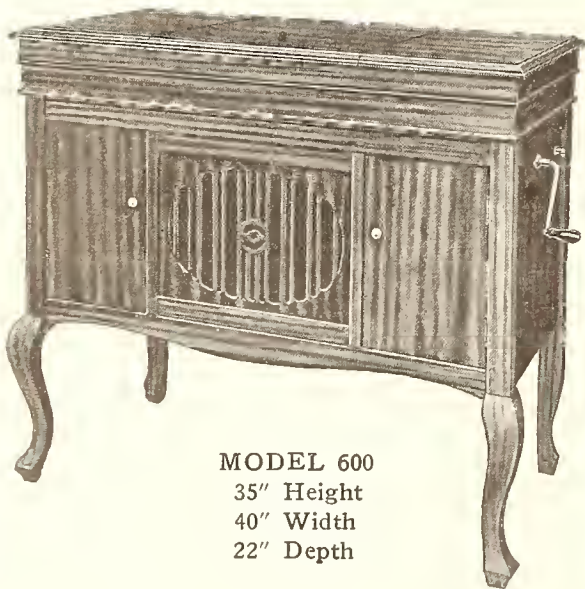
The new plan was launched during the first week of March at the main store at Jackson and Wabash. A few evenings thereafter it was given at their South Side shop and the next evening at the North Side shop. Mr. Wiswell plans to make this a permanent feature in the sale of Victor records and says that the new scheme has met with success. Already there is quite an increase in retail business, which is to be traced directly to this new method of exploiting the Victor business. The numbers given are of diversified character, jazz, popular songs, dance selections, folk songs, operatic arias; in fact, music of every kind.

The artists working with Mr. Wiswell are Lucille Haley, soprano; Carroll Kerns, baritone; Harold Saxler, violinist, Mary Malone, accompanist, and the North Shore Promenade Orchestra.

## W. C. Eckhardt Resigns

W. C. Eckhardt, who for the past three years has been managing sales promotion of the Phonograph Co. in this city, has announced his resignation. He has taken up a new line which is known as W. C. Eckhardt Service. This new business venture of Mr. Eckhardt's comes as a direct result of an investigation made among several hundred Edison dealers, jobbers and individuals, identified with the promotion and development of the Edison retail music business.

During his long association with talking machine men he found a need for a service which he has now worked up for talking machine retailers. His plan coincides with a new move of the Edison Co., which calls for disbanding its own promotion department. Mr. Eckhardt has had six years of actual experience in this work in the talking machine and music business and knows dealers in all parts of the United States. His first work on promotion lines was with the Gundlach Advertising Co., of Chicago, for which he handled advertising matter and prepared advertisements for Edison jobbers.



MODEL 600  
35" Height  
40" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

## OUR JOBBERS FACTORY PLAN

QUALITY      VALUE      SERVICE

*We operate a plan that makes*

## OUR PLANT—YOUR FACTORY

NO INVESTMENT      NO HANDLING      QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
110-126 WEST 3rd STREET  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

**Templar Autostop**  
**It Stops as a Stop Should Stop**  
*For Proof of this, order a Sample*  
**TEMPLAR MFG. CO.**  
 3225 Lexington Street  
 CHICAGO, ILL.



In a sense, Mr. Eckhardt acts as the advertising manager for all dealers who subscribe to his service and these dealers have the privilege of calling upon him for advice as often as they see fit; in other words, his vast experience is being crystallized in the form of a series of talking machine advertisements which he furnishes to his subscribers each month. The style of copy is such that everybody can readily understand it—full of straight-from-the-shoulder sales talk that will make people feel like buying.

Each month these advertisements are sent out in proof form. At the end of a year this series, if produced by one dealer, would cost more than \$1,000, whereas by virtue of the Eckhardt service it costs the dealer only a nominal sum.

**Edison Dealers Happy**

The Edison dealers of Chicago are taking quite a bit of advertising space in Chicago papers announcing the new prices of Edison goods, which went into effect March 1. These announcements convey the news that the \$2.25, \$1.85 and \$1.35 records have been reduced to \$2, \$1.50 and \$1, respectively. The new price of the Hepplewhite model is now \$145, former price being \$167.50, and the Jacobean, which formerly sold at \$265, has been reduced to \$245. The other Edison models are unchanged in price. The Edison dealers are anxiously awaiting the arrival of the two new Edison console models, both of which carry the Laboratory Model motor.

**New Bulletin Mailer**

The latest piece of Brunswick service for its dealers is a new folder, designed to take the place of an envelope, with which Brunswick dealers mail out their monthly bulletins. This new folder is a three-page affair, printed on both sides, making a total of five reading pages, with the sixth left open for addressing purposes. The text matter is handsomely illustrated by means of beautifully colored cards, miniatures of the regular monthly show cards, and the text matter gives little stories pertaining to each record, which instead of calling attention to the technical parts of the rendition, takes up a story applicable to that particular record. For example, the Brunswick record No. 13004, "Habanera" (from "Carmen"), as sung by Irene Pavloska, is handled in the following manner:

"When the African slave ships dropped anchor in the West Indies the blacks brought with them a particular type of wild music to which they danced. Carried back to Spain by returning Cubans (who had learned it from the blacks), this music became very popular, but was savagely attacked as indecent. The Spaniards called it "Habanera," from Havana, where they supposed it had originated. Bizet introduced the most famous of all the "Habaneras" into his opera, "Carmen," where it is sung by the cigarette girl of Seville to allure the unimpressible soldier, Don Jose."

Besides these historical data applicable to records is an illustrated story of Benjamin Franklin and the Armonica. This instrument consisted of a number of glass discs assembled

so that they revolved on a spindle passing through water as they turned. The performer sat in front of them and played the instrument by touching the moist edges of these glass discs with his fingers as they revolved. The story goes on to tell how both Mozart and Beethoven composed for it.

**Wizard Co.'s Progress**

George L. Hadley, of the Wizard Phonograph Co., makes the announcement this month that a new type of console will be added to its Valuephone line ere long. The new console is something very original and unique and offers room for a new invention in talking machines, on which Mr. Hadley has already made application for a patent. Mr. Hadley took The World representative through his plant and pointed out the activity in every department where capacity has been reached and is carried on through the entire eight working hours during the day. He explained that the gradual growth of Valuephone business right through the period of depression just passed was due to the fact that his concern was not too large to keep closely in touch with the actual cost of production and selling instead of having to guess at costs and finally plus them to the dealer's price without making quotations. He stated that the Wizard

Co. had made less money than should have probably been made on the amount of business they had done, but, on the other hand, he believes that they might not have had the volume or made the headway had they undertaken any other policy.

**Opening of Bissell-Weisert Co.**

The Bissell-Weisert Piano Co. has opened its warerooms at 26 S. Michigan avenue, having moved from its formal home in the Fine Arts Building. The announcement of this new move was made in these columns several months ago. The new warerooms are very luxurious, embracing a thirty-foot frontage on Michigan avenue, extending backwards for over eighty-three feet. The architecture and interior finish are Greek in treatment, and one of the prominent features in the arrangement is a series of heroic medallions from the hand of Emil Zettler, one of Chicago's foremost sculptors. Throughout the establishment the color scheme is a rich gray-green, while the treatment of the large and attractive show windows is carried out in Chinese gold, on a dull red background. The lighting system blends artistically with the coloring of the walls, medallions and panels. In the rear of the shop are located the offices and

(Continued on page 118)



# The Oro Tone

**QUALITY FIRST**

Just Say—

## Send Samples on Approval

For the **EDISON**

**WHAT THIS DEALER SAID**

"I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order."



**No. 1E ORO-TONE**  
 For Playing All Records on the Edison  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
 Retail price, Nickel Plated, \$7.50.  
 Highest Grade Gold Plate \$10.50.

**ANOTHER DEALER SAYS**

"Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument."



**No. LS-V ORO-TONE**  
 For Playing All Records on the Victor  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
 Retail price, Nickel Plated \$6.50.  
 Highest Grade Gold Plate \$9.50.

**WHY DON'T YOU ORDER SAMPLES TODAY?**



**No. 1C ORO-TONE**  
 For Playing All Records on the Columbia  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
 Retail price, Nickel Plated \$6.50.  
 Highest Grade Gold Plate \$9.50.

ASK FOR A COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

**The Oro Tone Co.**  
**QUALITY FIRST**  
 1006 GEORGE STREET  
 CHICAGO, ILL.

Made in Canada by  
 W. H. Banfield & Sons, Ltd.  
 Toronto

**THE ORO-TONE CO.**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

spacious hearing rooms, wherein are found Victor talking machines and records, as well as Chickering, Krakauer Bros. and Marshall and Wendell pianos. All styles are shown of these instruments, which are most artistically arranged.

**Handsome Steger Magazine**

The February issue of the Steger Magazine, published by Steger & Sons Piano Mfg. Co., of Chicago, appears this month in new dress and with a new style of make-up and editorial matter. The editor of this little magazine is none other than Sherwin Murphy, advertising manager of the Steger Co. The cover design shows the big ornamental entrance to the Steger Building. The issue consists of twenty-four pages and is handsomely illustrated. The back outside cover exhibits an excellent likeness of the late John V. Steger, founder of the great Steger institution, and a picture of the city of Steger, Ill.

**Chicago Jobber Visits New York**

C. B. Cordner, head of the Symphony Music Co., Chicago, Ill., has been visiting the trade in New York City the past ten days. Mr. Cordner has completed plans for adding a wholesale line of small goods for Chicago and Middle Western territory. While in New York he succeeded in making some important connections with musical merchandise manufacturers and wholesalers. He will shortly be ready to pursue an ambitious and energetic sales campaign in behalf of the various lines of musical merchandise.

**Spofford Sells on Train**

F. S. Spofford, Sonora dealer, with headquarters in the Republic Building, has just returned from a six weeks' vacation at his fruit farm at Sarasota, Fla. On the trip down to Sarasota, as well as when coming back, Mr. Spofford entertained the passengers aboard the train with a concert which he rendered with the aid of a portable Sonora. "We had a splendid time with the music," said Mr. Spofford. "Whenever I make a trip I always bring my little portable

Sonora with me. A great many Chicagoans aboard the train became very interested in this little instrument. Quite a number of them gave me their names and addresses and asked me to look them up upon my return to Chicago. Several of these names turned out to be really good prospects and in some instances I sold not only portable Sonoras but larger models.

**Engravers Pick Best Illustration**

An advertising illustration used by Lyon & Healy attracted so much attention because of its beauty that the Wood Engraving Association of Chicago selected it as an appropriate subject to work up as an exhibition of their handicraft. They used the finished product extensively, after which they presented the original wood cut with their compliments to Lyon &



Lyon & Healy's Artistic Wood Cut

Healy. As the wood cut is entirely hand engraved the cut shown was done at considerable cost, as an artist of the highest type was necessary to develop it.

The simplicity of the wood cut is the real reason of its attractiveness. The wood engraving is as much an art as the penciling of the



**Edison Diamond  
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
*Formerly Jas. I. Lyons*  
17 W. Lake St. Chicago

drawing of the painting of the picture. Substituting the graver for the brush, the engraver developed in delicate line a picture that is unsurpassed for printing, on the lightest, softest paper and for reproducing all the tones in the original from pure white to solid black.

**Visitors From Ohio**

Two recent visitors to our metropolis were Mr. and Mrs. Lucien Hockett, of Bellefontaine, O. On their visit to Chicago they called at the plant of the Magnola Talking Machine Co. and were taken through its large building on a tour of inspection. Mr. Hockett reported trade very good in his locality and stated that he had done a very satisfactory holiday business.

**Foreign Business Better**

F. P. Bassett, vice-president of the Magnola Talking Machine Co., reports that foreign business of this concern has improved considerably during the past few weeks, though the reasons for the improvement are not evident. According to Mr. Bassett, the fact that some talking machine companies are experiencing a boom in export business is a very good sign.

**Tell Taylor Incorporates**

One of the recent incorporations in Chicago was the publishing concern of Tell Taylor, of

**WE MANUFACTURE THOUSANDS OF THESE STYLES  
FOR BOTH JOBBERS AND DEALERS  
WHY NOT FOR YOU?**

**THEY HAVE AN ENVIABLE PLACE IN EVERY LIVE DEALER'S LINE**

**MANY BUYERS NEED A QUICK AND INEXPENSIVE START,  
OTHERS HAVE USE OR SPACE FOR NOTHING ELSE**

Particularly Adaptable for Special  
Pricings in Attractive Window Displays  
and Various Forms of Sale Advertising.

**YOU CAN BUY THESE,  
TO PRICE, SO THEY  
WILL SELL ON SIGHT**

*Fine Tone and Big Volume, In-  
strumentally, They Are Wonders*

**Specifications**

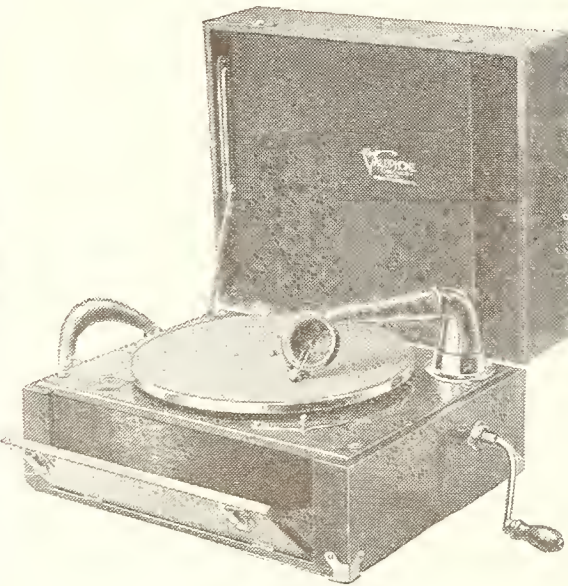
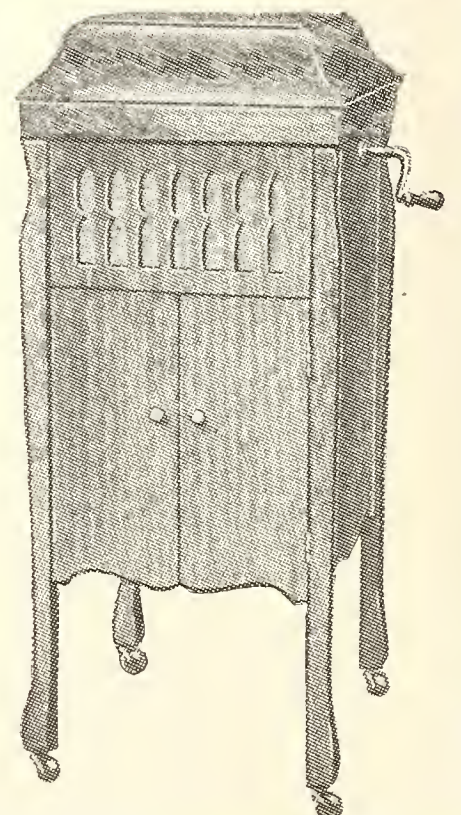
Heineman Double-Spring Motors and Tonearms

**Portable Valuphone**

17" Wide, 14" Long, 8½" High  
Weatherproof Walnut Finish

**Valuphone Junior**

43" High, 17" Wide, 19" Deep  
Mahogany--Figured Oak, Waxed or Fumed



**— A Bit of Sale Psychology —**

**D**ISPLAY or advertise these styles at attractive prices and arrest the attention of the quick decisionists. They'll come right in.

**H**UNDREDS pass your fine store every day who decide it is an expensive place to trade. Reverse these ideas.

**F**EATURE values to suit those who read as they run—they decide for themselves.

**D**EALERS are invariably selling these styles when they least expect to, and again we say

WHY NOT YOU?

**WIZARD PHONOGRAPH COMPANY, INC.**

ANTON CUMMINGS, President

**MANUFACTURERS of the CELEBRATED VALUPHONE PRODUCTS  
1977 OGDEN AVENUE CHICAGO, ILLINOIS**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

19 South Clark street, with a capital of \$10,000. The incorporators are Isham Jones, Harry P. Manus and A. Lienthal.

**Now With Colwell**

R. A. Buttell, who for some time has been with the music department of Montgomery Ward & Co., has just made the announcement that he has severed his connection with that large mail order house and has taken over the management of the music department of the E. B. Colwell department store, of Monmouth, Ill. The Colwell music department carries a full line of Victor and Columbia goods, as well as sheet music, small instruments, etc.

**New Quarters for Waterson, Berlin & Snyder**

Waterson, Berlin & Snyder, who have for years conducted a retail talking machine and sheet music shop on the second floor of the building at the southwest corner of State and Monroe streets, will move to a new location on May 1. This store has come to be known popularly as Ted Snyder's Music Store and is one of the busiest shops of its kind in Chicago. Besides a full line of popular sheet music this store retails small goods of nearly every description, as well as Columbia Grafonolas and records.

On May 1 this company will move its entire retail stock to 26 West Monroe street. The new location is adjacent to the Majestic Theatre and occupies a space of about a hundred feet in width by about one hundred and fifty feet in depth. The plans call for one of the most elaborate retail music stores in the Loop district of Chicago. The sheet music counter, according to the blueprints, will be one hundred feet in length. There will be twenty hearing booths in the talking machine department of regulation size and one big sound-proof reception room occupying a space thirty feet long and thirty feet wide. The show window space will occupy the entire frontage. On the opening day Frank Clark, Western manager for both the wholesale and retail interests of Waterson, Berlin & Snyder, plans to put on an entertainment lasting an entire week that will be the talk of the town. Mr. Clark has already made arrangements with some of the theatrical stars who will play in Chicago that week and has also made musical arrangements with Paul Biese, Westfall and other well-known musical organizations. Ted Snyder himself and other officials of this organization, together with their whole staff of songwriters, will be on hand for the big event.

**Appointed Factory Representative**

Tom Cullen, 504 Isabella Building, makes the announcement this week that he has been appointed factory representative for the "Famous records of the New York Recording Laboratories." Mr. Cullen will carry only a sample line of these records and will not attempt to fill orders from his headquarters. Since his appointment as factory representative he has gone very carefully over the Chicago trade and says that the retailers here have received these 50-cent records very favorably. Already he has been successful in closing several good jobbing accounts in Chicago and is at present planning a trip that will take him throughout the Western territory, where he feels he will be able to close quite a number of other jobbing accounts.

**Represents Silent Motor**

Walter Magill, one of the best-known men in the supply trade in the West, has just been appointed Western manager of the Silent Motor Corp., of Brooklyn. In order to take care of this new business and carry a complete line of Silent motors it was necessary for Mr. Magill to move his offices, which were located in Room 1,400, Consumers' Building, to a larger and more commodious suite in Rooms 1200-1202-1204 of the building. Mr. Magill has had long experience in the motor game and is going after the trade with his line of Silent motors in a big way. He has already submitted samples to the trade of Chicago and the manufacturers report favorably and quite a number of them have placed orders. Mr. Magill leaves Chicago at the end of this week for a visit to the Western trade. His first stop is St. Louis and his plans at this time are



**Are You Buying Discounts?**

OR

**Are You Buying Value?**

*When You Buy Value Then Only Can You Sell Quality*

Hiawatha commands  
Instant Approval  
And Complete Satisfaction of  
Whoever looks or listens.  
And the greater value  
That is only found in  
Hiawatha Phonographs is  
Always productive of sales.

CABINET      FINISH      SUPREME

**HIAWATHA PHONOGRAPH CO.**

**209 South State Street**

**Chicago, Ill.**

not definite as to whether or not he will continue westward to the Coast and then swing down toward the Gulf States.

**Announces Marriage**

W. P. Meissner, vice-president of the Sterling Devices Co., of this city, announces the marriage of his daughter, Clara Beatrice, to James T. Watson, of Chicago. Mrs. Watson has all the good wishes of her many friends, as she is most popular with the younger North Side set.

**CHICAGO INCORPORATION**

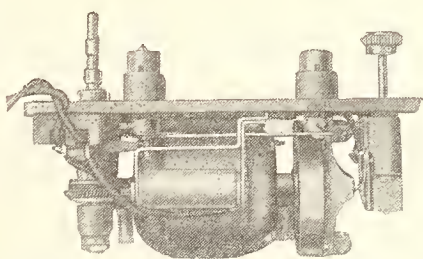
The Lafayette Phonograph Co., 1358 North Wells street, Chicago, has incorporated, under the laws of the State of Illinois, to conduct a general musical instrument and talking machine business, with a capital of \$20,000. Incorporators are: W. H. King, Jr., R. McCormick and Adams and Ames W. Ross.

**CASALS AT RADIO STATION**

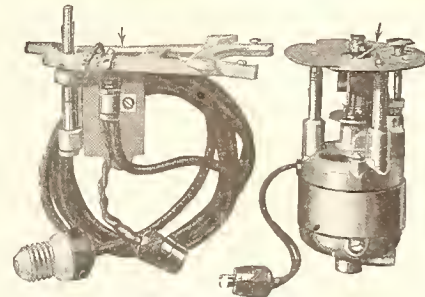
CHICAGO, ILL., March 4.—Pablo Casals, famous cellist and exclusive Columbia artist, appeared recently at the radio station in the Music Hall of the University of Chicago and his concert was broadcasted by wireless throughout the country. His program was well chosen, and judging from the reports of the wireless enthusiasts the Casals concert was one of the events of the season.

The Mickel Music Co., Victor dealer, of Marshalltown, Ia., recently featured the appearance of Lambert Murphy, Victor artist, in its advertising, with profitable results.

The firm of Oehring & Gjertsen is featuring the Victor line of talking machines and records in Elkador, Ia.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**Motors, Tone Arms, Hardware and Accessories**

If you are interested in WIRELESS send us your name and we will put same on mailing list. Will be pleased to send you literature on parts as fast as they are ready for sale.

**LAKESIDE SUPPLY COMPANY**

**416 SOUTH DEARBORN STREET**

**CHICAGO, ILL.**



**SONORA JOBBERS HOLD MEETING**

Informal Gathering of Group of Sonora Jobbers in New York—Guests of Company at a Dinner—Discuss Practical Topics of Interest

During the first week in March quite a number of Sonora jobbers visited New York in connection with a convention that was held in another commercial field. Taking advantage of this opportunity, the Sonora Phonograph Co. invited some of the Sonora jobbers in nearby territory to visit New York, and a get-together meeting of an informal nature was held at the Waldorf-Astoria Hotel.

In addition to the jobbers who were present there were also in attendance many of the Sonora executives, and the meeting was noteworthy for the practical nature of the discussions that were held. Plans and policies for the coming year were outlined in detail, and at the close of the meeting the jobbers were the guests of the company at an informal dinner.

In the accompanying photograph showing those who attended this get-together gathering the personnel, reading from left to right, is as follows: Frank E. Goodman, assistant sales manager of the Sonora Phonograph Co.; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa.; J. O. Morris, M. S. & E., Boston, Mass.; L. C. Lincoln, advertising manager, Sonora Phonograph Co.; C. S. Redfield, president of the Redfield Advertising Agency, New York; Maurice Landay, Greater City Phonograph Co., New York; S. O. Martin, vice-president, Sonora Phonograph Co.; Frank J. Coupe, vice-president and director of sales, Sonora Phonograph Co.; F. M. Steers, Magnavox Co., San Francisco, Cal.; Fred E. Yahr, Yahr & Lange Drug Co., Milwaukee, Wis.; Geo. E. Brightson, president of the Sonora Phonograph Co.; T. M. Griffith, Griffith Piano Co., Newark, N. J.; C. V. Vastine, C. D. Smith Drug Co., St. Joseph, Mo.; Joseph Wolff, vice-president, Sonora Phonograph Co.; Mr. Allen, Griffith Piano Co., Newark, N. J.; O. C. Maurer, Kiefer-Stewart Co., Indianapolis, Ind.; A. H. Trotter, Gibson-Snow Co., Syracuse, N. Y.; C. W. Keith and Robert H. Keith, Long Island Phonograph Co., Long Island City, N. Y.; Waldo G. Morse, director, Sonora Phonograph Co.; J. J. Schratweiser, Long Island Phonograph Co., Long Island City, N. Y.; H. S. Thompson, secretary, Sonora Phonograph Co.; John Herzog, vice-president, Sonora Phonograph Co.; W. D. Davis, Magnavox Co., New York, and H. C. Valeur, treasurer, Sonora Phonograph Co.

**M. E. LYLE TO REPRESENT REGAL**

Well-known Talking Machine Man Appointed Atlanta Representative of Regal Record Co.—Also Represents the Strand Phonograph

The sales division of the Regal Record Co., New York, has announced the appointment of Mervin E. Lyle as Regal representative in Atlanta and the surrounding territory. Mr. Lyle, who is well known in talking machine circles throughout the country, was recently appointed Atlanta representative by the Manufacturers' Phonograph Corp., New York, maker of the Strand phonograph. He has opened attractive offices in Atlanta, and his thorough familiarity with every branch of the talking machine business will undoubtedly enable him to attain signal success with the Regal record line.

**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.  
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of  
**EUREKA NOISELESS TALKING MACHINE LUBRICANT**  
Write for special proposition to jobbers  
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

**OTTO HEINEMAN IN EUROPE**

President of General Phonograph Corp. Sails for Six Weeks' Trip—Will Visit Leipzig Fair—Accompanied by A. G. Bean

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by A. G. Bean, president of the General Phonograph Mfg.



Otto Heineman

Co., Elyria, O., together with Mrs. Heineman and Miss Bean, sailed a few weeks ago on the steamer "Olympic" for a six weeks' visit to European countries.

According to Mr. Heineman's schedule, he will first visit Berlin, conferring with the executives of the Carl Lindstrom Co., Ltd., for which the General Phonograph Corp. is American representative, and will then attend the Leipzig Fair, which is one of the most important European commercial exhibits. Although Mr. Heineman's trip is ostensibly in the nature of a combined business and pleasure sojourn, it is safe to predict that he will have very little time for sightseeing, as there are many industrial activities abroad which will interest him in a great measure. He is expected back in New York the latter part of this month.

**NEW VICTOR PARLORS IN MASSILLON**

MASSILLON, O., March 6.—What are said to be the finest Victrola parlors in this section of the State were opened last week in the new C. J. Duncan store, 8 East Main street. The store is of three floors, the main floor being devoted to the jewelry division. The Victrola parlors are on the second floor, accessible by elevator. Sound-proof record booths are arranged along one side of the room, while in the rear is the record department. Mr. Duncan has just recently taken on the Victor line here, having confined himself previously to jewelry.

**SHLIEDER ACTIVE IN ASHEVILLE**

ASHEVILLE, N. C., March 4.—The number of Pathé owners in this section of the State was considerably augmented through a recent sale of Pathé phonographs conducted by G. M. Shlieder & Co., Pathé dealers, of this city. Especially attractive prices and terms were offered which resulted in a large number of sales.

The talking machine business of Nelson & Son, Cherokee, Ia., has been purchased by T. D. Boothby. Mr. Boothby has had a wide experience in the merchandising of Victor products and will push this line in his new enterprise.



Sonora Jobbers and Executives Who Attended the Informal Conference Held at the Waldorf-Astoria Hotel, New York.

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

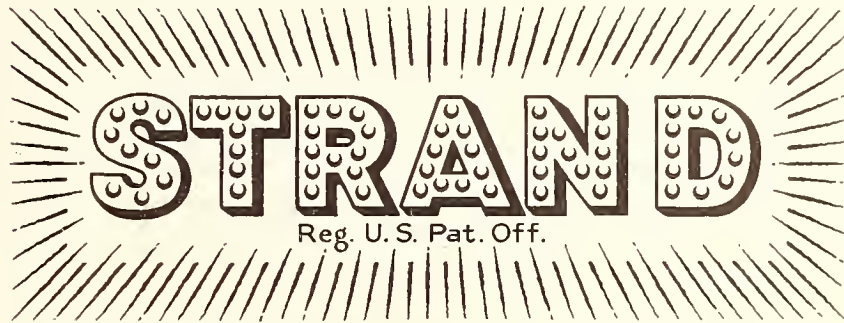
Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA

**D. R. DOCTOROW**

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800



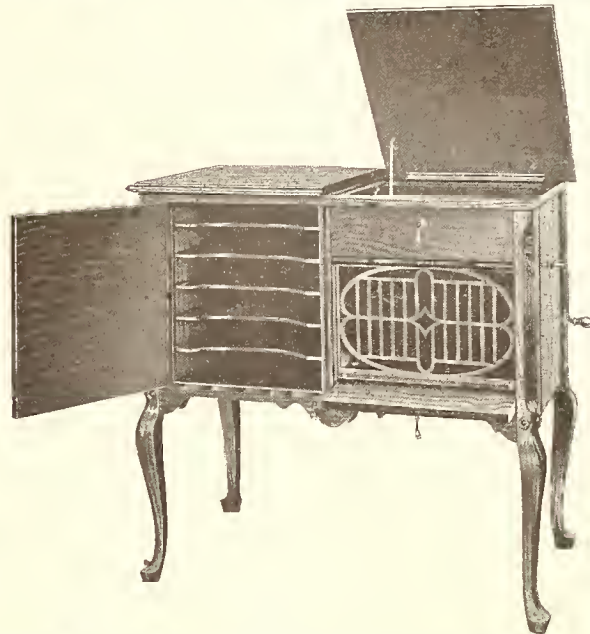
The New and Better  
Phonograph



Tone, Quality,  
Design, Price

The Console is *the* Phonograph of Today  
—and the STRAND is *the* Console!

**LOUIS XV**  
CONSOLE  
MODEL 1  
Mahogany  
or  
Walnut  
**List**  
**\$150**



**QUEEN ANNE**  
CONSOLE  
MODEL 8  
Mahogany  
or  
Walnut  
**List**  
**\$125**

**75% of Our Sales are Re-Orders**

Phonograph sales today are unmistakably moving in the general direction of the console instrument—the properly designed, true-to-period, flat top, practical, double service instrument. Dealers who have posted themselves about present-day merchandising conditions are enthusiastically and energetically getting behind the new Strand Consoles.

Dealers who find business quiet should handle instruments that are in active demand—that *sell* while old-style talking machines are standing around.

Strand Consoles have been on the market but a few months. Yet 75% of our sales have been *re-orders*. That's strong evidence of Strand quality and Strand value.

Among the 500 Strand dealers are such representative concerns as R. H. White & Co., Boston; Frederick Loeser & Co., Brooklyn; James A.

Hearn & Sons, New York; Strawbridge & Clothier, Philadelphia; Kaufman & Baer, Pittsburgh; Bailey Co., Cleveland; The Emporium, San Francisco; Maison Blanche, New Orleans.

In addition to the two models illustrated, our Model 2 (Italian Renaissance Console) at \$175; and our Model 4 (Louis XVI Console) at \$200 are correspondingly correct and beautiful.

All models made of finest mahogany or walnut, faithful representations of each period. Equipped with heavy double spring motor, all-wood tone chamber, solid-brass tone arm and universal sound box, which permits the playing of all records, and with six well-finished record shelves built in.

Every Strand instrument is guaranteed, not only as regards tone, finish, design and workmanship in every part, but also in *packing*. Our packing and shipping system is *trouble proof*.

**"IT'S THE DEALER'S TURN NOW."**

*"The man who does the selling is entitled to a REAL profit."*

*"Better merchandise, lower list, and fatter discounts."*

**These Direct STRAND Representatives are Ready to Serve You:**

RICHARD H. ARNAULT, 95 Madison Avenue, New York City.

W. O. CARDELL, Tulsa, Okla.

A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.

CONSOLIDATED TALKING MACHINE COMPANY, 227 W. Washington Street, Chicago, Ill.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. S. GRAY, 942 Market Street, San Francisco, Cal.

R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio.

WALTER L. ECKHARDT, Empire Bldg., Philadelphia, Pa.

GEORGE C. SILZER, 1005 45th St., Des Moines, Iowa.

RICKEN, SEEGER & WIRTS, Globe Building, Detroit, Mich.

STERLING ROLL & RECORD CO., 137 West 4th Street, Cincinnati, Ohio

W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.

**MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Ave., New York**  
**GEO. W. LYLE, President**



# C I N C I N N A T I

*Business Trend Is Upward—Dealers Now Look for Good Spring Trade—Interesting Views on Radiophone Situation—Other News*

CINCINNATI, O., March 4.—The talking machine business here during February compared more than favorably with that of January, and some dealers report an advance over the trade of last month. Optimism is general, though dealers admit that business is not up to expectations at present. All are working energetically, and the belief is that the near future will see a gradual overcoming of trade inertia.

#### Dealers and the Radiophone

Most Cincinnati dealers are not ready to swallow without seasoning the present tremendous vogue of the radiophone, though all admit its possibilities. At any rate, Cincinnati dealers are not coming forward very rapidly with plans to install radio devices either for practical or for publicity purposes. There are, of course, one or two installations that have recently been made, but for the most part dealers are wary.

#### Edison Dealers to Meet

At a meeting of Edison dealers of this territory at the Hotel Sinton, Monday morning, March 6, there will be an announcement made of the policies of Thomas A. Edison, Inc. for the year. The Cincinnati office of the new Edison Co. is planning a tone test next week. The experiment will be made with the assistance of Glen Ellison, Scotch comedian, and Miss Hill, pianist.

#### Evidence of Business Betterment

The business done by the Ohio Talking Machine Co., 427 West Fourth street, during the past month showed improvement all along the line, both in records and machines. C. H. North, secretary of the company, said: "Business has been much better, and when business with us is good it is a dependable sign that business in Victrolas all around the trade is also up to standard. It means that enough sales are being made to compel dealers to place frequent orders for more stock. We are optimistic and feel, with reason, that the outlook is steadily improving. The tobacco situation in Kentucky is much improved, and there should be a great deal more money to spend there than has recently been the case. Regarding eastern Kentucky and West Virginia we are not so sanguine, owing to the mining situation and the constant threat of disruption in that line."

Mr. North, on being asked his opinion as to the value of the radiophone, said: "The theory is, of course, very good, but unless greater perfection is attained it probably will not go far. Several of our dealers have tried out the radiophone as a means of advertising, and in such cases it has aroused interest and curiosity."

#### Grafonola Sales at Widener's

A remarkable amount of business is being done by Widener's Grafonola Shops. Morris Fantel, of that company, said: "Our business during the

last month was fine, both in machines and records. We sold one-third more machines in February this year than last year, and our record sale was double that of the same month last year." Regarding the radiophone, Mr. Fantel said: "It is still in its infancy, and all depends upon the ultimate perfection of the device."

#### Baldwin Victor Shop Doing Well

The Victrola shop of the Baldwin Piano Co. is enjoying a very excellent volume of business, all things considered. Upon being asked his opinion of the radiophone, U. G. Rowbotham, of the Baldwin Victrola Shop, said: "The radiophone should be a wonderful thing—when it is perfected. At present its operation is marked by so many imperfections and handicaps that it is hardly fair to judge the device now."

#### Hard Work Boosts Sterling Business

B. L. Brown, of the Sterling Roll & Record Co., believes that hard work is the panacea for business troubles. He has put his theories to the test, with the result that business has shown a steady improvement at the Sterling establishment. Commenting about the radiophone, he said that a great deal of development would be necessary before it attained much value. He mentioned a few cases in which dealers had had radio apparatus installed, were not satisfied with it, and had discontinued it. Mr. Brown made several trips over various parts of Ohio during the month, and he said that throughout the State dealers think well of the radiophone, both as a means of publicity and as a mercantile proposition.

#### Features "Gypsy Blues"

Howard L. Chubb, of the Chubb-Steinberg Music Shop, is optimistic over the trade outlook. He said: "During the past month our business went along in an extraordinary manner, and proved to be much better than the same period last year. Though record sales were not great, sales of machines increased over the average and we look for better business generally in March. Our window display on 'Gypsy Blues' during the month did much to stimulate sales on that number and the output was large."

#### Western Arts Association to Meet

Chiefly through the efforts and prestige of the Cincinnati Symphony Orchestra and Eugene Ysaye, its director, the Western Arts Association decided to hold its annual convention in Cincinnati. This convention will begin at Emery Auditorium May 2. Virtuoso Ysaye and the Cincinnati Symphony Orchestra record for Columbia.

#### Passing of W. F. Higgins

W. F. Higgins, Richmond, Ky., died late in February. He was a Columbia dealer of prominence in his district and had built up a good

business. His business now is under the direction of M. B. Murphy, a son-in-law, and Mr. Coates, who are carrying forward the policies inaugurated by him.

#### Buys Columbia for African Missionary

A Columbia Grafonola and a supply of records, sold by A. F. Hibbard, of Hibbard's Music Shop, Huntington, W. Va., are destined for a very long journey. Mr. Hibbard made this sale to the Trinity Episcopal Church, of Huntington, for the use of a missionary in Liberia, Africa. Most of the records were fox-trots of the jazziest sort, for it is reported that Liberian natives prefer this class of music.

#### Many Dealers Add Brunswick Line

S. Reis, manager for the Cincinnati district of Brunswick products, reports a growing business and the opening of a number of new accounts during the past month. He plans to continue the policy of going out energetically to add new accounts in this district. This has proved to be the only successful method of getting business.

#### Starr Line Gaining in Popularity

E. I. Pauling, of the Starr Piano Co., reports a fine business both in machines and records. "People are recognizing," says Mr. Pauling, "the excellence of the Starr products, which are steadily growing in favor here."

#### The New Edison Co.'s Report

The New Edison Co., one of the live-wire dealers in this city, reports a fair volume of business during the past month. This is due in a great measure to the aggressive sales policy of the concern. The company has given a great deal of thought to the radiophone, with a view to using it, according to Mr. Oelman, of the company. Mr. Oelman said further: "There are too many imperfections to make it a safe undertaking. I believe, also, that it is more or less of a fad just now, and if broadcasting by radio becomes very common there will be a thousand conflicts of transmissions. In the main its value just now depends upon too many possibilities, with not enough certainties."

Under the direction of Manager Dessauer, Loury & Goebel Co., Pathé dealers, conducted a successful sale of Pathé phonographs.

## ELL & ELL WILL REPRESENT REGAL

Pacific Coast Music Publishers Appointed Regal Jobbers—Well Known in Far West

The Regal Record Co., New York, announced recently that Ell & Ell, music publishers, of Los Angeles, have been appointed distributors for Regal records for the Pacific Coast States. This concern is well known in the musical field, and among their recent successes was "Canadian Capers." Robert Levy, general manager of the company, will be in personal charge of the Regal activities. Wm. Zidell, a member of the firm, closed this important deal on a recent visit to New York.

Men of courage, with confidence in their industry and the nation, will triumph in 1922.

# Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.  
Let us send you details regarding agencies.



## A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.



# La Velle Bobolink Book

The same popular priced Bobolink Books and other Bobolink products introduced to the trade hardly a year ago by the A. C. Gilbert Co., changed only in name, will now be handled exclusively by the LaVelle Mfg. Company. They are exactly the same products which swept into popularity almost overnight. Truly artistic and beautiful playthings for children priced so everyone can afford to buy them.

## BOBOLINK BOOKS

Unique and extremely beautiful assortment of outfits designed particularly for children, that retail at \$1.00. Each outfit contains a 16-page book, beautifully illustrated in full colors from paintings made by the famous child's artists of the country, Willy Pogany and Maud and Miska Petersham.

Two double-faced playing records, with a combined playing time of 14 minutes. These outfits are packed in a beautiful four-color container that attracts attention—a big selling feature.

Standard items for which there is an all-year-round demand.

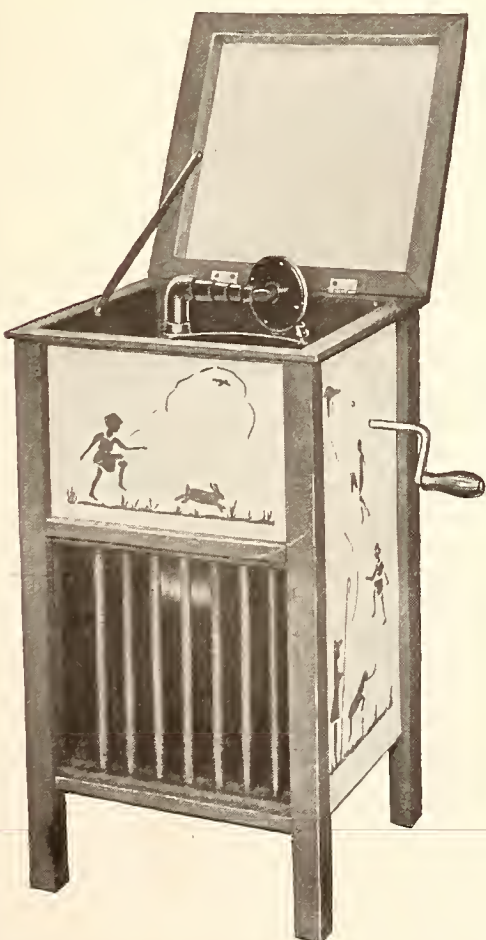


**Retails for \$1.00**

The Biggest Dollar Value in the Talking Machine Trade

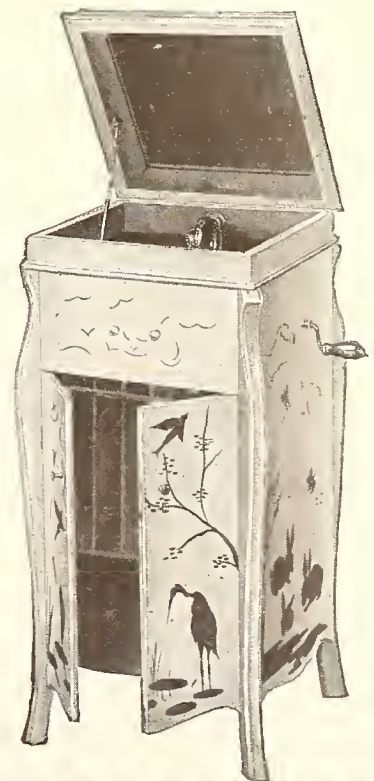
## BOBOLINK PHONOGRAPHS

Beautiful and highly practical instruments designed particularly for children. Well built and attractively finished.



- No. 401**
1. Retails for \$10.00
  2. Dimensions: 20" high x 10½" square.
  3. Metal sides and top, lithographed in a delicate ivory with children's designs in blue.
  4. Strong wooden frame, finished in a dark stained oak.
  5. Patented tone arm.
  6. Plays any standard record up to 7".

- No. 402**
1. Retails for \$18.00
  2. Dimensions: 26½" high x 12½" square.
  3. Sound box especially designed to give clear enunciation.
  4. Tone chamber of seasoned wood, giving a beautiful quality of tone.
  5. Plays any standard record up to 8" in diameter.
  6. A patented rack to hold twenty records.
  7. Finished in ivory, with beautiful decorations in blue.
  8. An unusual child's machine.



There are liberal discounts on the LaVelle Bobolink Line.

Send for Our Proposition Today. A Postal Will Get Our Catalog and Full Details.

**LA VELLE MFG. COMPANY**

Department A  
NEW HAVEN, CONN.



## HIGH-PRICED MODELS FAVORED IN BROOKLYN

Console Type of Talking Machine Is Featured in Many Stores—Dealers Plan for Spring Business—Brunswick Dealer Profits From Movie—New Victor Agency—Trade News

The trade in Brooklyn this past month has experienced a slight depression, but a gratifying feature of the business done was the demand for high-priced models. For this reason, although the actual number of sales was less, total receipts did not show a very great loss. The console type is being displayed in most stores, and, in consequence, the demand for this type of machine has been active, although the high-priced upright has found considerable favor among talking machine purchasers. Dealers' record stocks are in excellent shape, both as to completeness and arrangement, and in most stores the choice of the most particular person can be met. Plans are now being formulated by some dealers for an intensive drive for Spring business. This is to take the form of circularization of prospects and by the use of additional salesmen who are to be placed on the outside for house-to-house canvassing.

### Features Brunswick in Theatre

Milton Kramer, proprietor of the Brunswick Temple of Music at 956 Kingsway road, recently tied up his activities with the local Kingsway theatre by the use of a Brunswick phonograph in connection with the moving picture "Molly O," which was being featured in the program. Mr. Kramer featured model No. 122, which retails for \$300. The instrument was placed on the stage in full view of the audience, and during the showing of the picture several selections were played. Before the picture was flashed on the screen the well-known song record of the same name, "Molly O," was played, the tones of the phonograph being clearly heard in all sections of the theatre. This timely stunt is one of many which the store has resorted to in the interest of the Brunswick phonograph, which it features exclusively, and as Mr. Kramer stated, "It represents a real sales asset, not only in records, but in machines as well, and we have found that it is well worth the time and effort."

### New Victor Agency

After waiting for a long time Geller & Selden, who conduct a successful stationery business in Rockville Center, N. Y., have secured a Victor

franchise and are busily engaged in preparing an up-to-date store, which will contain all modern conveniences in equipment. An entire new store has been secured and it is planned to devote the larger part to the merchandising of Victor machines and records. They will continue their stationery business, but this will be located entirely separate from the other, as they believe that the new business will soon become of such size as to merit a space of its own. This new account was opened by the American Talking Machine Co., well-known Victor distributor, of Brooklyn.

### Farragut Temple of Music Pushing Vocalion

Another new addition to the Brooklyn retail field is a modern store, opened to the public this month at 1393 Flatbush avenue, which is to be known as the Farragut Temple of Music. The interior equipment is of the very best and the decorations are attractive, while the outside of the store is adorned with a brilliantly illuminated

sign that can be seen for several blocks. This store is featuring the Aeolian-Vocalion line of machines and records, and is prepared to make a strong bid for its share of the talking machine business in this section.

### R. H. Morris Recovers From Grippe

R. H. Morris, general manager of the American Talking Machine Co., Victor wholesaler, who has been confined to his home with a severe attack of the grippe, is expected back this week to resume his duties. The record classification work which this firm has been carrying on for the benefit of dealers is being enthusiastically received, and when finished it is the belief of this wholesaler that dealers will be equipped to take care of their record trade much more efficiently.

### Remodels Store for Victor Line

Theodore Jospe, Glen Cove, N. Y., is now remodeling his store in preparation of receiving his first shipment of Victor merchandise. Mr. Jospe has just secured the Victor line of machines and records, and he plans to equip his new store with attractive show rooms, private hearing rooms, and in general fit up his warerooms in the most approved style. This new exclusive Victor establishment is the latest addition to the list of the talking machine dealers on Long Island, and with its splendid new equipment should attract a large clientele and become one of the leading retail stores in this section.

### GRIFFIN ON EMERSON RECORDS

The Emerson Phonograph Co. has just issued an interesting record made by Gerald Griffin, the popular Irish tenor. This record, which features a selection entitled "St. Patrick's Day," has been released in plenty of time for Emerson dealers to take advantage of its timeliness as a sales stimulant prior to March 17, St. Patrick's Day. Gerald Griffin is well known in musical circles, as he has attained considerable success on the concert stage. He is at present a headliner on the big time vaudeville stage, attracting capacity audiences.

### JOINS REGAL SALES STAFF

J. H. Adams, who was formerly manager of the Brooklyn store of Jerome H. Remick & Co., music publishers, has been appointed a member of the sales staff of the Regal Record Co., New York. He is well known in the music field, and he has already produced splendid results in the introduction of the Regal line.



VICTROLAS

**R**EPORTS from all sections of the country indicate that the live Victor dealers are **AHEAD** of 1921 in sales and profits.

The new models of the Victrola; the standard styles; the new Lists of Victor Records and the wonderful Victor Catalog certainly give you merchandise of the finest quality.

So a big Spring season rests with you, yourself.

VICTOR RECORDS

**G. T. WILLIAMS CO. Inc.**

**217 DUFFIELD ST. ~ BROOKLYN, N.Y.**

## QUALITY

EVERY PIECE OF MERCHANDISE MANUFACTURED BY THE VICTOR TALKING MACHINE COMPANY IS NOTED FOR ITS FINE QUALITY FROM EVERY STANDPOINT.

IT IS ALL MADE TO PASS THE SEVEREST TEST. EVERY VICTOR DEALER SHOULD BE PROUD OF THE FACT THAT THE GOODS HE SELLS HAVE THIS REPUTATION.

THEY WARRANT THE HIGHEST KIND OF MERCHANDISING.

### DO YOUR PART

**AMERICAN**

**TALKING MACHINE CO.**

**BROOKLYN, N.Y.**

**VICTOR WHOLESALERS**





“RIGHT OFF THE PRESS”

# Pathé Actuelle Records

*Best Records Made*

GREATER VOLUME  
SWEETER TONE  
BETTER WEARING QUALITIES

## Five Records Dealers Will Stock

- 020696 { PERSIANNA—Fox - trot ..... Ernest Hussar and His Orchestra  
10-inch { Hotel Claridge, N. Y. C.  
75c { ALL THAT I NEED IS YOU—Fox-trot.....Samuels' Music Masters
- 020697 { GRANNY—Fox-trot ..... Onivas Dance Orchestra  
10-inch { STEALING—Fox-trot ..... Onivas Dance Orchestra  
75c {
- 020698 { WHY DON'T YOU SMILE?—Fox-trot.. Ernest Hussar and His Orchestra  
10-inch { Hotel Claridge, N. Y. C.  
75c { GOODBYE, SHANGHAI!—Fox-trot ..... Onivas Dance Orchestra
- 020699 { CAROLINA BLUES—Fox-trot ..... Synco Jazz Band  
10-inch { ON THE GIN, GIN GINNY SHORE—Fox-trot.....Synco Jazz Band  
75c {
- 020622 { EVANGELINE—Fox-trot ..... Casino Dance Orchestra  
10-inch { BOO HOO-HOO—Fox-trot ..... Casino Dance Orchestra  
75c {

Pathé Actuelle Records Play with Steel Needles on any Phonograph



**PATHÉ FRÈRES PHONOGRAPH CO.**

20 Grand Avenue, Brooklyn, N. Y.





# CLEVELAND

*Association of Northern Ohio Elects Officers—Gennett Line  
With Marshall Co.—Euclid Concerts Popular—News of Month*

CLEVELAND, O., March 6.—Officers of the Talking Machine Dealers' Association of Northern Ohio, elected at the annual meeting at the Cleveland Athletic Club, were as follows: Louis Meier, the L. Meier & Sons Co., president; Samuel Deutsch, the Deutsch-Crane Co.; Norman H. Cook, the S. Kohn & Sons Co., vice-presidents; Dan S. Baumbaugh, the May Co., secretary, and Frank Smirda, Smirda Music Co., treasurer.

In past years the installation of officers has been celebrated by an elaborate banquet and dance. This year the event will probably not be held. The sentiment expressed at the meeting was that the money usually expended should be turned over to the record exchange service of the organization for increasing the scope of its work. This exchange service has more than demonstrated its worth during the last year.

#### New Gennett Record Distributor

Gennett records in the future will be distributed by the Marshall Drug Co., which operates a chain of twenty-six drug stores scattered over the entire city. R. E. Taylor, district manager of the Starr Co., announces that plans are under way for the development of the record business in the drug stores on an extensive basis. Several of the stores have already been equipped with booths, and plans call for a gradual extension of appointments for handling records until the entire chain has been fitted out for the business.

#### Victrola Week in Lorain, O.

Victrola week at the Wickens Co. store, in Lorain, O., was featured by elaborate window dressing and unique entertainment. The "Sargent Harlequin Girls," an organization of dancers under the personal direction of Mrs.

H. M. Sargent, former accompanist to Sophie Tucker, were featured in the window of the store. They gave varied and interesting interpretations of folk and classic dances to music furnished by Victrolas. The stunt resulted in



Ballet in Window of Wickens Co.

the store being literally packed throughout the entertainment, which lasted two hours, both afternoon and evening.

#### The Radio Situation

The radio idea, after having been given up several weeks ago due to the Government edict forbidding broadcasting, is again occupying much attention on the part of record men hereabouts. The W. R. Cox broadcasting station, which is the only one in this district, was given permission by the Government to send out three concerts weekly. In the past only one has been broadcasted each week.

The general opinion is that the possibilities of radio, as far as the talking machine business is concerned, have not yet been fully realized. Leaders point out that not only is it possible

to send out records directly, but the growing custom of having prominent vaudeville and concert stars perform gives unlimited opportunity for original and convincing tie-ups.

The Schuman Furniture Co., of Youngstown, O., has been utilizing the radio idea to good advantage. Weekly concerts featuring Brunswick record selections have been given by the establishment and, because of the increasing interest being shown, it is altogether possible that these events will be held more frequently in the near future.

#### The Progress of the Granby

Granby phonographs are reported to be gaining in favor rapidly throughout the district. Especially is this true in southern Ohio, according to report by the Kennedy-Schultz Co., since the establishment of headquarters in Cincinnati. Harry Coplan, general sales manager of Granby, was a recent Cleveland visitor. His visit was in regard to expansion, which he discussed with C. H. Kennedy, member of the Kennedy-Schultz firm.

#### Fischer Co. Closes Out Line

F. W. Nearing, special representative of the Fischer Co., which has just closed out its wholesale business in Pathé machines, believes that the average figures of the sale have seldom been excelled in the history of the talking machine industry. The Fischer Co., as announced before, is not retiring from the retail business. It is within the realm of possibility that the wholesale distribution of another machine will be undertaken within a short time, although announcement to this effect or confirmation of it cannot be made as yet by the company. Mr. Nearing agreed that it was merely a possibility.

#### Featuring the Brunswick Hits

Brunswick's "Ty-Tee" and "Stealing" are among the most popular records in this district at the present time, due to an elaborate sales campaign which has been carried out in several quarters. The Alhambra Music Co. had one of the best displays booming these numbers. The entire establishment was converted into a

50c.  
List Price

## Huritan Records

50c.  
List Price

10-INCH DOUBLE DISC

Our catalogue consists of all the latest Dance, Popular Vocal, Instrumental, Standard and Sacred, Hawaiian, and Concert and Military Band Records.

### Four New Selections Every Week

- We realize that SERVICE means success or failure to our DEALERS. Therefore we are only accepting orders for shipments east of the Ohio River and north of the Potomac River.



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET  
BRIDGEPORT, CONN.





# What'll You Do?

Latest Dance Hit by  
**Isham Jones**

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

**HEAR IT  
- NOW -**

What-'ll you do, -when you are lone-some and blue,-

mass of banners and streamers. Cards and other printed matter are featured in the windows of all Brunswick dealers. A. J. Kendrick, general sales manager of the Cleveland branch, says that many dealers found their supply exhausted the day the record was received. Orders and reorders, says Mr. Kendrick, have been coming in wonderful numbers.

**New Dreher Store Ready Soon**

The new store of the B. Dreher's Sons Co., scheduled to open in about a month, will be one of the finest in the State. Special appointments, which are both elaborate and distinctive, will be features of the talking machine section. The establishment, a three-story affair with a seventy-foot frontage, will boast of extra large show windows, each one of which will be capable of holding a full line of machines in all the different styles.

There will be showrooms on both the main floor and the mezzanine. The record department will be under the mezzanine and will be outfitted with a score of sound-proof booths for demonstration purposes. These booths will be sound-proof in reality and will be outfitted in a style that will make them really attractive. A full catalog of records will be kept on hand by means of the latest cataloging devices.

**Conducting Weekly Concert Series**

The Euclid Music Co. is conducting a series of weekly public concerts arranged by Miss Grazella Puliver, sales manager of the Cleveland Talking Machine Co. A modest window display and several newspaper ads brought forth a large crowd at the first of these affairs, at which the entertainment feature was story-telling in connection with opera records played. J. R. Frew, musical merchandise department manager, and L. E. Hartwig, also of the firm, will take charge of future affairs of this kind.

**The Grafonola in the Movies**

Prominent use of the Columbia in motion pictures has been secured through the efforts

of George Krauslick, service manager of the local branch. The Bradley studios, local production firm, feature several models in their latest release, "False Fronts."

Two of the strongest tie-ups of the season were made by the Columbia Graphophone Co. in conjunction with the recent appearance of Bert Williams in "Under the Bamboo Tree," at the Hanna Theatre, and Dolly Kay, who pre-



**Grafonola in the Movies**

sented her vaudeville act at the B. F. Keith 105th Street Theatre.

Miss Kay autographed records herself at the Alhambra Music Co., she being the subject of much advertising beforehand. The stunt resulted in the store being jammed for her entire visit. While Bert Williams did not appear personally at the various stores, special advertising for his records was used and through the newspaper publicity given the star performer, new marks were made in the sale of his records. Mr. Williams made his last appearance here, for when the show went to Detroit he was taken ill and was rushed to New York, where he died.

Incidentally Miss Kay journeyed to the Columbia branch and talked shop with visiting

dealers, officers and members of the sales force.

**Record Artists in Concert**

Pablo Casals, famous 'cellist, and Florence Macbeth, coloratura soprano of the Chicago Opera Co., were among the record artists who have appeared in recent concerts in Cleveland. All record dealers tied up with displays and newspaper announcements, and the results more than justified the effort.

Miss Gwen Trimble, until recently connected with the record department of Columbia, has resigned her position to become identified with the Brunswick forces in a similar capacity.

The large number of new homes that are being built in this district is having a reaction upon public interest in machines. S. Kohn & Sons Co., which recently purchased the retail interest of the Euclid Music Co., reports an increase in the number of people who come to its establishment daily and interest themselves in new models of machines suitable for the better class homes.

This, too, may be responsible for the added interest in console models that has been shown recently. Many stores find that console sales are above sales of the regular styles. E. A. Friedlander, head of the talking machine department of the Bailey Co., reports exceptional demand for console types, especially the styles that sell at popular prices. This is taken as a good omen in view of the fact that many phonographs now in use are bound to be replaced as public taste swerves toward the different style.

**Auto Show Week Display**

The Rudolph Wurlitzer Co. capitalized the automobile show in a unique way. Two talking machines, one large and another small, together with records for wheels, were used to form an automobile. The license tags bore the street number of the store. A machine was played constantly in the lobby of the store and officials say the results of the idea were substantial.

# QUALITIPHONE



**EQUAL TO THE BEST CHEAPER THAN THE REST**  
Portable Phonograph in a Class by Itself

**Retails for \$15.00**

Ideal Machine for Home, School, Camp, Bungalow or Picnic.  
Plays All Standard Records

Guaranteed for one year against all defects in material and workmanship.

*Dealers and Agents Wanted Write for Particulars*

**Qualitiphone Sales Corporation**

17 EAST 42nd STREET

NEW YORK CITY



**"MUTUAL SERVICE" PLAN OF INCREASING RECORD SALES**

Dodge Mfg. Co. Offering Unique Service to Record Dealers Through Their Local Motion Picture Theatres—Seabrook Concert Grande the Great Factor—Practical Illustrations of Value of This Plan

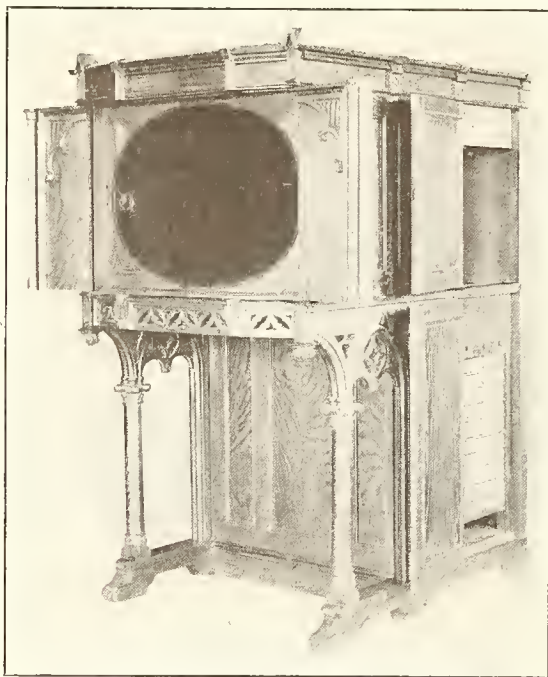
The Dodge Mfg. Co., at Mishawaka, Ind., has entered the talking machine industry under the name of "Mutual Music" and is offering a service to phonograph record dealers through their local motion picture theatres that constitutes one of the most forward movements in record selling that has been developed in many years.

Working in conjunction with the Brunswick Shop at South Bend, Ind., a tryout was effected from January 24th to January 31st in the Blackstone Theatre that boosted Brunswick record sales an average of \$50 per day, the increase proving permanent. One hundred and thirty-nine new accounts were added to the books, and over 300 names to the mailing list. Carl J. Lenhard, manager of the establishment, sums up his opinion thus: "Mutual Music has obtained more publicity, more record sales and more prestige for Brunswick in South Bend than any other one publicity idea I have ever used. I'm entirely satisfied and feel it worth every cent it costs me."

The medium used by the theatre and record dealers is the Seabrook Concert Grande phonograph developed by the Dodge interests over a period of two and a half years, and the idea of "mutual service" was furnished by Kenyon W. Mix, director of the Publicity Division of the Dodge Mfg. Co., the Indestructo trunk makers, and other associated interests. Mr. Mix's connection with the publicity plans of the early serial "movie" program undoubtedly furnished the nucleus for this new idea.

In brief, the plan devised by Mr. Mix, as described by the company, is "A phonograph of unusual projecting power, developed by B. R.

record dealers whose current release dates coincide with the installation of the instrument, announces in its newspaper advertising that the Victor, or Brunswick, or Columbia, or Okeh rec-



Seabrook Concert Grande Phonograph

ords will be played as an additional feature to their regular program. These records are then played during the showing of the news reel, the comedy and the intermission, no attempt being made as yet to follow the 'feature' with phonograph music. As each selection is played an illuminated board at the instrument announces the name, number and make of the record—i.e.,

'Gypsy Blues,' Victor, No. 18839. The playing occurs during the regular rest period of the orchestra or organist and fills an unpleasant void in the present theatre program with approximately thirty minutes of current dance music played by America's finest dance orchestras.

"The record dealer advertises simultaneously with the theatre, saying: "Go to the — Theatre, see a good picture, hear — March records.' The Blackstone Theatre at South Bend seats 2,000 people and fills about once per day, insuring a thirty-minute hearing of new records to

14,000 people per week. It has been estimated that 50 per cent of an average audience either owns or has an interest in a phonograph. The utter impossibility of any one or two dealers playing the new records to 7,000 people per week in a city of 75,000 is apparent. Form letters costing \$48 per thousand to print, fill in, address, seal, stamp and mail constitute an exorbitant cost barrier against so large a mailing list, and

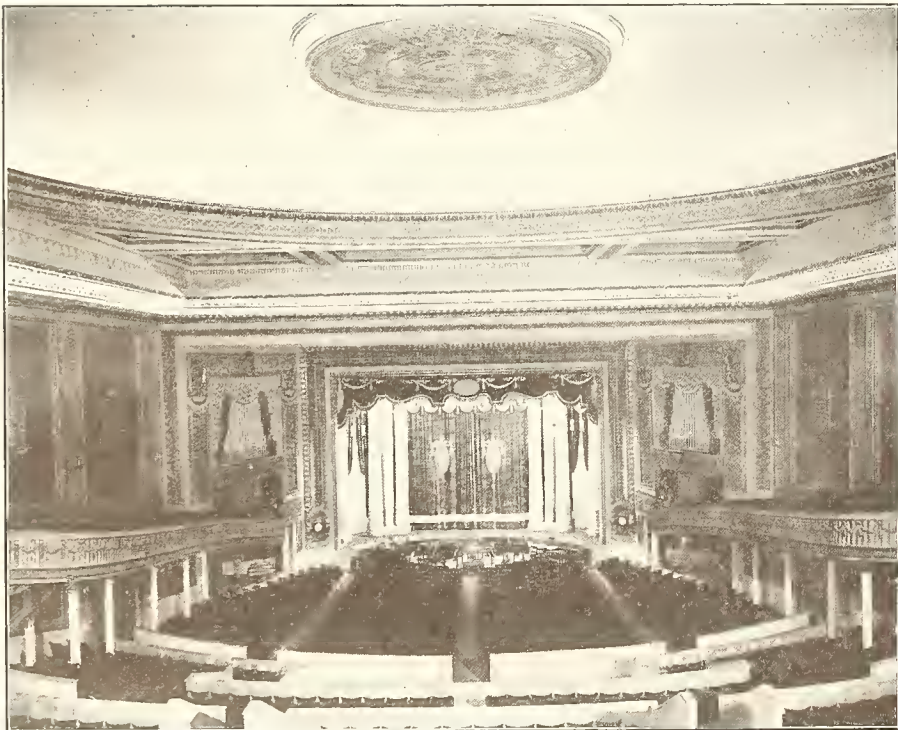
newspaper advertising at its best can only ask prospects to come in and hear the new records. The theatre-showing insures an actual hearing at a time when folks are in a receptive mood for amusement, and the man who is a phonograph 'fan' as well as a 'movie fan' is rendered a service that saves him the time and trouble of a separate visit to the small demonstration booths of the dealer.

"Once the service becomes effective, phonograph enthusiasts visit the theatre who have not contracted the 'movie' habit, and so the two very substantial aggregations of phonograph fans and movie fans are welded into one. The theatre profits from the idea by a better balanced musical program, a service to its patrons which can not be secured elsewhere because but one Seabrook instrument is installed in each city or town, and the new feature soon pays for itself in increased patronage.

"The record dealer sells more current records with less effort. Where heretofore the prospective record buyer asked 'What's new this month?' and then bought on the process of elimination of what he didn't want, he now comes in



Dealer's Ad Which Tied Up With Concert to make a definite purchase by name and will listen to others. He does not ask to hear the records replayed and the clerk-time thus conserved effects an additional saving. The dealer further finds new sales for phonographs among the picture house clientele not now owning machines and receives the revived record business



Blackstone Theatre, South Bend, Where Plan Was Tried Out

Seabrook and embodying revolutionary ideas of horn material and construction, basic claims for which have already been allowed, is installed in the local theatre. This instrument will reproduce a record in the theatre in the full volume that attended its recording and eliminates completely all needle scratch, blurring of tones or blare.

"The theatre, working in conjunction with the

South Bend's  
Latest Musical Stunt  
**A Sensational Success!**

All Day Yesterday Patrons at the  
**BLACKSTONE**

*Were charmed by the recital of Brunswick Music. Played on a Concert Grand Phonograph of mellow, rounded tones, every record of the advance FEBRUARY LIST was a musical delight.*

This is the First Stunt  
of Its Kind in America  
**It Will Continue All Week**

It will be your opportunity to hear these latest triumphs for another week—  
Go tonight. It's a whale of a show with the latest musical stunt for your convenience. On the program will be the complete list of records and by checking them off you can have them laid aside when they come in.

**THE  
LENHARD  
Brunswick  
ALL PHONOGRAPHS IN STORE**

SHOP  
113 N. Main Street  
South Bend,  
Indiana

How Another Dealer Interested the Public of those earlier phonograph buyers whose record-buying ardor may have cooled after long association with the instrument and whose acquaintance with current phonograph music is slight owing to an aversion to 'shop' for good selections.

"The Seabrook Concert Grande phonograph is made for theatre use only—no small machines being available or contemplated. It is made in strict accordance with the laws of acoustics,

**\$3.25 Sample**      **MOTORS**      **\$3.25 Sample**  
With 10 inch Turntable      2 SPRINGS      With 10 inch Turntable  
and All Accessories

We are the Exclusive Manufacturers of

**THE MAGIC AND BUTTERFLY MOTORS**  
(FORMERLY MARKELS)

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—  
Main Springs, Etc.

**MAGIC PHONO SUPPLY CO., 67 Debevoise St., Brooklyn, N. Y.**  
Telephone Stagg 1591



**A salesman that works without wages—the Columbia Counter Needle Display Case. An attractive accessory that proves its worth as a self-service needle salesman. Ask your Dealer Service man.**

**Columbia Graphophone Co.  
NEW YORK**



amplification and projection which develops and discharges sound waves into the atmosphere so effectively that they continue to amplify for a great distance, thus enabling the instrument to reproduce a recorded selection that can be heard with a high degree of clarity for a considerable distance away. The horn is constructed of special material. One of the unusual features of the machine is the introduction of air into the horn in certain definite quantities and proportions. The type of gasket fitted about the diaphragm entirely eliminates blurring and meshing of sound waves and a non-metallic device removes all unpleasant or piercing sounds. The Seabrook Concert Grande phonograph is the only machine now being constructed under definite patent claims which is capable of producing true tone and full volume from 150 to 300 feet away from the horn.

"South Bend and La Porte, Ind., have just been opened up. South Bend played Brunswick January 24 to 31, Victor February 1 to 8, Okeh February 8 to 15 and Columbia February 15 to 22. At La Porte the Princess Theatre is using both organ and orchestra to accompany the vocal selections and reports a most satisfactory experience with the system thus far. South Bend record dealers are all very enthusiastic, stating that record sales have jumped considerably in the last month and vote the idea an outstanding success. The proposition is to be extended to other cities rapidly, and while local conditions may vary the method of procedure somewhat, the idea will, in the main, be as stated."

**BELIEVES IN WINDOW DISPLAYS**

MILWAUKEE, WIS., March 4.—Carl Euler, progressive Sonora dealer in this city, is an enthusiastic believer in the value of attractive window dis-



**Carl Euler's Attractive Window**

plays. As the Sonora line adapts itself to displays of exceptional beauty, Mr. Euler has been preparing a series of displays that have won considerable commendation. One of these windows is shown herewith, and it is not surprising to learn that this display produced tangible sales results.

**SPECIAL SALE BRINGS RESULTS**

PITTSBURGH, PA., March 4.—Picking & Co., Pathé dealers of this city, have started the new year well through a large number of machine sales stimulated by a special sale recently conducted.

**GRAND OPERA FOR THE SCHOOLS**

**Community Service Develops Plan for the Presentation of the Best of the Grand Operas in the Various Public Schools**

Although most Americans are denied the privilege of hearing grand opera by the big companies, a new scheme has been devised for affording at least a glimpse of that form of art to people in any locality, howsoever small. Certain public schools have introduced a plan for giving opera with the aid of the talking machine. In its most simple form the plan calls for the narration of the story of an opera and the playing of the records in their proper order. In addition, special choral numbers may be sung by a small chorus or by the assembly. The dramatic action may be portrayed by tableaux, pantomime and the reading or acting of excerpts from the text.

The national civic organization, Community Service, is making the suggestion to its local groups that such groups lay this plan before the public school heads in their communities. To facilitate the matter a bulletin on the subject has been issued by the Community Service, 1 Madison avenue, New York. It contains full data for the presentation of three operas, "Martha," "Carmen" and "Aida," including a summary of the story, lists of the available talking machine records for the various arias as issued by the leading companies, directions for the arranging of dances, preparing of scenery and costuming. The suggestion is also being made to music clubs that they not only bring the matter to the attention of the school music supervisors, but consider the plan for performance within the clubs themselves or possibly by the junior music clubs.

**DEATH OF BERT WILLIAMS**

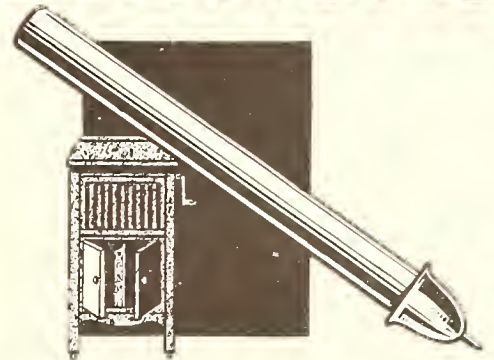
**Well-known Negro Comedian, Exclusive Columbia Artist, Succumbs to Pneumonia**

Bert Williams, the well-known negro comedian, for several years one of the features of the "Ziegfeld Follies" and an exclusive Columbia record artist, died on March 4 at his home in New York from pneumonia, which he contracted while appearing in Detroit. He was forty-six years old and is survived by a widow and mother. His clear enunciation and his inimitable manner of putting over a song placed him in a class by himself, and he was probably the most successful of his race on the stage.

**VICTOR ARTISTS IN CANTON, O.**

CANTON, O., March 6.—Victor record sales are expected to be stimulated with the appearance here next Saturday of the Eight Famous Victor Artists, an annual event in local musical circles that is always looked forward to. This will be the third appearance of these artists in Canton in as many years. Local dealers will feature window displays in connection with the event. The artists will appear in the city auditorium, under auspices of the People's Musical Course.

*Tonofone*



**NEEDLES**

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



*Ordinary needle after playing one record. Point worn blunt. Will injure record.*

They compel a true tonal response—make of the *Talking Machine* a real musical instrument, do away with constant needle changing and surface noise, and perpetuate the life of records.

Other needles sold under various names have come and gone, but



*Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.*

**TONOFONE NEEDLES**

please the most discriminate and are here to stay.

Write for samples and reduced price list showing big **increased profits to dealers.**

*The Tonofone Company*  
Makers

110 S. Wabash Ave., Chicago, Ill.





*For Spring Trade*  
**LONG  
 CONSOLES**  
**WILL PRODUCE SALES**

There has been no let-up in the demand for our Consoles, and in fact the orders received for immediate delivery indicate that LONG CONSOLES are proving more popular than ever.

LONG CONSOLES are pioneers in the Console Cabinet field, and our thorough familiarity with the requirements of the talking machine dealer has enabled us to produce a line of CONSOLES that meet with ready sale.

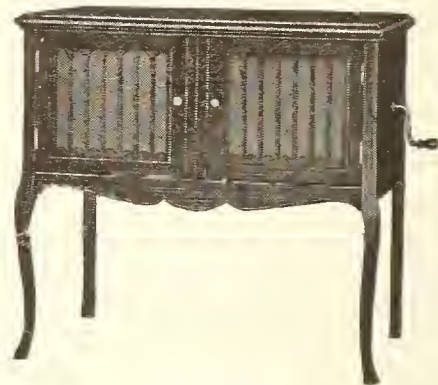
You will find it distinctly profitable to carry a complete line of LONG Cabinets, including our standard line of record cabinets, as well as our Consoles.

*Write for Complete Catalog*

**The Geo. A. Long  
 Cabinet Company**  
 HANOVER, PA.



Style 600  
 Sheraton



Style 601  
 Colonial



Style 602  
 Louis XV



Style 603  
 Chippendale



Style 604  
 Hepplewhite



# HAPPENINGS IN THE DOMINION OF CANADA

## NEW OFFICERS CANADIAN PHONOGRAPH MANUFACTURERS

Canadian Phonograph Manufacturers' Association Holds Annual Business Session—Close Deal for Exhibition Building—Music Memory Contests Increase—News of the Month

TORONTO, ONT., March 6.—The National Club was recently the meeting place for the annual meeting of the Canadian Phonograph Manufacturers' Association, the business session following a dinner. The chair was occupied by the president, W. B. Puckett, and a large number of members of the trade was present. James G. Merrick, the secretary, stated that as a result of the continuous pressure for the past several years the Canadian National Exhibition had, on the first opportunity that had presented itself to them, offered the entire Dairy Building to the phonograph industry on certain terms. The requirement was that each exhibitor should pay 50 cents per square foot per year on the floor-area occupied, as the term of the occupancy could be guaranteed for three years and possibly longer. It was proposed that the exhibition architect should prepare plans and the exhibition carpenters construct the booths, the cost of which would be divided in proportion to each booth allotment. The question of the continuance of the musical competitions instituted by the phonograph exhibitors had been discussed, and the exhibition management was preparing to co-operate and to bear a part of if not all the expenses, as the result of further consideration between joint committees of the two associations.

After considerable discussion it was finally moved and carried that the Association endorse the report of the executive committee and accept the offer of the Canadian National Exhibition Association requesting an estimated cost of erection of booths and an estimate of the floor-area available for submission at the earliest possible moment to the respective exhibitors.

J. S. Atkinson, secretary of the Canadian Bureau for the Advancement of Music, gave his report, and among other things stated Music Memory Contests have been started in a number of towns throughout the Province of Ontario and that the city of Toronto's first big contest will be held April 24 at the time of the visit to that city of the Cleveland Symphony Orchestra. Music Day was also touched upon in connection with the national exhibition, and in place of seven bands this year at least forty will be competing. The question of Music Week for 1922 was also gone into thoroughly, as also the value of free organ recitals.

Referring again to the new home for phonograph exhibits at the Canadian National Exhibition: It is on the main thoroughfare of the grounds in close proximity to the Manufacturers' Building, where the piano exhibits are housed, which is an advantage to visiting dealers interested in both pianos and phonographs. It has immediately adjoining it an amphitheater with a seating capacity of 1,000, where in all probability the musical competitions will be staged.

The following Association officers were elected for the ensuing year.

Honorary president, W. B. Puckett; president, O. Wagner; treasurer, W. N. Martin, and, secretary, J. G. Merrick.

Exhibition committee—W. B. Puckett, E. C. Scythes, A. E. Landon and E. H. Van Gilder; finance committee, D. R. Gourlay, T. Nash and W. N. Martin; export committee, S. J. Cook, James Pollock and A. E. Landon; legislation committee, W. D. Stevenson, C. H. Weicker and E. M. Berliner; advertising committee, T. Nash, F. A. Trestrail and J. A. Fullerton; nomination committee, F. A. Trestrail, S. J. Cook and W. N. Martin.

The Russell Gear & Machine Co., Ltd., of Toronto, has secured the selling rights for the Dominion of Canada and some of the British

possessions of the "Mutual" tone arms and reproducers, which are well known in both Canada and the United States.

C. J. Pott, manager of the General Phonograph Corp. of Canada, has just returned from a short visit to New York to confer with Otto Heine-man, president of the firm, and the head engineers. Mr. Pott was accompanied by Mr. Welker, of their Kitchener plant; also Mr. Paselli, of New York, who had been on a visit to the Canadian plant. Mr. Pott is very optimistic regarding the outlook for good business both in Canada and the United States.

A. E. Landon, manager of the Columbia Graphophone Co.'s Canadian branch, has just returned from a visit to New York and is greatly pleased with the decision arrived at in connection with the parent firm in New York. In discussing Canadian business, Mr. Landon pointed out that the factory at Toronto is in active operation and plans are under way for the exporting of cabinets to the United States. The season's advertising, too, provides for an enlarged campaign, which Mr. Landon remarked would be of vital interest to Columbia dealers.

An exceptionally large order for phonographs has been placed by the Musical Merchandise Sales Co., Toronto, with the Brunswick-Balke-Collender Co. of Canada, for Brunswick phonographs during the coming months. This order is said to have a list value of approximately \$1,500,000, and reveals conclusively the confidence the Musical Merchandise Sales Co. has in the coming year.

This firm, by intensive advertising, aggressive sales efforts, and enthusiastic co-operation with its dealers, succeeded, they say, in selling 33½ per cent more Brunswick phonographs this past December than in the previous December, and could easily have increased this to over 50 per cent had the phonographs been available.

The board of Worthley Road Public School, London, Ont., recently purchased a No. 1 Starr phonograph for school purposes.

Harry Braid has again joined forces with the

selling staff of I. Montagnes & Co., exclusive Canadian distributors of the Sonora phonograph here. Mr. Braid will cover Western Ontario. Frank Whetsel, another veteran of the talking machine industry, has also joined forces with this firm and will travel in Eastern and Northern Ontario.

Bruce Carey, music supervisor in the Hamilton, Ont., schools and a well-known talking machine enthusiast, recently demonstrated with a class of public school students the methods employed in teaching music in the schools. This took place before a gathering of the Wentworth Teachers Association.

A. E. Landon, Canadian manager of the Columbia Graphophone Co., is on a business trip to the Maritime Provinces, calling upon Columbia dealers.

J. M. Carriere, of J. M. Carriere Co., was the silent booster of a recent gathering of the Kiwanis Club, of Hull, Que. His gifts consisted of His Master's Voice records and small musical instruments and toys. Mr. Carriere represents the classification of music trades in the newly formed Kiwanis Club there.

Mr. Montagnes, of the firm of I. Montagnes & Co., accompanied by his wife and daughter, sailed on the New Amsterdam from New York to Brussels recently on an extended business trip to various European countries, including England. He was pleasantly surprised by the presentation of a correspondence portfolio from employes of the house. Mrs. Montagnes was presented with a traveling cloak and a beautiful purse was given to Miss Montagnes. Prior to his departure Mr. Montagnes tendered a farewell dinner to the firm's staff at the King Edward Hotel.

R. S. Williams & Sons Co., Ltd., Edison dealers here, made capital out of the local appearance of Rachmaninoff.

The first school of retail salesmanship to be held in Canada opened recently at the Toronto Central Y. M. C. A. with an enrollment of seventy-five men students. The course includes sixteen lectures on the principles of retail selling and an equal number on merchandising. The course also embraces instruction on house furnishings, which naturally includes pianos, talking machines, etc.

## MONTREAL DEALERS ADOPT AGGRESSIVE SALES METHODS

Paul Whiteman Orchestra Records Featured by His Master's Voice Dealers in Big Selling Campaign—Layton Bros., Ltd., Chartered—Energy of Dealers Boosts Sales—News

MONTREAL, CAN., March 6.—The thirty days' selling campaign devoted to the sale of His Master's Voice record of the Paul Whiteman Orchestra has resulted in this organization's titles being brought most prominently before talking machine owners. No stone was left unturned as regards publicity. Window trims by the dealers and heavy advertising by the Berliner Gramophone Co., Ltd., plus dealer co-operation, all have helped wonderfully to introduce this orchestra's dance numbers to those who were unfamiliar with

them. All His Master's Voice retailers report splendid sales in this direction.

The show window of J. L. Ethier, Brunswick dealer, on Notre Dame street west, has been attracting considerable attention of late on account of his display of dancing dolls in motion.

Shanks & Frere, His Master's Voice dealers, will, on May 1, acquire larger quarters on the corner of St. Philip and Notre Dame streets, west. Their business has grown to such an

(Continued on page 132)

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 50



## NEWS FROM DOMINION OF CANADA

(Continued from page 131)

extent that enlarged space was necessary. This move will mean still more efficient service and a larger assortment of Victor records and machines to choose from.

Announcement has been made of the incorporation of Layton Bros., Ltd., of this city, which will take over, as a going concern, the business of Layton Bros., which has hitherto been conducted as a partnership between Philip E. and H. A. Layton. The authorized capital is \$500,000. This firm handles Edison, Columbia and Brunswick phonographs.

The Corona Phonograph Co. has registered as doing business.

The Harris Record & Phonograph Co., Inc., has been incorporated with headquarters at Montreal. The concern is capitalized at \$700,000. It is understood that the firm will manufacture in Montreal a record which it will put on the market to retail at fifty cents.

J. Poirier, 295 Centre street, who features Starr phonographs and Gennett records, has, in addition to handling a large record business, developed a big sale of needles. This has been done through constant suggestion to customers.

The Invictus Phonograph Co., St. Catherine street, West, will remove on May 1 to 43 McGill College avenue.

The first sleigh ride and dance tendered employees by the firm of Layton Bros. took place recently. Supper was served in the firm's concert room upon the return from the drive and dancing was enjoyed.

One of the most enjoyable and high-class musical events of the past month was held last week in the music department of N. G. Valiutte, Ltd., when "Miss Grace Brewer and Her Syncopating Sirens" featured the popular Victor dance records of Paul Whiteman's Orchestra. A large and appreciative audience was present.

Louis Graveure's appearance in local musical circles was heralded by large newspaper copy by the Columbia Co., followed by trailers of all local dealers handling Columbia records. The popularity of this artist's records was fully attested to by the large demand for his numbers, both previous to and following his visit here.

During the appearance here lately of Walter Scanlan at His Majesty's Theatre in "Irish Eyes," a romantic Irish comedy, Layton Bros. sent out to an extensive list of customers a coupon entitling them to a considerable reduction in the price of orchestra seats for the opening performance.

Business with S. H. Brown (Brown's Talking Machine Shop) is growing so fast that he is determined to be as up-to-date as possible with his rapidly expanding business and will, therefore, on May 1, remove to more commodious quarters on Bleury street. It is his intention to add pianos and musical merchandise to his line of His Master's Voice products.

J. W. Shaw & Co., in addition to handling Columbia and Gerhard Heintzman machines, have added the Brunswick line of phonographs and records.

Basil Horsfall is going to put on grand opera at the St. Denis Theatre in Montreal at popular prices. This should be welcome news to talking machine dealers, who will, no doubt, cash in largely on increased sales of records.

Chas. Lenoir, a talking machine dealer of Montreal, was summoned in that city recently to answer a charge for the alleged causing of a public nuisance by playing a talking machine in his store, and a fine of \$20 was imposed. Mr. Lenoir has taken the case to the Superior Court for reconsideration.

## TRADE HAPPENINGS IN WINNIPEG

## Interesting Lecture on "Bird Life" With Aid of Records—Changes in the Trade

WINNIPEG, MAN., March 7.—F. Bradshaw, game warden of the Province of Saskatchewan, has a very delightful lecture on "Bird Life in Saskatchewan" which he delivers with the assistance of talking machine records. Attractive pictures of the various birds in this Province are flashed on the screen and a detailed description of it given, then a record of the song or "call" of many of the birds being shown is played. This is a novel and effective manner in which to educate the public to a knowledge of bird life.

W. G. F. Scythes & Co., Ltd., the well-known music house of Regina, Sask., in some recent advertising described two of its popular violin outfits. This firm seems to regard "tone tests" of the greatest value in the demonstration of Edison phonographs and records. Patrons of the Capitol Theatre enjoyed the privilege of listening to an exceptionally good demonstration of this sort a short time ago, when Madam Mabelle Wagner Shank, the Edison record artist, entertained them.

The engagement of Miss Marjorie St. Clair Carruthers to William Alexander Smith, vice-president of the Winnipeg Piano Co., Ltd., was recently announced. Congratulations.

The Winnipeg Grafonola Shop No. 1 has

## MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order

American Mica Works  
47 West St. New York

moved from 362 Portage avenue to 432 Main street. Grafonola Shop No. 2 has been established at 899 Corydon avenue, under the able management of Robert Shaw.

The Edison Shop has removed from 368 Portage avenue to new quarters in the Sterling Bank Building, with a well-equipped store facing Smith street.

Carle A. Brodie, formerly salesman with the music department of the James Ramsey Department Store, has opened the Blue Bird Song Shop at 10144 Jasper avenue, Edmonton, Alta. He will carry various lines, among them the Starr-Gennett and Apex records, along with standard and popular music. Mr. Brodie will be assisted by Mrs. W. Gillespie, late of the Melody Shop, of Vancouver, B. C.

The Hudson's Bay music department, Edmonton, Alta., has lately taken on the representation of His Master's Voice lines, where formerly Pathé products only were handled. Miss Morrell is now on the selling staff of this company.

The E. N. Kennedy Co., Edmonton, Alta., reports an acceleration of business in Columbia and Edison machines and records.

G. R. Dring, of the Brunswick institution, whose Western headquarters are at Calgary, Alta., was a recent visitor to Edmonton, and visited the Heintzman Co.'s piano salon.

Talking machine and record dealers of Edmonton, Alta., are looking forward to an increase in sales, following the advent of several well-known artists to the city in the Spring. Those named to date include: Kathleen Parlow, Percy Grainger, Clara Butt, Florence Macbeth, and possibly Marguerite D'Alvarez and Cherniavsky Bros.' Instrumental Trio.

## GEER REPEATER WINDOW DISPLAY

The Walbert Mfg. Co., Chicago, Ill., manufacturer of the Geer record repeater, is now ready to furnish the trade with a demonstrating record that can be used to splendid advantage in connection with the demonstration of the Geer repeater. This record measures ten inches, but has no music on its face, and the grooves are so pitched that the record will play through in a quarter of a minute, making it ideally adapted to window display.

## USES RECORDS IN OPERATIONS

SIoux CITY, IA., March 6.—A surgeon here is using talking machine records for use during local anesthetic operations. The surgeon is Dr. McLaughlin, who has purchased a number of Victor Red Seal records from Davidson Bros. Co. Only records of soft music were selected.

## RADIO AIDS RECORD SALES

WAYNE, NEB., March 7.—The Jones Book-Music Store, this city, has greatly increased its sales of Victor records by broadcasting the latest record releases each month by radiophone. The company is also using the radiophone to advertise new publications of books which it has received.

## MANY PATHE PHONOGRAPHS SOLD

MIAMI, FLA., March 1.—The Miami Furniture Co., Pathé dealer, of this city, took advantage of the seasonal sojourn of many Northern visitors to conduct a special sale of Pathé phonographs at attractive prices with good results.

## WE ANNOUNCE

That We Have Ready for Delivery  
the First Recordings by



## TRIXIE SMITH

Winner of the NATIONAL Blues Singing Contest

Held at Manhattan Casino, New York

(The Winner's Cup was presented by Mrs. Irene Castle)

Black Swan { DESPERATE BLUES  
Record 2039 { TRIXIE'S BLUES

## Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.



# SIMPLEX

## Electric Phonograph Motors

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

**NOISELESS**

**ELIMINATES WINDING**

**TROUBLEPROOF**

Make This Your  
**LEADING**  
Line for the  
Coming Season

Sample  
Price **\$19.50**



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

Particulars,  
Quantity Prices, etc.,  
on Application.

**TRADE**

**MARK**

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

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

**BETTER BUILT**

**BETTER DESIGNED**

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

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

**Record Stops Automatically on Last Note**

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

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

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

*Manufactured in United States and Canada by the*

## Simplex Electric Phonograph Motor Co.

Head Offices:  
104 NEW WILDER BUILDING  
321 BLEURY ST., MONTREAL, CAN.

NEW YORK, U. S. A.  
MONTREAL, CANADA





# Announcement

## The Gaelic Phonograph Record Co., Inc.

Gaelic  
Records

Gaelic  
Records

The only record company exclusively manufacturing Gaelic and Irish records, announces the opening of its new headquarters and recording laboratories at 40 West 57th Street, New York City.

Thirty-four double-faced records now ready in the first release.

*DEALERS:—This non-competing line offers you extra profits. Send for complete list of records and our attractive proposition.*

## AKRON, O.

*Plan a Trade Acquaintance Trip—Buying More Popular, Judging From Trade Reports*

AKRON, O., March 6.—Increasing encouragement characterizes the piano trade in the Akron district at this writing. While the immediate pickup of trade can not be said to be general, there are many dealers who report business much improved. Springlike weather the past week has stimulated sales somewhat.

One thing that is certain is that people of Akron are beginning to let loose of their savings, and within the lapse of another month business should show a decided improvement. There is a more confident feeling among the dealers due to the fact that inquiries have been more frequent, and every dealer has more prospects listed at this time than at any previous time since before the war.

Talking machine dealers will join with Chamber of Commerce members who plan three trade acquaintance tours through surrounding territory this Summer. The first of the trips will be over the Pennsylvania Railroad as far Southwest as Mt. Vernon, O. Another trip via the Erie as far East as Warren, O., will be made in June, and in September a trip is to be made via the B. & O. to Uhrichsville, O. More than 125 members will make the tours.

The Brunswick talking machine is being ex-

ploited in the Akron district by the George S. Dales Co. through its main store in South Main street and the two branch stores further downtown.

Business with the George S. Dales Co., Victor dealer, was better than was expected in February, according to an official of the store this week. Records continue to hold their own, and March records promise to exceed in popularity those of February, store officials said.

Earl S. Poling, also Victor dealer, reports that business in February was fair and that the coming month holds much for this firm. Salesmen are more optimistic as to the future, and are confident that March sales will top those of any previous month of the present year. Records went big in February and should do even better this month.

Improvement is reported in the talking machine department of the A. B. Smith Piano Co. Collections are better with this firm and prospects brighter than for many months, according to Ernest Smith, manager.

### JOINS SONORA SALES STAFF

E. D. Coots has been appointed a member of the field sales staff of the Sonora Phonograph Co., and will co-operate with Sonora jobbers and dealers throughout the country. He is now traveling through Ohio and Michigan, giving practical assistance to the Sonora representatives in these States.

The calm always follows the storm and just so does success follow striving.

### AN ARTISTIC BIRTHDAY WINDOW

An Unusually Elaborate Display Arranged by Storm & Shipley in Frederick, Md.

FREDERICK, MD., March 6.—Storm & Shipley, Victor dealers of 201 North Market street, this city, attracted much attention to their store recently with an unusually elaborate George Washington window arranged by Ernest E. Pettingall, display manager for the company. A large gold-framed portrait of George Washington was placed in the center of the window, over which was suspended a large waxed wreath with crossed palms. Two large American flags were draped on the back wall in curtain effect, and a small American flag covered the pedestal upon which rested the portrait. At each side of the window was placed a large Victrola with top up and all doors open, while in front of each machine stood a large Victor dog with a patriotic record on the floor in front of him. Records of war songs and patriotic melodies were scattered about the window, and the whole effect was most impressive.

### PROSPECTS CONVERTED INTO OWNERS

UTICA, N. Y., March 2.—Many Pathé prospects in this city were converted into Pathé owners through a special campaign recently conducted by Harris Bros., Pathé dealers. A special sale at reduced prices hastened the signing of the names on the dotted line.

Figure less and work harder to make ends meet. It is worth the effort.



A Touch of Your Finger Puts the Record in Your Hand

DEALERS HAVE AN UNLIMITED FIELD



EVERY PHONOGRAPH OWNER  
A PROSPECT

Our system adds to the appearance of your Machine and to the pleasure of the User.

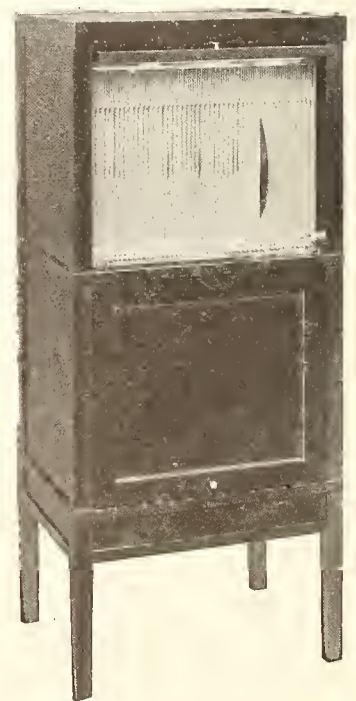
Readily installed in any Talking Machine.

GREATEST CONVENIENCE, PERFECT PROTECTION.

Capacity practically double that of any other method.

FREE DISPLAY CASE  
FOR DEALERS

Write To-day for Particulars



Mahogany Auxiliary Cabinet  
Capacity 200 Records

CRIPPEN RECORD FILE CORPORATION, 39 N. Water St., ROCHESTER, N. Y.



# LOS ANGELES

*Trade Greets M. V. DeForeest and Party—Handsome New Quarters  
Opened by Barker Bros.—Blue Bird Factory Rushed—Trade News*

LOS ANGELES, CAL., March 4.—The arrival of M. V. DeForeest, president of the National Association of Music Merchants, together with his party, who reached Los Angeles on February 25 in the course of their transcontinental trip, forms the chief subject of interest for the month. One hundred and seventy music men sat down to dinner at the City Club in honor of the visitors, and a special effort was made to have as many members of the talking machine trade present as possible, inasmuch as it is considered that more interest should be taken by them in the National Association, which works for their interests quite as much as it does for the piano trade.

Interesting speeches were delivered by President DeForeest, Alexander McDonald and Mark Campbell. The toastmaster of the evening was J. W. Boothe, president of the Music Trades Association of Southern California, who spoke of the work done by the local association, which had been so ably summarized by E. A. Geissler in an article appearing in the official organ of the Music Trades Association of Southern California. The address of welcome was given by Orra E. Monnette, prominent Los Angeles banker, and speeches were also made by L. E. Behymer, local impresario, and T. M. Pletcher, president of the Q R S Co.

#### Barker Bros. Open New Quarters

The new music department of Barker Bros. was formally opened on Monday morning, February 27, as per schedule. The entire main floor, which fronts on Broadway for seventy feet, is occupied by the talking machine department, with the exception of one beautiful room for the demonstration of reproducing pianos. Fourteen record demonstration rooms are on one side, each differently decorated, and there is an unusually long service counter, with record racks behind. Five very large phonograph salesrooms are also provided, every one of them being decorated and arranged so as to give a separate individuality. The new department as a whole is exceptional and is perhaps one of the finest to be found in any part of the country.

#### Blue Bird Factory Busy

A recent inspection of the Blue Bird Talking Machine Co.'s factory by M. V. DeForeest and Charles Jacob revealed that production was going forward at full pressure. The most recent models have been equipped with new features consisting of the "Cathedral Grill," which is quite distinct in design, the tone construction has also been greatly improved with most gratifying results. The two novelties which the Blue Bird Co. placed on the market in December of last year, namely, the "Spinnette," which is a combination phonograph in a Colonial spinet desk, and the Teakar, which is a concealed form of a phonograph in a tea car, have met with approval from the public. The Parmelee-Dohrmann Co., of Los Angeles, as well as the Ville de Paris and Los Angeles Furniture Co., have concentrated on the sale of Blue Bird phonographs for some time and used attractive newspaper advertising copy. The firm of Holzwasser's, Inc., of San Diego, has also met with good success in the sale of Blue Birds.

#### New Home for So. California Music Co.

The Southern California Music Co. will open a magnificent new store near the corner of Eighth and Broadway. This beautiful new building, especially constructed for it, will consist of seven stories, the first three of which will be devoted to piano, talking machine, musical merchandise and sheet music departments, and the modern equipment will be everything that music lovers desire. The fourth floor will consist of the executive and general offices and repair departments. The fifth, sixth and seventh floors will be divided into artists' studios, with a large attractive recital hall.

The Southern California Music Co. was estab-

lished here in 1880, and was first located on North Spring street, and for the last twenty years has been located at 332-334 South Broadway.

Frank J. Hart, president, and G. S. Marygold, vice-president, report that they will be established in the new building by the beginning of next year. The store at 332-334 South Broadway will also be kept open and continue as before.

#### Brunswick Shop in Venice

Ed. Young, who has been connected with the Barnes Music Co. for a number of years, has opened a Brunswick Shop in Venice. The new store is described as one of the most attractive in the country and is on the ocean front.

#### A Queen and Two Jacks

A little more than two years ago announcement was made in these columns of the arrival

of a second little boy in the family of Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co. We stated then that the family consisted of two Jacks. We take pleasure now in announcing the arrival of a Queen—little Margaret Louise. The proud father's vest measurement has visibly increased.

#### Plans for Music Show Discussed

A discussion took place at the last general meeting of the Music Trade Association of Southern California with regard to the holding of a Music Show in Los Angeles in September or early October. Burt Roberts, secretary of the Motor Car Dealers' Association, addressed the meeting and told them of the manner in which the Automobile Show had been put on annually with marked success. A committee to investigate and report is being named by the president.

#### Sonora in Santa Barbara

Bent Davies, special representative of the Sonora Pacific Coast distributors, states that the Saladin Music House, of Santa Barbara, with L. V. Felger, manager, has been appointed Sonora representative.



*When ordering Bubble Books include The Mother Goose Cut-Out Book which contains all the characters in the first three Bubble Books, printed in colors. The child cuts them out and mounts them on a little platform to be placed on Bubble Book records while they are playing, so that the characters dance and sing. 60 cents retail.*

## Announcing Two More New BUBBLE BOOKS "that Sing"

**T**HE *Child's Garden of Verses Bubble Book* and *The Chimney Corner Bubble Book*, Nos. 13 and 14 of the famous series of books "with real phonograph records in them," will be ready early in April.

No. 13 is based upon Robert Louis Stevenson's immortal verses, *Bed in Summer*, *The Swing* and *My Bed Is a Boat*. This number gives you an opportunity to introduce Bubble Books to a new audience—lovers of classic literature. It contains the three verses mentioned above with the musical settings that have come to be accepted as the most beautiful and appropriate for them.

No. 14, *The Chimney Corner Bubble Book*, includes three old favorite songs that appeal to every youngster and grownup. These songs, *North Wind Doth Blow*, *Sandman*, and *Lullaby*, are made doubly interesting by the sound of rushing wind, buzzing bees, chirping birds and mewling kittens that are a part of the records.

These two new Bubble Books at the new

price of \$1.00 each make every customer a prospect for the entire set, or a unit sale of \$14.00. When you sell one Bubble Book you start a habit, for no child will be satisfied with only one or two. *Instruct your sales people to bear this in mind. Tell them to talk quantity when selling Bubble Books.*

The liberal discounts, adequate selling helps—circulars, display racks, cut-outs, etc.,—together with the proven salability and popularity of Bubble Books, put them in a class by themselves,—the one line of merchandise for children that appeals equally to boys and girls. New "prospects" are growing up around you every day who are ready to have some fond parent or relative make them happy with Bubble Books "that sing."

### Bubble Books Are Now \$1.00

Send in your order to-day, either direct to us or through your jobber, for a liberal supply of the two new numbers. Include the Mother Goose Cut-Out book in your order, too.

**HARPER & BROTHERS, BUBBLE BOOK DIVISION**  
Established 1817 Franklin Square New York



All that I need is you, dear.

**HEAR IT NOW**

**ALL THAT I NEED IS YOU**

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

**VAUGHN DE LEATH'S RAPID RISE**

Popular Contralto and Exclusive Okeh Artist Winning Success Throughout Country—Co-operating With Okeh Dealers to Advantage

One of the best-known artists in the Okeh record catalog is Miss Vaughn de Leath, contralto, whose popularity has been greatly enhanced by



Vaughn de Leath

the active part she has played at several radio concerts. Miss de Leath is well known on the concert stage, as she has appeared in all of the leading cities. Last Winter she gave a series of special concerts in St. Louis, Chicago and Detroit, where she co-operated to splendid advantage with the Okeh dealers in that city.

While in Detroit Miss de Leath sang over the radiophone, accompanied by Paul Specht's Society Serenaders. Her voice carried splendidly and she was called upon to make an address, in addition to receiving encore after encore. In Detroit she also sang to 5,000 people at the Arcadia and in addition gave a concert at the Cunningham Phonograph Shop. The accompanying illustration shows the invitation extended by this dealer to the public to hear Miss de Leath and also pictures the new Okeh window display which has become so popular with Okeh dealers.

In addition to her vocal artistry Miss de Leath is fast winning recognition as a writer of popular compositions. Several of her numbers have met with more than passing success and her latest numbers

have won very high commendation from prominent musical critics.

Miss de Leath's rise to popularity has been unusually rapid, for ten years ago she was playing the piano and leading the High School Orchestra in the evening in one of the Los Angeles theatres. The quality of her voice attracted the attention of several Los Angeles musical critics, and by sheer hard work she soon advanced rapidly in the musical world.

Her Okeh records have met with a ready sale and whenever she appears at a concert Okeh dealers are quick to feature her records in their local advertising, and in return Miss de Leath is always willing to assist them in every possible way. This co-operation has greatly increased the sale of her records wherever she has appeared.

**OMAHA DEALERS' SIX RECORDS**

The Omaha Victor dealers have been concentrating their efforts each month on a select list of six best records from the new releases. After a mutual decision as to which records to push, a small sticker has been provided which is attached to the front of the supplement, mentioning these records as "The Cream of the List." All record advertisements during the month have featured the "selected list" of six and the united efforts have been successful in greatly increasing the sales.

**JOS. WOLFF BACK AT DESK**

Joseph Wolff, vice-president of the Sonora Phonograph Co., returned to his desk a few days ago after spending a fortnight in Atlantic City, recuperating from his recent attack of pneumonia. Mr. Wolff, who is in splendid health, resumed his work with customary vigor.

**ROBERTSON'S FINE NEW HOME**

The Robertson Music House, of Terre Haute, Ind., Completing Work on Spacious New Quarters—Elaborate Equipment Installed

TERRE HAUTE, IND., March 7.—The remodeling of the building purchased some time ago by the Robertson Music House is rapidly nearing completion and the company expects to move in within a week, according to Mr. Robertson.

Extensive remodeling and redecorating is being done and the building is to be one of the most completely equipped and attractive music stores in the State. The entire structure, of three stories and basement, will be used by the music shop! The main floor will be used for offices and there will also be eight sound-proof demonstrating rooms. The same number of demonstrating rooms are to be used in the basement for demonstrating records and player rolls. The second floor will be used for displaying grand and reproducing pianos and the third floor for pianos and players, with a work shop in the rear.

The front is to be one of the most attractive in the city. It will be of marble stucco; above the first floor will be a large tile and stucco sign, "Robertson's Music House."

Mr. Robertson has been in the music business here for the past twenty years. He formerly had the Victor and Edison agencies, but several years ago took over the Columbia agency.

**GRIFFIN SCORING SUCCESS**

Well-known Okeh Artist Receives Ovation on Tour—Sings His Recorded Numbers

Gerald Griffin, popular Irish tenor and Okeh record artist, is enjoying a successful tour in the East, during the course of which he has appeared in New York City, Trenton, Philadelphia, Baltimore, Providence, Holyoke, Rochester and Pittsburgh.

Packed houses have been the rule everywhere he has played. On almost every occasion audiences have requested him to sing some of his popular Okeh numbers. His own composition, "It's Only a Step From Killarney to Heaven," is one number which he is always asked to render and which invariably receives many encores.

The General Phonograph Corp., manufacturer of Okeh records, reports a steadily increasing demand for Gerald Griffin records. Where he has appeared this demand has been particularly keen, and it is interesting to note that dealers find that those who previously have bought Gerald Griffin records are very eager to secure his latest releases.

A new Griffin number, "Ireland Is Ireland to Me." is in the new Okeh catalog, and heavy orders are being received for this number.

The Markley Phonograph Co., of 232 Front street, Marietta, O., was recently declared bankrupt and the stock of machines and records is to be sold at a bankruptcy sale.



Okeh Window Display Made by Cunningham Phonograph Shop



# GLEANINGS *from the* WORLD *of* MUSIC

## HOW CURRENT SUCCESSES ARE NATIONALLY EXPLOITED

Present-day Publishers' Problems Discussed—Co-operation of Records, Rolls, Bands and Orchestras Assures National Hearing and Appreciation of Music—Branch Offices as a Factor

It has been said at times that music publishing, particularly popular music publishing, was more or less in the nature of a gamble, and that statement was true for many years. To-day, however, much of the gamble has been eliminated. The publisher, of course, still takes some chances, but it is only in rare cases where any of the leading publishers expend large amounts on a failure. Their methods of giving a number preliminary tests are so thorough that the advertising appropriation that follows is invariably justified.

This is not to say that every song published by even the leading houses is necessarily a hit, but it does mean that those songs that the publishers are actively engaged in exploiting are assured of success. Their present-day methods, after a number is selected on its merits, practically guarantees a certain minimum of sales and this minimum is not small by any means. At present-day standards, which can be considered somewhat abnormal, it means a sale of from 450,000 to 500,000 copies of sheet music. The better numbers even go beyond a publisher's expectations, reaching sometimes considerably over a million copies.

### Bringing Sales Up to Quota

If a number selected by any of the leading publishers for special exploitation fails to achieve the expected results in any particular district the modern organization has the means at its command to take measures that generally bring the sales in that locality up to the quota which had previously been set.

The present-day publishing organization, with its many branch offices and large sales staff, in any given two weeks is able to reach the most remote districts of the country. Therefore, if the sales in a given section are not active the publisher's representatives induce singers appearing in the locations to place particular emphasis on a certain song by rearranging programs and by repeating choruses, etc. The orchestras, too, in almost the same manner, are encouraged to contribute their co-operation, and it must be said where the publisher has successfully placed numbers of hit caliber in their hands co-operation is given most enthusiastically.

### Records and Rolls Help

Naturally, the wide distribution of both talking machine records and player-piano rolls is often a factor in adding to a publisher's publicity on particular selections, but it must be said that no large publisher depends upon that assistance, though, of course, he willingly accepts such co-operation.

### Country-wide Exploitation

There was a time when the fact that a song was a success in the locality where published did not indicate that it had assumed national importance. As a matter of fact, in those days it would take a number sometimes a year or more to go the rounds of the country and achieve the same results now obtained in a much shorter period. To show how, under the present-day methods of exploiting songs, a number becomes a favorite in the very smallest center miles from the place of publication, a recent order from the leader of the Cowboy Band in Grangeville, Idaho, can be cited. The order sent to a large distributor of orchestras in New York City called for ten piano copies to be used by vocalists and a quartet in connection with the band's programs. The ten numbers selected were all current favorites in the East, demonstrating that what was a hit in New York was a hit in Idaho.

There are some exceptions to this rule, but, generally speaking, the above is true. Sometimes a particular number will have a comparatively

larger sale in one community than in another, but invariably a hit is a hit anywhere. Chicago and the country adjacent thereto, for instance, purchases a larger volume of jazzy music than any other part of the country. The jazzy dances sometimes become a hit there over night. When they are exploited in other sections of the country they do not always achieve the same result. This, however, will always be true of a strict novelty. There can be no set standard for either the wide appeal or the sale of such music. This type of number still has some of the gambling element in it, not that the publisher loses money but that there is no criterion by which he can estimate sales.

### The Value of Branch Offices

Some months back, when conditions were not as good as they are at present, there was a movement in music publishing circles to curtail expenditures, and the question arose in some minds whether or not it would be a profitable and successful move to dispense with some of the branch offices. No concerted move was made, however, to carry out such a plan, and, no doubt, none will ever be made. For unless the industry undergoes a revolutionary change it would hardly be profitable. No publisher would want to revert to the methods of twenty years ago. He cashes in to-day in a short space of time and this is followed by a series of other profitable successes. The same results could not be accomplished by any other methods, and the publisher who wants to give the talking machine record

and the player roll manufacturer his best co-operation can hardly afford to dispense with his large organization trained in intensive publicity and sales methods. The record and roll manufacturers are really the cause of all this because their methods of distribution call for a particular release date on their numbers simultaneously in all parts of the country.

## PLAYED BY ARTHUR PRYOR'S BAND

Several Witmark Numbers Programmed Regularly by That Band, Now at Miami, Fla.

The programs that Arthur Pryor and his band are offering twice daily down among the sunshine and palms of Miami, Fla., always contain a generous sprinkling of the various publications of M. Witmark & Sons. The fact that these numbers are frequently repeated speaks well for their popularity. The latest addition to the Witmark winners featured by Pryor's Band is "Angel Child," which, though still an infant in point of age, is a fox-trot hit. As a sample of how the Witmark publications figure on the Pryor programs, the following were all listed in one week's offerings: "Let the Rest of the World Go By," "Kiss Me Again," "Little Crumbs of Happiness," "The Heart Call," "Starlight Love," "Eileen Asthore," "Spring's a Lovable Ladye," "Songs of the Season" and "Angel Child."

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, returned to his desk quite recently after a two weeks' vacation. Mr. Mills was compelled to take a rest to avoid a nervous breakdown, following his strenuous activities of the past year.



## JOHN STEEL

Celebrated Tenor

Late Star of Ziegfeld Follies, Victor Artist and Now in Keith Vaudeville, Sings

## "Only a Smile"

CLASS OF SERVICE	SYMBOL
Telegram	Blue
Day Letter	White
Night Message	N. L.
Night Letter	N. L.

**WESTERN UNION TELEGRAM**

NEWCOMB CARLTON, PRESIDENT      GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 2040 EAST 9th ST., CLEVELAND. ALWAYS OPEN

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A202BU 61 BLUE      ON SYRACUSE NY 320P

SAM FOX

I KNOW YOU WILL BE DELIGHTED TO HEAR YOUR NEW SONG ONLY A SMILE IS A HUGE SUCCESS FOR ME I THINK IT THE LOGICAL SUCCESSOR TO SUNSHINE OF YOUR SMILE IT IS A BEAUTIFUL SONG AND I CONSIDER IT ONE OF THE BEST OF MY REPERTOIRE CONGRATULATIONS AND MUCH SUCCESS WHICH YOU ARE SURE TO HAVE WITH THIS SONG REGARDS

JOHN STEEL

Read This Night Letter

The Logical Successor to "Sunshine of Your Smile"

**Sam Fox Pub. Co.**  
CLEVELAND      NEW YORK

"ONLY A SMILE" Music by J. S. Zamecnik, in 3 Keys, with Violin or Cello Obligato; List price, 60c.



Old Vir-gin-ia Blues, The mean-est kind of homesick Blues

# VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES



"You cant go wrong with any Feist song"

HEAR IT NOW!

### SEEK ROYALTIES FROM WIRELESS

Music Publishing Interests Conferring With Radio Executives Regarding Rights to Give Public Performances of Copyrighted Music

So popular have become the concerts by wireless through the broadcasting service of various big electrical companies that the Music Publishers' Protective Association and the American Society of Composers, Authors and Publishers have taken up with officials of the wireless companies the question of royalties on the music so broadcasted. It is held that the wireless concert constitutes a public performance just as though the music were sung from a theatre stage, and is even claimed that as the service offers the song of the actual singers, as well as the records of noted artists, it threatens to

cut heavily into the sales of talking machines and records and reduce the income that publishers now realize on record royalties.

Figures to show that the broadcasting service has hurt record sales are missing, although a big mail order house ascribes the falling off of record demand in the farming districts of the Middle West to that cause. The fact that the record business generally is rather slow just now serves to detract somewhat from the importance of the theory of the mail-order house.

Just what form of royalty would be paid for the privilege of sending copyrighted music by wireless has not been determined, but it is understood that the payment of a flat rate by each station for the use of copyrighted music, or the payment on the basis of so much a song, are both under consideration. The main question is the protection of the interests of the copy-

right owner, for if free wireless music is to replace the talking machine and other musical instruments then the wireless interests must be prepared to make up, in part at least, for the royalties they have killed.

It may be that a basis of royalty will be established similar to that now in vogue in connection with various theatres throughout the country, a plan that has been upheld by the courts. The developments are interesting.

### HISTORY REPEATS ITSELF

Two Popular Publishing Firms Duplicating Success of Former Season With Numbers by the Same Writers of Previous Hits

Some years ago Jerome H. Remick & Co. and Shapiro, Bernstein & Co., Inc., exploited waltz compositions, both of which were tremendous hits, namely, "Till We Meet Again" and "Beautiful Ohio." This season again finds these publishers issuing waltzes of similar success by the same writers as were responsible for the previous two songs. The present numbers are "By the Old Ohio Shore," from the pen of Mary Earl, published by Shapiro, Bernstein & Co., Inc., and "When Shall We Meet Again?" by Egan and Whiting, published by Remick. Another coincidence is the fact that in one of the late Victor Talking Machine Co. lists both numbers are on a single record.

### PUBLISHES "STAMBOUL" SCORE

Tama Music Publishing Corp. Secures Rights From M. Witmark & Sons

The Tama Music Publishing Corp., by arrangement with M. Witmark & Sons, has published the complete score of the "Rose of Stamboul," which opened recently at the Century Theatre. The score is by Leo Fall and Sigmund Romberg. The latter is under contract with the Witmarks, which made the arrangement necessary.

"Lovey Dove," lyric by Harold Atteridge, music by Sigmund Romberg, a melodious fox-trot novelty, has already been picked as the number which will be the outstanding hit of the show and which is expected to be a real winner.

Al Goodman, musical director, who is conducting at the Century, wrote several numbers for the "Rose of Stamboul," but it was decided to switch them to the score of "Miss Puck," by Walter Kollo, which is the next Viennese operetta scheduled for production at the Century after the "Rose of Stamboul" has its run.

### SMITH BACK WITH MARKS CO.

Sammy Smith, who was formerly connected with the professional department of the E. B. Marks Music Co. and other publishing houses, but who in more recent months has been acting as a vaudeville agent, has, it is announced, returned to the staff of the E. B. Marks Music Co. in the capacity of professional manager.

## Hear John Steel Sing



JOHN STEEL

## "IN MAYTIME I Learned to Love"

I Learned to Love"

by

## JACK SNYDER

B. F. Keith's Orpheum, Brooklyn, This Week (March 13)—B. F. Keith's Bushwick, Brooklyn, Next Week (March 20).

It's a wonderful waltz-ballad, the best ever written.



"IN Maytime I Learned to Love" is in the air—everywhere. You hear it in the theatres, in the restaurants, at dances and holiday fetes. It is infectious—just makes you want to sing and dance.

Play the Refrain on Your Piano



And I'll ne'er for get 'twas you I



met, and in May-time I learned to love—

Professional Copies Now Ready and Orchestrations in Any Key

## JACK SNYDER Publishing Co.

1658 Broadway

New York City



TWO OF THE GREATEST SONGS IRVING BERLIN, Inc., HAS EVER PUBLISHED—  
WATCH THEM GROW

The Successor to "All By Myself"

# POOR LITTLE ME

By Benny Davis, writer of "Margie," "Sweetheart," "Make Believe," etc.

# YOU CAN HAVE EVERY LIGHT ON BROADWAY

GIVE ME THAT ONE LITTLE LIGHT AT HOME

The Greatest Dramatic Hit Ever Written

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

## ATTRACTIVE DISPLAY OF RECORD OF "GYPSY BLUES"

Ten months ago a clever company of colored people produced a musical piece at the Sixty-third Street Music Hall, New York City, called "Shuffle Along." This entertainment still plays

called an out-of-the-way theatre, has, indeed, been prosperous and successful to a most gratifying degree.

While it is true that the hard work of the

been in many ways responsible for its lengthy stay in New York. There is one number in the show called "Gypsy Blues" and this has been one of the prevailing melodies of the season. There is hardly a dance program that is complete without this unique success and it has been recorded on every talking machine record in various forms.

Recently the Victor Talking Machine Co. released a new record of "Gypsy Blues," made by Paul Whiteman and his orchestra. It was considered one of the leaders in the Victor list. Several very striking window displays, devoted exclusively to "Gypsy Blues," have been shown by retailers in both the talking machine record and sheet music lines. A typical instance of this phase of the "Gypsy Blues" success is herewith shown, being a reproduction of the window in the store of Emanuel Blout, New York City.

## CARRIE JACOBS-BOND IN EUROPE

Noted Composer Will Remain Abroad for Part of a Year

Mrs. Carrie Jacobs-Bond, the well-known songwriter, author of "A Perfect Day," left New York early this month for a nine months' visit to Europe. Prior to her departure she was the guest of honor of the Congressional Club in Washington, following which she spent several days in New York. California friends presented Mrs. Bond with a laurel wreath as a token of love at a farewell reception held in her home in Hollywood, Cal.



How Emanuel Blout Featured Victor Record of "Gypsy Blues"

at that house. In a year of not too many successes "Shuffle Along," playing at what can be

producers and performers has done much to make this show a success, the music, too, has

Music begins where speech leaves off; through it the inmost spirit, all that is inexpressible and yet of most account in us, can give itself.

# BUGLE BLUES

That Great Sensational Blues Played by the Original Jazz Hounds  
COLUMBIA RECORD A-3541

This wonderful Blues is featured by Johnny Dunn in the Plantation Room of the Folies Bergere Revue on Broadway  
*The New York Clipper says:—"Johnny toots a mean horn"*

*Yes, this is the Bugle Blues you have had calls for*

Perry Bradford, Inc., 1547 Broadway, New York





Edith Wilson

# Wicked Blues

By PERRY BRADFORD

The meanest Blues known. Columbia Record A-3558

Sung by EDITH WILSON

Played by the Original Jazz Hounds

Featured by Edith Wilson in the Plantation Room of the Folies Bergere Revue on Broadway

Note:—"This is the best Blues I have ever written, far better than Crazy Blues and more original."

Also don't forget BIRMINGHAM BLUES

Columbia Record b-3558

PERRY BRADFORD, Inc., 1547 Broadway, New York

## A DEFENDER OF JAZZ

Jack Kapp, of the Chicago Branch of the Columbia Co., Comes to the Defense of This Much-discussed Class of Music

Under the heading of "What's All This Talk About Jazz?" "Jack" Kapp, of the Chicago branch of the Columbia Graphophone Co. and one of



J. Kapp

the popular members of the Chicago trade, contributes the following interesting article:

"It is humorous to read in the paper almost every day, to hear people call present-day music immoral and obscene, to have it attacked as such. I wonder if the people who are attacking our present-day music realize that the kind of music which they are attacking is a thing of the past? 'Jazz,' as it was commonly known, was nothing but a 'series of discordant noises' and played by various orchestras of more or less prominence.

"Look at our present selections, the most popular one: 'Wabash Blues' has a dash of the quartet from 'Rigoletto' in it. 'Cho Cho San,'

ever popular with orchestra leaders, is nothing else but 'One Fine Day,' from 'Madame Butterfly.' 'Ma' gets its origin from Mendelssohn's 'Spring Song!' How about the 'Song of India' that was dug out by a leading orchestra and made famous throughout the country? Would you call 'Samson and Delilah' modernized to present-time music immoral? And what about Strauss' 'Blue Danube Waltz,' rewritten as 'Blue Danube Blues?'

"It is just the state of mind that the people listening to it are in. There isn't a show produced in which you could not find something immoral if you wanted to. If the good qualities of the show are such that they outshine the bad qualities, why knock it? If the bad qualities are greater than the good ones, you won't have to knock it—it will fall by the wayside.

"Incidentally, how many people who call songs and shows immoral go to the opera and applaud vigorously those appearing in it? How many operas could be produced in English without the public getting the shock of their lives?

"The music that is in favor with the public at present is going to stay for a while, because the orchestras playing it are musicians, because they take great pains in preparing a number before they even play it, and, lastly, because the good qualities of the music make it just as much an art as the music of a symphony orchestra."

## WARNING AGAINST PAYING SINGERS

Music Publishers' Protective Association Calls Attention to Penalties for Violation of Rule

The Music Publishers' Protective Association recently called the attention of its members to the Association law regarding the giving of gratuities in any form. "If any member, employe or representative is found to have bought dinners, cigars, drinks, theatre tickets or wearing

apparel for a singing actor, the member will be immediately fined and suspended from the Association."

Recently there have been some rumors afloat that the payments to singers were again becoming prevalent. Upon close investigation this was found to be untrue; at least, no proof of any such payments was found. Subsequently the professional managers of the various houses were bound by a written oath to avoid any such practice. This latter is framed and placed in a conspicuous position in the various professional rooms.

## NEW DOROTHY LEE NUMBER

Sam Fox Co. Releases New Song by Author of "One Fleeting Hour"

The Sam Fox Pub. Co. has just released a new song by Dorothy Lee, entitled "I Love You More." As it is more than two years since the publication of the last song by this writer, the number, naturally, will be well received.

The sales department of the Sam Fox Pub. Co. believes "I Love You More" will outdistance the success of "One Fleeting Hour," which was one of the biggest sellers of high-class songs in many seasons.

Sam Fox, head of the company, states that he is planning an extensive advertising campaign in behalf of the song and will put every effort back of it to make this another triumph for his favorite composer.

## WALTER DAMROSCH RETURNS

Walter Damrosch, director of the New York Symphony Orchestra, who has returned from an eight weeks' trip to Europe with Mrs. Damrosch, said that he had been in London and Spain and returned via Paris. The musical world abroad was in the throes of evolution, he said, and the result was in the lap of the gods.

A SKY-ROCKET HIT — the refreshing fox-trot novelty song

# ANGEL CHILD

A DANCING RIOT

THE INFANT LOOKS BIGGER THAN ANY OF THEM

M. WITMARK & SONS - NEW YORK

by ABNER SILVER, GEORGIE PRICE AND BENNY DAVIS  
 WRITER OF 'MARGIE', 'SWEETHEART', 'IT'S YOU', 'NOBODY'S BABY', 'MAKE BELIEVE', etc.



**Columbia Catalog Binders keep your record catalogs within easy and convenient reach of salesmen and customers. The 1922 complete record catalog is ready for distribution. Why not order binders at the same time? Ask your Dealer Service man.**

**Columbia Graphophone Co.  
New York**



# CANTON

*Keen Competition in Retail Trade—New Models Interest Dealers — News Happenings*

CANTON, O., March 6.—Keener competition in the retail music industry is anticipated this Spring as the result of new stores opening in the Canton district. Some dealers who for years have had exclusive agencies for leading makes of talking machines and pianos will find it will require more effort to keep sales up to former years with new houses featuring the same lines as themselves. A survey of the district the past month discloses that talking machine sales experienced a falling off the past month, but with the advent of March there seems to be increased activity, but, summed up, the industry promises little until after Easter. Dealers are keenly interested in the new models and they doubtless reflect the sentiment of the purchasing public. The demand for records continues strong and March releases bid fair to break records of the past two months. Industrially the Canton district is improving and more mills are operating at the present time than at any time since before the war. Optimism prevails and dealers are confident that the industry will experience brisk business this Spring.

George Wille, head of the George C. Wille Music Co., says dealers are keenly interested in the new console types of Victrolas and predicts they will soon be to the fore in public favor. He says that talking machines have moved slowly for a month but that records continue to top sales of previous months.

S. Paul Bowers, who began his career as a music salesman with the Smith & Phillips Co.,

East Liverpool, O., and who in recent years has been identified with the J. W. Brown Piano Co. and the Van Fossen Smiley Piano Co., Canton, O., this week became manager of the Rudolph Wurlitzer Co.'s new store, which now is located at Third street and Cleveland avenue. Mr. Bowers announces that the store soon will add talking machines and small musical merchandise.

"The talking machine outlook is better than it was two months ago," said J. R. G. Minnitt, manager of the store of the J. B. Brown Piano Co., this week. "Demand for talking machines is in excess of that for pianos." Mr. Minnitt believes the trade will see quite a revival with the lapse of another month, due to the gradual improvement in industrial conditions. His store recently added the Vocalion line of records and this department, he says, is now one of the most

completely equipped as well as one of the most popular in the city.

The Army Store, Tuscarawas street, E. Canton, which opened recently, announces it will carry a complete line of Columbia talking machines and records and Okeh records.

C. M. Alford, head of the Alford & Fryar Piano Co., told a representative of The World this week that the Starr phonographs were enjoying a nice business and that during the past two months there has been an increased call for this make of machine.

Retail music dealers of Canton will join with other retail merchants in the staging of the annual Spring Style Exposition, which will be held this year March 23, 24 and 25. As in former years, merchants will decorate their windows and will exhibit the season's newest merchandise.

## COLUMBIA GRAPHOPHONE MFG. CO. RECEIVERSHIP DENIED

**Receivership Proceedings Instituted in Delaware Courts Dismissed With Consent of Petitioners and Plans for Rehabilitation of the Company Will Proceed Uninterruptedly**

WILMINGTON, DEL., March 8.—The receivership proceedings brought against the Columbia Graphophone Mfg. Co. in the United States District Court here ended abruptly on February 21. The manner in which the termination of this litigation was reached indicates that the proposed rehabilitation of the company, as mapped out by creditor committees in that behalf, will proceed to a successful conclusion.

The termination of the suit resulted from a willingness on the part of the petitioners that the action should go no further.

Therefore, when the matter came before the court Judge Hugh M. Morris granted a dismissal of the complaint, with costs to the petitioner, and denied the application for a receivership on the basis of statements filed by the defendant, reciting the consent of creditor interests repre-

senting an important portion of the liabilities to plans proposed for extending these claims.

William Mahaffy, of Wilmington, and Walter L. McDermott, of Jersey City, represented the petitioners. In opening for his clients Mr. McDermott stated that, although they had experienced a loss of upward of \$100,000 on the 3,000 shares which they hold, their chief grievance was that they had not been kept informed of the progress made by the various committees formed by the bank creditors and other creditors. In view, however, of the details laid before them since the application was made and assurances given in writing that their interests are being safeguarded and that investigation will be made of points raised in their petition they do not desire to hinder in any way the rehabilitation proposed.



## The PHON-O-MUTE

*"The Perfect Tone Regulator"*

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed. When ordering specify make of Sound Box.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

**PADDACK PRODUCTS, Inc.**

198 Broadway

New York



**OKEH ARTISTS AT RADIO CONCERTS**

Participate in Okeh Record Night at Roselle Park Station—Miss Vaughn de Leath Arranges Composers' Night at Newark Station—Varied Program—Both Events Signal Successes

Okeh record artists have played a prominent part in the various musical programs broadcasted by local radio stations. Friday, February 17, was observed as Okeh record night at the Roselle Park station, and it is said that this was the first occasion at which a complete concert by phonograph artists was staged over the wireless.

The entire program of the evening was given by Okeh artists, with Fred W. Hager, musical director of the Okeh laboratories, in charge of the event. Local newspapers gave considerable space to this interesting concert and among the Okeh record artists who participated were: the Justin Ring Trio, consisting of piano, banjo and saxophone; Lewis James, tenor; Nathan Glantz, saxophone solo; Miss Virginia Burt, soprano solo, introducing her own compositions and origi-

nal Hawaiian steel guitar imitations; Harry Reiser, banjo soloist, and comedy numbers by Billy Jones and Burt Grant.

The Okeh artists who participated in the second part of the program comprised, in addition to the above, Byron G. Harlan, rural interpretations and songs; Joseph Phillips, baritone, and the Stewart Sisters, vocalists.

The accompanying illustrations show some of the Okeh artists as they appeared at the radio studio, and Okeh dealers throughout the country have commented upon the splendid publicity occasioned by this unique radio concert.

On February 22 composers' night was observed at the Newark radio station and Miss Vaughn de Leath, popular contralto and Okeh artist, was responsible for originating and carrying out this very interesting concert.

Among the composers and artists who appeared that evening were Albert Von Tilzer, Kendis & Brockman, Jack Cook, Frank Goodman, Fred Hoff, musical director of the "Greenwich Village Follies"; Nat Sanders, Louis Breau, Al Wilson and Jim Brennan, Miss Judy Roth, Miss



Lewis James

Mary Earl, Jack Sheehan and Seymour Brown.

Miss de Leath was a prominent factor in the program, singing "Sweet Seventeen," composed by Otto Motzan, and a brand new song, "Be-



*"Made of Genuine Mahogany"*

A STRONG selling point that goes a long way towards clinching a sale.

"Made of Genuine Mahogany"—the young couple know that it will match the Genuine Mahogany with which they are furnishing their home. Older people know that its shining beauty is as permanent as the Mahogany heirlooms which have been in the family for generations; that it will be as much admired in years to come as it is today.

Phonographs nowadays are bought to harmonize with the appointments of the home. Genuine Mahogany is ever in style—never out of place. Mahogany represents the best in phonographs just as it does in furniture. You'll find sales much easier if you can say "Made of Genuine Mahogany."

*After all—there's nothing like*

**MAHOGANY**

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK



Justin Ring Trio

cause You Are You," written by Margret Cantrell. The final number on the program was the "Star-Spangled Banner," by all of those present, but before that number was given Miss de Leath sang her latest compositions, "New Or-



The Stewart Sisters

leans" and "Cover Me With Kisses." At the close of the program Miss de Leath was congratulated upon the success of the concert, and especially upon her contributions to an interesting program.

**CLEVER PLAN BOOSTS RECORD SALES**

HOLDREDGE, NEB., March 7.—The Hilsabeck Piano Co. here is creating considerable interest in Victor records through the medium of a Victrola Day each month in the store. At this time the public is invited to the store to hear the playing of records on the Victrola. A prize is awarded to the person giving the best annotation on a favorite. The plan is proving especially effective in stimulating the sale of Red Seal records and a great deal of valuable publicity has resulted.



**JOBBER:**

CABINET & ACCESSORIES CO.,  
145 East 34th St.,  
New York, N. Y.

IROQUOIS SALES CO.,  
210 Franklin St.,  
Buffalo, N. Y.

E. B. SHIDDELL,  
142 Berkeley St.,  
Boston, Mass.

DAVENPORT PHONO.  
& ACCESS. CO.,  
217 Brady St.,  
Davenport, Ia.

UTICA'S GIFT &  
JEWELRY SHOP,  
Utica, N. Y.

J. R. POLK FURN. CO.,  
294 Decatur St.,  
Atlanta, Ga.

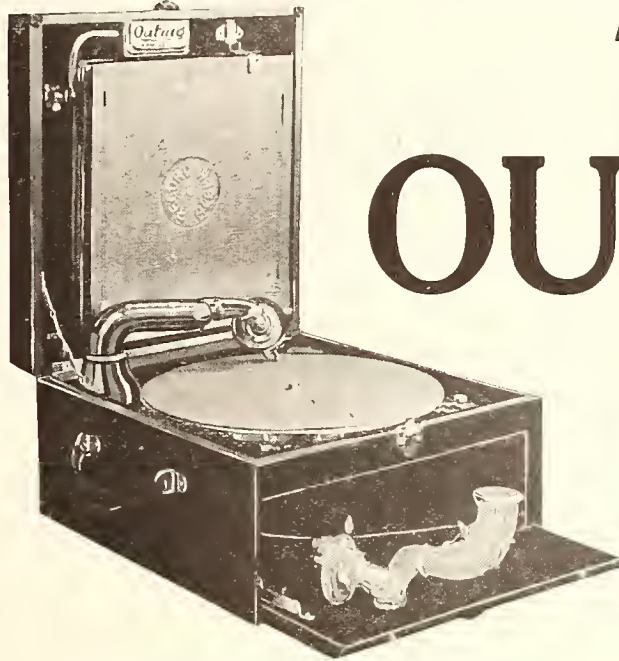
VOCALION CO.  
OF OHIO  
Cincinnati, O.

VOCALION CO.  
OF OHIO  
Cleveland, O.

BURNHAM, STOEPEL  
& CO.,  
101 East Larned St.,  
Detroit, Mich.

WM. ANDERSON  
PIANO CO.,  
79 Eighth St., South,  
Minneapolis, Minn.

GEO. C. ULRICH & CO.,  
718 Lincoln Bldg.,  
Philadelphia, Pa.



# The OUTING

Perfection  
in a  
Portable  
Phonograph

Size: 8 in. x 14 in. x 15 in.  
Weight: Complete, including album,  
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

*Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.*



*Dealers in Mexico and Cuba should send orders and inquiries to*

R. C. ACKERMAN  
291 East 162nd Street - - - - - New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

8-10 Bridge Street - - - - - New York City  
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## THE OUTING TALKING MACHINE CO., Inc.

A. J. COTÉ, *President*

MT. KISCO, N. Y.





# EMERALD GREEN RECORDS

(Each Record is "an echo from Emerald Isle")

## Are Ready for You

A specially made record that appeals to everyone. Now being advertised in leading Irish magazines.



*Dealers and agents write for discounts*

## UNION OF IRISH INDUSTRIES, INC.

Distributing Division

236-38 WEST 116th STREET, NEW YORK

## PORTLAND, ORE.

*Impressive Figures That Account for Prosperity in Oregon—  
Activities of Dealers Indicate That They Are Alert for Trade*

PORTLAND, ORE., March 4.—Ralph Budd, president of the Great Northern Railroad, is in Portland and has announced that the 1922 budget of his company for improvements is more than \$15,000,000. Of this amount approximately \$3,500,000 will be spent in Oregon and Washington on materials and labor. When we consider that similar action will be taken by the Northern Pacific, Southern Pacific and O. W. R. & N. lines, all of which enter Portland, the business interests of the Pacific Northwest cannot but be optimistic. Ordinarily the lumber camps would all be in operation at this time, but on account of weather conditions in the mountains many of the camps are still closed down, and but for this fact all would be in operation and business in all lines would be booming. In view of the above, coupled with the great resources of the inland empire in wheat, wool and livestock and the tremendous increase in both imports and exports through the port of Portland, the music dealers, together with the business men in all industrial lines, are more than content with business conditions of the present and the outlook for the future.

H. Donaldson Leopold, Jr., representing the Victor Talking Machine Co., who recently was transferred from the California territory to cover Oregon, Washington and Idaho in place of W. G. Gaston, who is now with the Victor Co., of Detroit, Mich., is in Portland visiting the retail accounts and doing some very excellent sales promotion work among the dealers. Mr. Leopold is quite enthusiastic over his new district and sees a great future for the Pacific Northwest with its wonderful natural resources.

M. Davis, district manager of the phonograph

division of the Brunswick-Balke-Collender Co., reports good business for those dealers who go and get it, and says "The business is here for those making the canvass and a little effort to get it." Mr. Davis has just returned from a three weeks' trip throughout eastern Oregon and says the people of that territory are all optimistic now, with a much better feeling among the wheat and lumber districts.

The F. C. Fry Brunswick shop, of Baker, Ore., has been remodeled with the addition of a large reception room and a big display room for Brunswick machines. Mr. Fry reports three times as much business for January and February as for the corresponding months last year.

E. K. Bellony, manager of the Eastern Oregon Music Co., of La Grande, Ore., and an exclusive Brunswick dealer, has added two salesmen to his force and reports a big increase over 1921. Another exclusive Brunswick dealer to give a good account of himself is G. E. Courson, the "music man" of The Dalles, Ore.

Miss E. M. Buelow has opened an exclusive Brunswick department in her music store at Hood River, Ore., and anticipates a good year on account of the prospective big apple crop for this year.

The Ontario Furniture Co., of Ontario, Ore., has built a very neat phonograph department by utilizing one of its entire plate glass window fronts for the display of its Brunswick machines and records.

Mr. Davis says one of the best records made by any Brunswick dealer so far is that of J. E. Metzger, of the Metzger Furniture store, of Gresham, Ore. Mr. Metzger was appointed a

Brunswick dealer on December 15, receiving his initial order on the 18th, and by Christmas he had disposed of twenty-two of his machines, most of them of the larger sizes.

The Wiley B. Allen Co. has moved from its old location on the corner of Broadway and Morrison street into most attractive quarters at 148 Fifth street. The talking machine department, in charge of C. L. Neilson, is on the mezzanine floor with two large demonstrating rooms and a spacious floor space for the display of the Victrolas and Brunswick phonographs. The record department, under the management of Miss Erma Ewart, is on the main floor with eleven hearing rooms equipped with every modern convenience, furnished in wicker with rose-colored draperies at the windows. An instant service counter for records has been installed in the center of the floor and Frank M. Case, manager of the Wiley B. Allen store, has designed and planned the establishment with the view of extending to the patrons the utmost quality value and service. The interior of the store is finished throughout in imitation caen stone with odd and attractive archways carrying out the old Italian scheme. Mr. Case is receiving congratulations on the artistic store he has given Portland.

Elmer Hunt, manager of Sherman, Clay & Co.'s wholesale department and one of the men in the music trade of Portland best able to pass judgment on conditions in and around Portland, reports an improved trend everywhere he has visited, showing a material increase over January and February, 1921.

W. L. Brown, of Sherman, Clay & Co.'s wholesale department, has just returned from an extensive trip through eastern Oregon and Idaho, visiting numerous Victor dealers, and he found all dealers visited most optimistic. Farmers are in much better shape and although things have not opened up to any great extent so far they are all encouraged by the fact that they have been able to dispose of their wool and wheat at prices above their anticipations.



Reports from Astoria, Ore., are also encouraging. John Ray, a Victor dealer of the Owl Drug Store, reports lumber conditions in much better shape in his vicinity, with business "perk-ing up" to a considerable degree.

P. N. Smith, of the Smith Furniture Co., of Mount Angel, and W. W. Moore, of the Moore Music House, of Salem, Ore., were recent Victor dealers to call on Mr. Hunt and both report good business in their territories. L. L. Thomas, of the Thomas Music Store, of Marshfield, Ore., says that after a year's intense depression the lumber mills of his district are all putting on full crews again and things are brightening up to a great extent.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co., said the big business for February centered around the Victrola No. 300, while the 100 E. B.'s again proved in big demand. Red Seal record business was unusually big for February, with operatic records leading.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports good February business, with the sale of Red Seal records better than anticipated. Mr. Hyatt says: "I am looking forward to a large sale of the new types of Victrolas when they arrive, as my customers have already shown considerable interest in the new models and I believe the time is most propitious for the change."

The Reed-French Piano Co., which last year retired from the talking machine field, has re-entered the trade and is again handling Victrolas and Victor records. It will make some improvements in its department.

G. F. Johnson, of the G. F. Johnson Piano Co., reports Cheney and Victrola business showing marked signs of improvement as compared to last month and anticipates a big Spring trade.

Harold S. Gilbert has taken over the White phonograph stock of S. S. Sigel & Son and is featuring a sale of these machines and meeting with great success.

The phonograph department of the Meier & Frank Co. put on a successful sale of the Pathé phonograph and Pathé records during the first two weeks of February and 156 machines were disposed of on the opening day and over 500 during the two weeks, together with thousands of Pathé records disposed of, two being offered for the price of one.

H. H. Princehouse, sales manager of the phonograph department of Lipman, Wolfe & Co., reports business very good for the Sonora and Brunswick phonographs during February. A large shipment of Sonoras has just been received, among them a special order in a Sonora period model of Colonial design for the home of D. W. Jacobs, one of Portland's most prominent contractors.

Morley Sommers, Pacific Coast representative for the Sonora phonograph, visited Portland for several days en route to California, after an extensive trip throughout the Pacific Northwest.

Sanford Adler, of the Adler Music Co., of Baker, Ore., is sojourning in California for the Winter. His brother, Carl, and Mrs. Jean Fowler have been left in charge.

**M. S. & E. INCREASES TERRITORY**

The sales department of the Sonora Phonograph Co. announced this week that the W. B. Glynn Distributing Co., Saxtons River, Vt., Sonora jobbers, had been replaced by M. S. & E., of Boston, Mass. The latter company will now cover the entire New England territory from its headquarters in Boston, Mass.

**ARMSTRONG CO.'S SALES CAMPAIGN**

MEMPHIS, TENN., March 3.—The popularity of the Pathé phonograph in the South was recently well attested through the results of a sale of Pathé instruments announced by the Armstrong Furniture Co., of this city. The sale brought prospects from far and near, resulting in a large percentage of sales.

If you want your stock to keep moving, keep moving yourself.

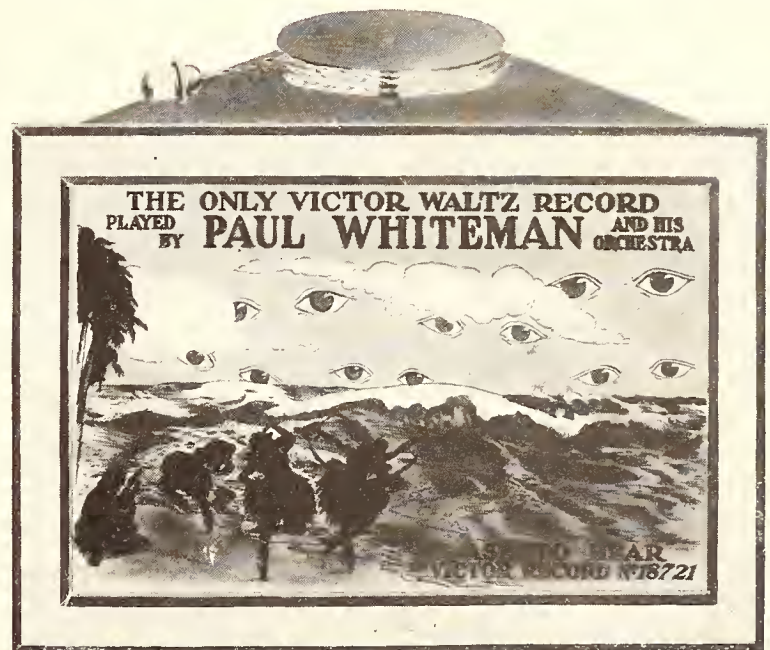
**"DA-LITE"  
ELECTRIC DISPLAY SERVICE  
EXCLUSIVELY FEATURING  
Victor Records**



THE SERVICE consists of four artistic hand-colored panels, or fronts, delivered to you each month before the records are released, advertising the leading selling records which are selected through information obtained from fifty wholesale distributors.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we furnish you without charge while you are subscribing for the service. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.

We will feature the following records for April: 18864, "Wanna" (Fox Trot), Club Royal Orchestra; 18866, "Three O'Clock in the Morning" (Waltz); 18862, "April Showers," sung by Charles Harrison; 18870, "Angel Child" (Fox Trot), Benson Orchestra (Released March 15th).



**A NEW FEATURE—SELLING OLD RECORDS**

On the tenth of each month we will release a Special Panel for some old record on which the dealers are overstocked—IT SELLS THEM—Our release for March is No. 18721 as illustrated above. For April No. 18744, "UNDERNEATH HAWAIIAN SKIES." If you have a stock of either of these old records it will pay you to buy the panel. Price, \$2.50 each.

Write for Our Descriptive Circular, Which Gives the Logical Reason Why Our Display Sells Records.

**"DA-LITE" ELECTRIC DISPLAY COMPANY  
116 NORTH ERIE STREET TOLEDO, OHIO**



# They have given What will you give?

Mail This Coupon Now ←

Do the comforts of life mean more to you than human lives?

**HONOR ROLL**  
*of Contributors to the*  
**MUSIC TRADES QUOTA**  
*of the*  
**JEWISH WAR RELIEF**

Famine, pestilence, rapine, and massacre have been the lot of hundreds of thousands of unfortunate Jews in Russia and Ukraine.

A little self-denial on your part—a luxury or two dispensed with—will mean a contribution that will rescue agonized women and starving children from the grave.

They perish while you delay. The need is urgent.

*He gives twice who gives quickly.*

Our quota is in sight. Mail this coupon now.

**NEW YORK CAMPAIGN for JEWISH WAR SUFFERERS**

*Music Trade Committee 311 6th Avenue, New York*

For the relief of the stricken Jews of Europe I hereby contribute the sum of

Subscription may be made payable in four installments—April 1, 1922; July 1, 1922; September 1, 1922, November 1, 1922.

Name.....

Address.....

MAKE CHECKS PAYABLE TO PAUL BAERWALD, TREASURER

- \$1,500  
Landay Bros., Inc.
- \$1,000  
Samuel Buegeleisen
- \$700  
Fred and Walter Gretsck
- \$600  
Knickerbocker Tlk. Mch. Co.
- \$500  
Hardman, Peck & Co.  
Steinway & Sons  
Mr. and Mrs. Irving and  
Frank H. Isaacs  
S. B. Davega Co., Inc.
- \$300  
Employees of Landay Bros.  
Inc.  
General Phonograph Corp.
- \$250  
Sonora Phonograph Corp.  
Blackman Talk. Mach. Co.  
Brunswick-Balke-Collender  
Co.
- Silas E. Pearsall Co.  
Chas. H. Ditson Co.  
M. Hohner  
C. Bruno & Son  
Saul Birns  
Long Island Phono. Co.  
Jas. G. Widener  
Jos. Spector
- \$200  
Otto Heineman  
Weser Bros., Inc.
- \$150  
Jacob Doll & Sons  
Max Max  
B. Abrams  
J. C. Fischer  
Mr. and Mrs. E. Blout  
G. T. Williams Co.  
Louis A. Titefsky
- \$125  
Brilliantone Steel Needle Co  
Reflexo Products Co.
- \$120  
Henry Nathanson
- \$100  
Independent Phon. Mfg. Corp  
Adolph Mayers  
Jacob Schursch  
J. Winter  
Max Goldsmith  
Sol Lazarus

- Ormes, Inc.  
S. Sherman  
Carpenter Co.  
Albert Sichel  
R. Edward Strauss  
James W. Jones  
J. Clarence Levine  
Max Willinger  
Mathushek & Son  
Bronx Talk. Mach. Co.  
Alexander W. Herzog  
Max Rothstein  
James Brooks  
New York Talk. Mach. Co.  
Michnoff Talk. Mach. Co.  
Mus. Inst. Sales Co.  
Bersin Phono. Co.  
A. B. Chase Piano Co.  
Collings & Co.  
Louis Schwarz  
R. Wurlitzer
- Less than \$100  
Chester A. Abelowitz  
Arthur Baumann  
Behning & Albin  
Isadore Blaw  
Bogart Piano Co.  
Cabinet and Accessories Co  
George Doll  
Harry Duff  
Myer Gennis  
Otto Goldsmith  
P. Paul Graef  
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Benjamin Lax  
W. M. Lewus  
L. D. Parry  
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Israel Schwarz  
J. Selig  
Weil Bros.  
Wissner & Sons, Inc.  
Abraham Abelowitz  
Theo. Arison  
Henry H. Harkavy  
Isador Jacobson  
Max Mandel  
Paterson Piano Co.  
C. B. Riddle  
Julius Schlanger  
Schnabel Bros., Inc.  
Victor Harris  
Szilagyi & Co.  
Alfred Lippe  
Chas. Deringer  
H. Bersin  
Theodore Lohr  
M. Rosenblatt  
Mrs. L. Davega

- Richmond Mus. Sup. Corp.  
Sidney Matz  
S. Bersin  
European Phono. Co.  
Kirsch's Music Store  
David Kirsch  
Louis Mandell  
F. Bullenkamp  
Max Freedman  
Alexander Holtzoff  
Wm. Kreuzer  
Mr. and Mrs. Irwin Kurtz  
Louis I. Leibowitz  
M. Luscher  
Samuel Milstein  
Montague Marks  
Owens & Beers  
David Rosenbaum  
Joseph Zellman  
John Cromelin  
Buescher Band Inst. Co.  
A. A. Troescher  
Wm. A. Condon  
C. W. Conway  
O. S. Goan  
Gold Seal Co.  
Max Goldbart  
Julius Goldberg  
Horton-Gallo-Creamer Co.  
Samuel Hyman  
Kay Talking Machine Co.  
H. P. Lowenstein  
N. Y. Album & Card Co.  
J. & L. Safren  
Schmukler-Singer, Inc.  
Chas. M. Stieff, Inc.

- Leon Tobias  
Arthur Van Vean  
Harry Zuckerman  
William Axt  
Christman Piano Co.  
L. Conover  
A. Conrow  
Samuel Creedman  
Dreazen's Music Shop  
Meyed Ginsberg  
Gold Seal Repeater Co.  
Jaff Bros.  
David Kahn  
George O. Lake  
E. Leins Piano Co.  
Liberty Music Shop  
Liberty Phonograph Co.  
Trinity Talking Machine Co.  
A. Lorczak  
Modern Music Shop  
Palace Talking Machine Co.  
Peerless Album Co.  
Rudolf Roemer  
H. Saletan  
Schleicher & Sons, Inc.  
Leon Brick  
Geo. E. Finch  
Ralph Holland  
Ideal Music Co.  
Jacob Piano & Phono. Corp.  
Abraham Lesser  
Hyman Lifschitz  
Chas. P. Miller  
Philip Nobel  
Morris Sandler, Inc.  
Alfred Tannenbaum

- Geo. A. Long Cabinet Co.  
Saul Bornstein  
Arthur Press  
Albert Bersin  
Jacob Brody  
Louis Brody  
Louis Dreazen  
Harry Duckman  
E. G. Evans  
H. B. Foster  
Albert Galuchie  
Benjamin Ginsberg  
Robert Goldman  
Harmonee Music Shop  
Kirsch Bros.  
Kirsner Bros.  
Louis Kritzer  
Louis Levy  
Hyman Muckasie  
Rappaport's Music Shop  
Louis Rubenstein  
Schleicher & Sons, Inc.  
Leo Schlein  
Louis A. Schwarz  
Edward Shapiro  
Isidore Stein  
Edward Straus  
O. H. Williams  
Bricker's Music Shop  
Samuel Katz  
Harry Parnes  
Israel Scheib  
Rudolf C. Koch  
Morris Mincowitz  
Janssen Piano Co.  
Nostrand Phonograph Co.



# THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA

*Sales and Educational Conference Under Auspices of Philadelphia Wholesalers and in Co-operation With Victor Co. Proves a Tremendous Success*

PHILADELPHIA, PA., March 8.—The first convention of the Victor dealers in this section, which began at the Bellevue-Stratford Hotel Monday morning and ended with an elaborate banquet at the same hostelry this evening, will go down in trade history as a most successful affair in every particular, successful beyond even the dreams of those who were responsible for the birth and development of the idea and who arranged the program which ran through the three days without a hitch.

The convention was held under the auspices of several Victor wholesalers of this city, the Louis Buehn Co., Penn Phonograph Co., C. J. Heppe & Son, H. A. Weymann & Son, and the Victor Talking Machine Co., and close to 300

Hampton Moore, of Philadelphia, who welcomed the visitors in the name of the city and delivered an interesting address on "Industrial Opportunity," in the course of which he took occasion to call attention to the forthcoming sesqui-centennial exposition which will be held in Philadelphia in 1926. He also paid a graceful tribute to the Victor Co. and the service it is rendering mankind by making permanent records of the voices of great artists and statesmen.

#### J. S. MacDonald's Address

J. S. MacDonald, sales manager of the Victor Co., was the next speaker, and in his address called the attention of the dealers first to the established policy of the Victor Co. to adhere strictly to quality production, going to the four

touch with every new invention and patent that might serve to improve the Victor quality.

#### Mrs. Clark Tells of Educational Work

The final speaker of the morning session was Mrs. Frances Elliott Clark, director of the Victor Educational Department, who told of the work of her department in a particularly interesting manner and gave an outline of its history and accomplishments. She told how work that originally consisted of placing Victrolas and Victor records in high schools has steadily developed until it now includes the teaching of music to children in the home through the medium of the Victrola, and explained how the work of the department had acknowledgedly revolutionized the teaching of music throughout the country.



The Great Assemblage of Victor Dealers at Opening Session at Bellevue-Stratford, Philadelphia

dealers and members of their sales staffs attended the various sessions. Most of the program was given over to lectures and detailed descriptions of various phases of the educational work being carried on by the Victor Co. itself and in which the co-operation of the dealers is greatly desired.

The meetings were under the personal direction of "Phil Jobbs" in the person of George A. Tatem, of the Talking Machine Co., who, with sleeves rolled up, garbed in the apron of a shipping clerk, and armed with an instrument which seemed a cross between a nail puller and bung starter, proceeded to announce the various features of the program.

#### Dealers Receive Cordial Welcome

The convention opened on Monday morning, March 6, according to schedule, with about 300 dealers and members of their sales organizations present. Louis Buehn, head of the Louis Buehn Co., and president of the National Association of Talking Machine Jobbers, assumed the duties of chairman and welcomed the guests in behalf of the distributors. He then introduced Mayor J.

corners of the globe for materials of the proper grades, and, secondly, of the millions of dollars spent in advertising for the establishment and maintenance of Victor supremacy both nationally and internationally.

Mr. MacDonald pointed out that the retailer was selling more than mere merchandise in that he was offering to the public not only a medium for education, but a means of entertainment. In closing he urged the dealers particularly to give attention to the problem of increasing Red Seal record sales.

#### John G. Paine's Talk

Following Mr. MacDonald, John G. Paine, of the Legal Department of the Victor Co., delivered an inspiring address on "The Victrola and the Present Day." He emphasized the mutual trusteeship of business, represented first by the self-imposed trust of the Victor Co. in providing its dealers with the best in machines and records, and, secondly, the trust imposed upon the dealer of marketing these products in the best possible manner. Mr. Paine dwelt briefly upon legal matters and told how the Victor Co. kept in close

At the present time, said Mrs. Clark, Victrolas were used regularly in schools in over 10,000 cities and towns, and she took occasion to pay a tribute to the vision of Eldredge R. Johnson, president of the Victor Co., for making possible such an achievement.

Following Mrs. Clark's address, a special luncheon was served in the Rose Room of the hotel, during the course of which the dealers had the opportunity of inspecting a model demonstration room installed by the Unit Construction Co., and equipped with the new sales stimulator and other features.

#### Some Visiting Wholesalers

In addition to dealers from all sections of Pennsylvania, and the executives and employes of Philadelphia jobbers, there were several wholesalers from other sections who took the opportunity of attending the session, among them being J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.;

(Continued on page 148)



### THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA—(Continued from page 147)

and O. L. Neal, of the Buffalo Talking Machine Co., Buffalo, N. Y.

#### MONDAY AFTERNOON SESSION

The Monday afternoon session was given over to the representatives of the Educational Department of the Victor Co. and proved most interesting to dealers present. Miss Margaret M. Streeter opened the program with an illustrated talk on "Rhythm—Free and Suggested Expression," going into the subject at considerable length. She was followed by Miss Edith M. Rhettts, who delivered a comprehensive address on "Cultural Hearing," and explained how the child particularly could be trained to have a proper appreciation of musical values. S. Dana Townsend, also of the Educational Department, talked interestingly on "English for the Home and Elementary Schools," with pertinent references to records in the Victor catalog. Miss

of the program again and Miss Streeter delivered a talk on "Mimetic Play and 'Making Believe' With Little Children," in the course of which she offered to dealers many new ideas for appealing to the child mind.

Next came Miss Rhettts, who gave a comprehensive talk on "The Instruments of the Orchestra by Sight, Sound and Story," illustrating her address with charts and other literature provided by the Victor Co., and with specially selected Victor records.

Mr. Townsend again addressed the dealers on the subject of English literature, on this occasion devoting his attention to the work of the junior and senior high schools, following which Mrs. Frances Elliott Clark outlined interestingly the development of the music memory contest idea, emphasizing the importance of the work and explaining in detail how the contests could be car-

The entertainment was provided by a number of vaudeville artists, including a number of novelties, among them a mind-reading act that pleased the guests, although it bewildered them. There were eight acts on the bill and of sufficient variety to prove entertaining throughout the program.

#### WEDNESDAY MORNING SESSION

Ernest John, manager of the advertising department of the Victor Co., was the first speaker of the Wednesday morning session and dwelt at length upon the function of advertising and creating sales, particularly from the dealer's viewpoint. He emphasized the importance of personal contact and personal interest and declared that there was no better way for building up a following than to take the trouble to remind a prospective customer that certain records missing when he called at the store were now available and by



The Philadelphia Jobbers

Left to Right—Eugene Stern, Talking Machine Co.; T. W. Barnhill, Penn Phonograph Co.; Louis Buehn, Louis Buehn Co.; H. W. Weymann, H. A. Weymann & Son, and F. J. Heppe, C. J. Heppe & Son



The Glad Hand Committee

Left to Right—Standing: Harry A. Ellis, Chas. Paulson, Claude Kohl, E. J. McCormack, Harold Cregor, L. P. Brown, D. W. Mayberry, E. P. Bliss and George W. Witney. Seated: Frank R. Rausley, E. E. Hipple, Wm. Doerr, George A. Tatem ("Phil Jobbs"), R. Burrows, Frank Schaller and Thomas Hower

Marie Finney had for her subject "Songs for Children, Adolescents and Adults," offering numerous record demonstrations in illustration of her statements.

The final address was by Miss Mabel Rich and proved one of the most interesting of the series. Miss Rich talked on "Around the Year With the Victrola" and offered many illustrations of the type of Victor record music available for Halloween, Thanksgiving, Christmas, Easter and the various holidays and special seasons throughout the year. It was an illuminating talk.

#### Entertained at Theatre Party

On Monday evening the dealers were the guests of the jobbers at a theatre party at the Garrick Theatre, where they enjoyed the performance of Geo. M. Cohan's comedians in their presentation of "The O'Brien Girl." Several bits of topical nature and referring to talking machine subjects were interpolated by the comedians for the benefit of the dealers.

#### TUESDAY MORNING SESSION

The Tuesday morning session opened with an address by F. A. Delano, director of the Salesmanship School of the Victor Talking Machine Co., whose subject was "Selling Victor Records," and who cited examples of practical record selling on a basis to increase the volume, and as a means to that end emphasized the wisdom of dealers learning the musical preference of their customers. He urged the use of the Ready Reference Labels and made a particular point that where a number of records by one artist are demonstrated they should be interspersed with selections of a different appeal. Mr. Delano's suggestions were based upon his personal experience in the retail record field and were of the sort to prove of great value to dealers adopting them.

The Educational Department then took charge

ried on and particularly how they could be made to revert to the benefit of the Victor dealer.

#### TUESDAY AFTERNOON SESSION

Mr. Delano also opened the Tuesday afternoon session with an address on "Selling the Victrola," in the course of which he particularly urged that dealers cease to sell on the argument of the mechanical perfection of the machine, but rather make the sale on its musical performance. He pointed out, however, that the dealer and his salesman should be equipped to discuss the mechanical features of the Victrola for the benefit of such customers who are inclined to ask questions. He laid particular emphasis upon the fact that Victor machines played Victor records best and discussed for the dealers and with them many important and interesting factors entering into machine selling.

Following Mr. Delano's remarks Miss Streeter, of the Educational Department, delivered an interesting illustrated talk on "Characteristic Rhythms," making reference to both rhythms of nature and of the dance.

A talk of particular importance was that of Miss Rhettts on "Selling Instrumental Music," in the course of which she offered to the dealers accurate and distinctly valuable information regarding music of that type which should have a material effect in increasing record sales.

The final address of the afternoon session was that of Miss Rich, who talked on "Rhythmic Songs and Games," in the course of which she made reference to the use of talking machine music in the development of penmanship.

#### The Dealers' Entertainment

On Tuesday evening the dealers with their families and employes were the guests of the Philadelphia Victor Dealers' Association at an informal entertainment and dance given in the Clover Room of the Bellevue-Stratford Hotel.

showing a willingness to please him in other directions. Advertising as such, said Mr. John, was designed primarily to get the message of the dealer over to people who could not be reached with the voice and should be written from the angle of the customer and not from that of the dealer.

An interesting point made by Mr. John was that the dealer's store should be so arranged that the interior could be seen plainly from the street, and said that this could be done without interfering with the arrangement of the window displays or the comfort of the customers. By that means the public could be made aware of the activity within the store and be moved thereby to make purchases. He had seen, he said, stores that from the outside were apparently doing no business, but inside there might be a score or more customers making purchases or awaiting attention.

Regarding advertising copy, Mr. John urged the use of plenty of white space to give the message a chance to stand out and attract attention, and also declared that the left-hand page was the most desirable if one wished to have an advertisement appear as the first page that meets the eye when the magazine or newspaper is opened or the page is turned, because the eye travels from left to right.

#### More Educational Talks

Once again the Educational Department came to the front and Miss Bess Daniels, of that department, talked on "Program and Pure Music," followed by Miss Streeter, who had for her subject "Music in the Rural School." Mr. Townsend, who at the previous session had talked on various phases of literature, next interested the dealers particularly with an address on "The Victrola in Correlation With American History," in the course of which he traced the relation of music



THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA—(Continued from page 148)

to history from the time of the Vikings to the period of the recent World War.

The morning session ended with an address by Mrs. Clark on "Nationality in Music," in the course of which she illustrated how the influence on various peoples of environment, climate, topography and government was reflected in their music.

**WEDNESDAY AFTERNOON SESSION**

At the opening of the Wednesday afternoon session Miss Rhett's gave a lengthy talk on the development of music under the title "How Music Came to Be," and told the story of music from the time when the art was in its elemental form up to the modern music.

**Mrs. Clark's Excellent Address**

The next speaker was Mrs. Clark, director of the educational department, whose subject was "Sowing, Cultivating, Harvesting." She took occasion to sum up comprehensively the tremendous educational work started and carried on by the Victor Co. and to emphasize to the dealers the importance of their full and intelligent co-operation locally in making that work as successful as it deserves to be. She declared that as tremendous and widespread as had been the work of the educational department of the Victor Co., all that work had simply been in the nature of preparing the ground and making it fertile for the dealer. It was the function of the latter, she declared, to give heed to the sowing, the cultivating and the harvesting.

The retailers could not expect, she said, simply to throw out a few seeds of local propaganda and expect big proper results any more than the farmer could throw out a few seeds and expect a great harvest. The work required intelligent sowing, intensive and careful cultivation and enthusiastic harvesting. The fact that Victrolas and records are included in the school equipment of over 10,000 cities and towns of the United States offers some idea of the extent of the foundation work of the Victor Co. and of the opportunities that lie before the dealers in the educational field.

**The New Order of "Winders"**

At this point of the proceedings an unannounced surprise was sprung on the assembled dealers when Phil Jobbs introduced the "Exalted of the Ancient and Honorable Order of Winders," in the person of George W. Whitney, who in turn introduced the grand recording secretary of the new order, together with a score of members of the executive committee. The "Exalted Ruler" then proceeded to initiate all the dealers present in the new order, and caused to be distributed discs bearing the Victor trade-mark on one side and the sign of the order—a Victrola winding key—on the other, surrounded by the words, "Phil Jobbs," and the mystic letters, "A. S. C." He explained that these were emblematical of the words "Advertising, Selling and Collecting," and then went into extended details regarding the further significance of the same letters.

Louis Buehn, the chairman, then announced that the prize for the best slogan for the Philadelphia Jobbers had been awarded to L. P. Brown, of the Penn Phonograph Co., the slogan being, "Let Phill Fill 'Em."

The business sessions wound up with the opening of the question box and the answering of the various questions submitted by J. S. MacDonald, sales manager of the Victor Co. A number of the questions had a decided kick to them, but Mr. MacDonald handled the situation gracefully and did not hesitate in any instance to find an answer that met the situation. The queries ranged from those regarding the effect of wireless telephony on the talking machine trade to those regarding the various types of records. The meeting then adjourned.

**THE CLOSING BANQUET**

The three-day convention wound up with an elaborate banquet in the Rose Garden of the Bellevue-Stratford, when the visiting dealers were the guests of the Philadelphia jobbers, and the evening was a success from the time the guests first glanced at the unique menu until "Home, Sweet Home," put an end to the dancing.

The menu itself was a work of unusual interest, being printed in the form of the monthly Victor hanger, with a guide line alongside each dish regarding the proper way to eat it, as, for instance, "Ocean-dipped Almonds—Thum and Phirst Phinger"; "Breast of Guinea—Nife and Phork," and "Green Peas—Optional." Needless to say, the menu made one of the hits of the evening, and it is rumored that George W. Whitney was again the responsible party.

When Louis Buehn took up the duty of toastmaster he took occasion to express to the dealers the appreciation of the jobbers for their attendance at the meeting and their loyal support and expressed the hope that they would take back with them to their homes the important lessons learned at the convention.

**Ralph M. Freeman's Address**

The first speaker introduced was Ralph M. Freeman, director of distribution of the Victor Talking Machine Co., who had for his subject "The Business Prospect," but took occasion at the outset to express appreciation of the Victor Co. for the interest taken by both the jobbers and dealers in studying and discussing the means for the improved distribution of Victor products and for the spread of the educational work. He paid particular tribute to Mrs. Frances E. Clark, head of the educational department of the Victor Co., and the members of her staff for their excellent accomplishments.

In commenting upon the Victor Co.'s attitude toward the dealer and the jobber, Mr. Freeman emphasized the fact that this company had always made it a policy to consider, first, the public buyer; secondly, the retail sales person, who comes in contact with that buyer, and then, in order, the dealer and the wholesaler.

Regarding future prospects, Mr. Freeman said that one man's guess was as good as another's and that he agreed with the statement that the business of the country was going through an effervescent period and was bound to settle down soon. He agreed with the opinion that one-third of the people of the country had only half the buying power of 1917 and expressed the belief that the total buying power of the country to-day was about five-sixths of that of 1917. He cited his experience upon a recent transcontinental tour and declared that business appeared to be worse in those sections where there was evident a lack of effort. In closing, Mr. Freeman declared that a definite reaction for the better in business was coming shortly, probably within the next four or five months and possibly sooner.

At this point a pleasing feature was injected when Mrs. Louise Nolan, wife of William Nolan, the popular Buehn Co. representative, sang several "spirituals," accompanied by Miss Edith Rhett's at the piano.

**Blackman Talks on Loyalty**

J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, and one of the out-of-town jobbers observing the work of the convention, spoke next, and based his talk on the loyalty of both wholesalers and dealers to the Victor Co. during the period of uncertainty in appreciation of the tremendous help that company had given them in the conduct of their businesses in the past through well-established regulations and suggestions. He emphasized particularly the fact that although many large corporations in the steel trade and other lines of business had written off deficits of many millions of dollars during 1921 the Victor business had still during that trying period continued to show substantial profit for all concerned, Mr. Blackman used some straight language in expressing his views on the proper attitude of the wholesale and retail trade and made a distinct impression.

**Dealers' President Expresses Appreciation**

The next speaker was George W. Hoover, president of the Philadelphia Victor Dealers' Association, who, after thanking the jobbers and the Victor Co. for the opportunity given the dealers to get a proper insight into the scope and importance of the educational work, took occasion to enlarge upon the probable results from the conference and the importance of co-operation among the dealers in one locality handling the same product.

**E. J. Cattell's Fine Address**

The final speaker was Edward J. Cattell, the prominent Philadelphia orator, who delivered a sermon on optimism and the observance of the Golden Rule that, although delivered at times in a humorous way that kept his audience in convulsions, nevertheless carried an undercurrent of seriousness and philosophy that made a profound impression. Mr. Cattell enjoys a countrywide reputation as a speaker.

Following the banquet proper the guests adjourned to the ballroom for the dancing.

**A Machine Stock Register Book That Will Make Money for Victor Dealers**

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Jobber or Direct to

**CURTIS N. ANDREWS**

**Victor Wholesaler**

**BUFFALO, N. Y.**

IT TELLS YOU AT A GLANCE

- Where Each Machine Was Ordered.
- Date Ordered.
- Quantity.
- Finish.
- Balance Due.
- From Whom Each Machine Was Received.
- Serial Number.
- Date Received.
- Date Sold.
- Name, etc., of Buyer.

ALL ON FACING PAGES



# H.K. Lorentzen

Manufacturer of  
**Exclusive Cabinet Hardware and Accessories**  
 60 Grand Street  
 New York City

## GRINNELL EDUCATIONAL WORK

Educational Department Opened by Grinnell Bros. on January 1 Under Direction of Miss Edith M. Ruebekam Getting Excellent Results in the Detroit Territory

DETROIT, MICH., March 6.—The Victor educational Department opened on the first of the year by Grinnell Bros., local Victor wholesalers, with Miss Edith M. Ruebekam as director, is rapidly developing a number of activities that promise some big things for the Victor retailers in this territory, provided they take full advantage of the opportunities offered.

Miss Ruebekam has had wide experience in music and educational work and in the handling of publicity, having graduated from the Columbia School of Music in Chicago, where she took a course in voice, and later won fame conducting a number of amateur operettas. In addition she has had experience in newspaper work, which enables her to get her matter across in proper form.

Among the various activities of the Grinnell department under Miss Ruebekam's direction is the hooking up of the educational work with the local radio broadcasting service, having secured a period of ten minutes each evening between seven and eight o'clock for the purpose of sending out educational matter. At the present time she is broadcasting information regarding the holding of a music memory contest in Detroit. Two records for demonstration purposes are played each evening.

The Grinnell department is in close touch with the Federated Women's Clubs, before which

are given weekly talks and demonstrations. The department is also participating in the work of the Council of Churches in aiding in the course of sacred music, and is preparing to take an active part in the forthcoming School of Religion to be held here. This work is being done



Edith M. Ruebekam

through various schools, through the medium of the Art Institute and other mediums.

Miss Ruebekam has been visiting the Victor factory in Camden, conferring with the officials of the Educational Department there, and took occasion to attend the meeting of the Victor dealers held in Philadelphia this week.

## BISHOP RESIGNS FROM LOESER'S

Manager of the Talking Machine Department of Frederick Loeser & Co., Brooklyn, Resigns

W. H. Bishop, manager of the talking machine department of Frederick Loeser & Co., Brooklyn, N. Y., severed his connection with that firm on Saturday, March 11. Mr. Bishop has had a wide experience in the merchandising of Victor products, having made his start a number of years ago with the traveling staff of the Victor Talking Machine Co. He was associated with the Trinity Talking Machine Co. in the financial district of New York for three years prior to becoming associated with Frederick Loeser & Co., two and one-half years ago. He is considering several offers, but has not definitely decided on his future connection.

Joseph Flannigan, who has had charge of the record stock under Mr. Bishop during the past two years, will succeed him as manager.

## ENLARGE SIMPLEX MOTOR FACTORY

Simplex Electric Motor Meeting With Success—  
 Planning to Open Factory in New York

MONTREAL, CAN., March 8.—The Simplex Electric Phonograph Motor Co. has found it necessary to enlarge its factory in order to meet the increasing demand for the Simplex electric motor. The factory is now turning out an average of 5,000 motors monthly, and is giving prompt and efficient service. The Simplex electric motor embodies a number of radical departures in design and construction. It is built without gears or governor, requires oiling at intervals of several years only, and is merchandised with an ironclad guarantee.

The inventor of the Simplex electric phonograph motor is Elmer A. Farmer, of the firm of Farmer Bros. Jewelry, Ltd., well-known manufacturer of watches and clocks. The motor is equipped with an electric automatic stop switch, so constructed that the current is automatically cut off at the right moment. An average test at the Simplex factory has shown that the cost of electricity is in the neighborhood of five cents per month. The company has just about completed plans to make these motors in a factory in New York in addition to its Montreal production, and full details regarding these plans will be ready in a few weeks.

## BUTTE FIRM FEATURES COLUMBIA

Intensive Advertising Marks Selling Campaign of One Week on Columbia Line

BUTTE, MONT., March 8.—The Dreibelbis Song Shop, of this city, featured Columbia Grafonolas in a big selling campaign recently which covered a period of a week. An unusually large publicity and advertising program was carried out in the local newspapers and those of the surrounding communities. H. A. Doyer, manager of the establishment, is a firm believer in advertising, and his faith in this medium of getting a message across to the public was amply justified in many sales during the campaign.

## JAIL CONCERTS BRING PUBLICITY

LOUISVILLE, KY., March 8.—The Edison phonograph department of the Baldwin Piano Co. here has secured considerable publicity from a series of concerts for the inmates of the county jail. The concerts were conducted under the direction of H. T. Costello, manager of the department. They aroused much interest among the inmates and much newspaper notice.

## It Can't Be EQUALLED



Retails at \$110.00

HEIGHT: 33"  
 WIDTH: 36"  
 DEPTH: 23½"

Here is a fine Musical Instrument and an attractive piece of furniture. It will appeal immediately to your trade and will mean profits for you.

**YOU CAN'T EQUAL IT—IN QUALITY  
 AT THE PRICE—NOR AS A PROFIT MAKER**

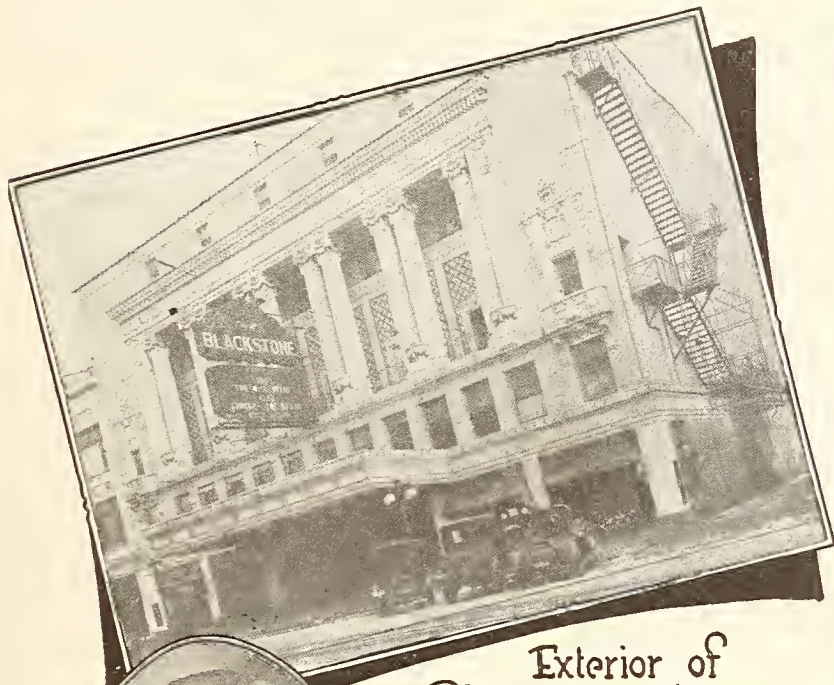
Double Spring Heineman Motor, Charmaphone tone arm and sound box—Nickel Plated Throughout, fine Mahogany Veneer Cabinet—Look it over.

SEND FOR CATALOG AND PRICES

**CHARMAPHONE COMPANY** 39 West 32nd St.  
 NEW YORK



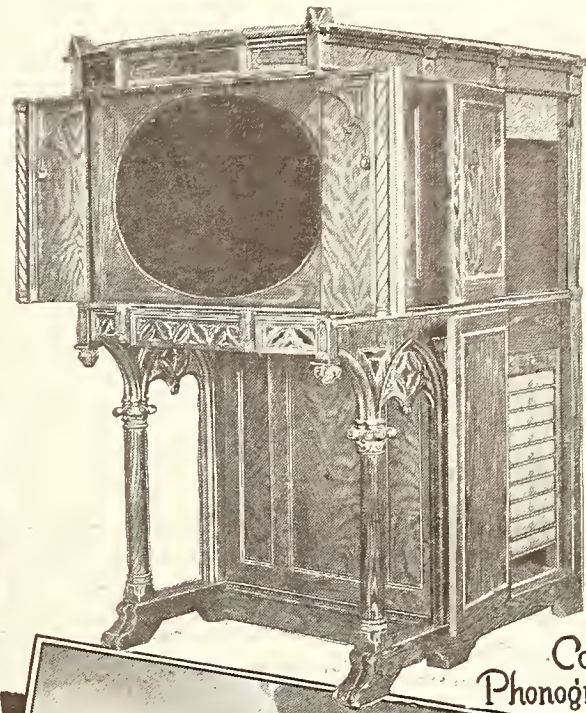
# In South Bend, Ind., the Blackstone Theatre plays Victor, Brunswick, Columbia and Okeh records each month in turn.



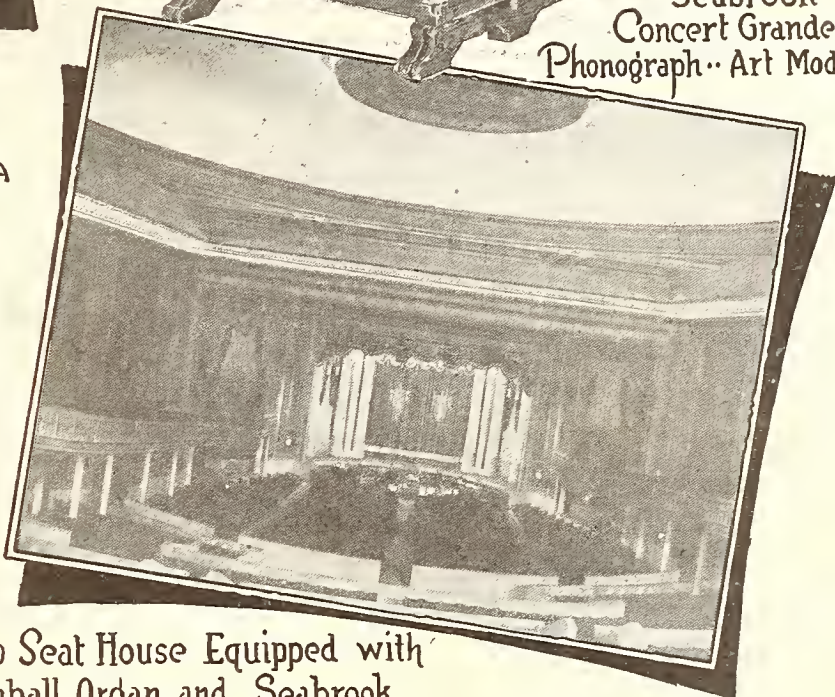
Exterior of Blackstone Theatre SOUTH BEND · INDIANA



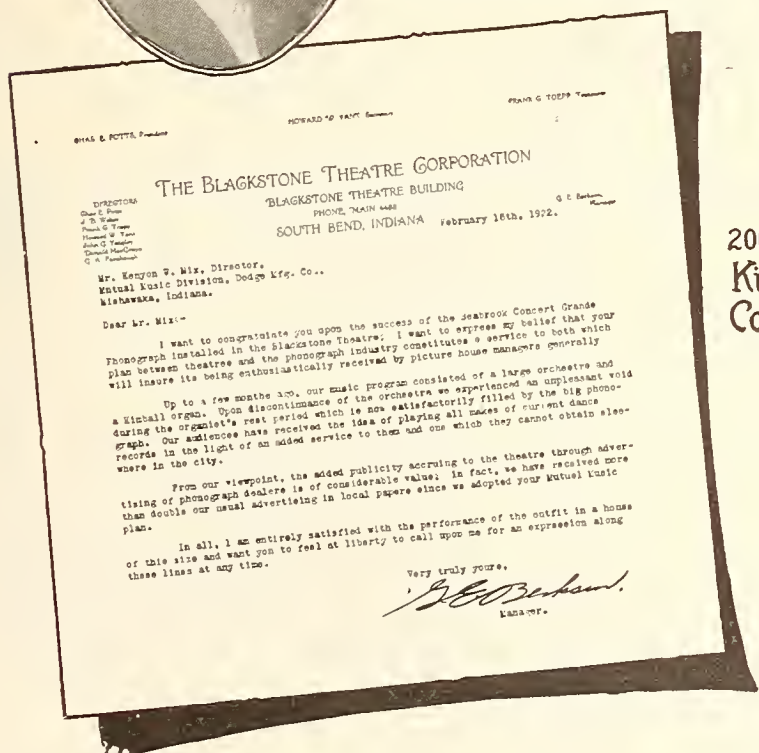
G. E. Berkson · MANAGER ·



Seabrook Concert Grande Phonograph · Art Model



2000 Seat House Equipped with Kimball Organ and Seabrook Concert Grande Phonograph...



**Your local advertising can only ask people to hear your records. Mutual Music forces a 30 minute hearing at each theatre performance.**

**Let us send you the written endorsement of record dealers who are now using Mutual Music service.**

All of the phonograph record dealers in South Bend and La Porte, Ind., and Kalamazoo, Mich., approve the idea of having their new monthly records played for a week each to 14,000 theatre-goers on a Seabrook Concert Grande instrument of tremendous power and projection.

The theatre advertises, "Come to the Blackstone and hear all the latest phonograph music"—the dealer advertises "This is Victor (or another) week at the Blackstone—go and hear good music while you are seeing a good picture."

The records are played for 30 minutes at each performance; the name and number of each record and the names of the dealers selling the record are announced on an illuminated board, and people who own phonographs are buying more records than ever before.

One dealer in South Bend said, "It's the best publicity work I ever did and it certainly does sell records."

Proof that Mutual Music makes sales is found in the fact that men and women ask for a record by name and number and don't care to hear it played. They say, "Don't play it, I heard it at the Theatre."

The Seabrook is made for theatre use only—only one is installed per city to which all record dealers have equal access—full details will be sent you if you will send us the name of the best theatre and the manager in your city, stating whether they now use organ or orchestra or both.

Address, Kenyon W. Mix, Director, Mutual Music Division, Dodge Manufacturing Co., Mishawaka, Indiana.



# DENVER

*Aggressive Merchandising of Dealers Overcomes Business Lethargy—Greet DeForeest*

DENVER, COL., March 7.—Talking machine dealers here have had to fight against a period of quietness during the past month. The lethargy in the trade was confined particularly to machines and dealers through intensive advertising, circularization and canvassing of prospects have succeeded in making a fair showing. The record trade has been unusually brisk. This is due in a great measure to the many fine recordings included in the latest lists of the various record companies.

The talking machine fraternity played an important part in the reception accorded to M. V. DeForeest, of Sharon, Pa., president of the Na-

tional Association of Music Merchants, who stopped in this city recently while on a trans-continental tour in the interest of the music trades. Included in the party were Alex McDonald and Charles Jacob, of the national executive committee.

The talking machine department of the American Furniture Co., at Sixteenth and Lawrence streets, has been taken over by George W. Boylan, who will devote his time to pushing the Cheney and Brunswick lines of phonographs.

The appearance of the Eight Victor Artists here recently was instrumental in greatly stimulating the sale of records by these artists.

E. M. Glidden, formerly connected with the traveling staff of Sherman, Clay & Co., of San Francisco, has purchased an interest in the Sonora Shop, 1535 Welton street, in connection with Mr. Marsh, formerly of Marsh & Leve, music dealers. In addition to the Sonora phonograph, the new firm will carry a line of small musical instruments.

The Russell Gates Co. is featuring Brunswick

and Columbia machines in window displays which are attracting considerable attention.

The talking machine department of Daniels & Fisher has been considerably enlarged and improved and patrons are offered a fine selection of Victor talking machines and Sonora phonographs.

## SOPHIE TUCKER ON OKEH RECORDS

**Popular Vaudeville Star Will Make Okeh Records Exclusively—Headliner on Keith Vaudeville Circuit and a Great Favorite Everywhere**

The General Phonograph Corp., New York, announced to the trade this week that Sophie Tucker, known in vaudeville as the "Queen of Syncopation," had signed an exclusive contract to make records for the Okeh library. Miss Tucker recently made her first recordings, and they will be released in the very near future.

Sophie Tucker is one of the most popular artists on the vaudeville stage to-day. For a number of years she has been a recognized headliner on Keith's Circuit, numbering among her admirers theatregoers from coast to coast. She is credited with being the original "Queen of Jazz" and her interpretations of the leading song hits of the day have won general commendation because of their originality and melody. Okeh dealers everywhere will undoubtedly welcome the news that Sophie Tucker will record for the Okeh library exclusively, as she occupies a premier position in the vaudeville world.

## RESPECTFULLY SUBMITTED

Stewart Anderson, who handles the publicity for the Mutual Life Insurance Co., picked up the following soliloquy some place or other and passed it on to his agents, says The Treasure Chart. Now, just to help a good thing along, we are passing it on to you:

I have some goldfish,  
And they don't grow,  
No matter how much  
They're fed.  
But I'm told  
That if I'd free them  
Into a bigger pond  
They'd get as large  
As flounders  
Or calico bass.  
And when I look  
At the walls of my office  
I think of the goldfish globe  
And realize I have  
Nothing on the fish,  
That I must get out  
If I want to grow,  
That captivity is as  
Stunting to a salesman  
As to a goldfish.

## NEW QUARTERS FOR CHAMBERLAIN

BOSTON, MASS., March 10.—A. W. Chamberlain, New England factory representative of the New York Album & Card Co., manufacturer of "Nyacco" albums, New York City, has removed his offices to a more advantageous location at 174 Tremont street, this city. This new location, in the heart of the talking machine district, will not only be valuable to Mr. Chamberlain, but will enable him in turn to give even greater service to his many customers.

## WILL SELL OLYMPIC DISC PROPERTY

The property of the Olympic Disc Record Corp., of New York, is to be disposed of at a sale on March 25, according to an announcement made by Louis Jersawit, receiver in equity for the bankrupt concern. Everything owned by the corporation, including stock, patents, trademarks, etc., will be put up for sale.

The display ads of Stix, Baer & Fuller, St. Louis, announcing a sale on Pathé phonographs drew large numbers to the department, resulting in an excellent percentage of sales.



**CONNORIZED**

**PHONOGRAPH RECORDS**

10-inch *DOUBLE DISC*

**WITH A POPULAR HIT ON EACH SIDE**

*Durable — Clear Tone — Musical*

Your customers will come back for more when they have once heard these records. The latest hits are to be found on the

### APRIL LIST

- |  |   |
|--|---|
| 3058 { On the 'Gin- 'Gin- 'Ginny Shore. Fox-trot.<br>Inst. { My Mammy Knows. Fox-trot.<br>{ Played by Bailey's Lucky Seven<br>{ Played by Bailey's Lucky Seven | 3063 { Angel Child. Fox-trot.<br>Inst. { Cutie (From "The Blue Kitten"). Fox-trot.<br>{ Played by Natzy and his Orchestra |
| 3059 { Virginia Blues. Fox-trot....Connorized Jazzers<br>Inst. { Bootblack Blues. Fox-trot...Mardi Gras Sextette   | 3064 { Blue Danube Waltz.....Capodifere's Band<br>{ Dolores Waltz.....Capodifere's Band                                   |
| 3060 { Dear Old Southland....Sung by Vernon Dalhart<br>Vocal { Alabama Mammy.<br>{ Sung by Strand Theatre Quartette  | <b>NUOVI DISCHI ITALIANA</b>  |
| 3061 { I Want the World to Know.<br>Vocal { Memories of Virginia. Waltz Song,<br>{ Sung by Criterion Quartette<br>{ Sung by Criterion Quartette                | 130 { Inno Garibaldi March.....G. Iasilli's Band<br>10 in. { Marcia—Reale e Fanfarra.....G. Iasilli's Band                |
| 3062 { Three D'Clock in the Morning. Waltz,<br>Inst. { Moon River Waltz..Played by Specialty Orchestra   | 131 { American Aviation March.....G. Iasilli's Band<br>10 in. { Cuore D' artista—Marcia sinfonica.<br>{ G. Iasilli's Band |

## CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., . . . . . New York

**UNITED MUSIC STORES**

PHILADELPHIA

BALTIMORE



**GEER REPEATER INTERESTS SUE**

**E. S. Geer and W. H. Huth Enter Suit Against Gold Seal Repeater Personnel—Ask for Injunction, Accounting and Damages**

Suit was filed in the United States District Court, Southern District, New York, on Wednesday, March 8, by Edmund S. Geer, inventor of the Geer repeater, and Walter H. Huth, head of the Walbert Manufacturing Co., Chicago, sole licensee under the Geer patents, against Geo. M. Browning, "Robert W." Nichols (the name Robert W. being fictitious; the real initials being unknown), "John Doe," "Richard Roe" and any and all persons connected with the manufacture and sale of the Gold Seal repeater. Judge Learned Hand in the United States District Court signed an order on Wednesday directing the defendants to show cause why a preliminary injunction should not be entered against them. This order is returnable March 17.

The suit, which asks for an injunction, accounting, damages and costs, alleges that the defendants, in the manufacture and sale of the Gold Seal repeater, have infringed patent No. 1,173,501, granted to Mr. Geer on February 29, 1916, and patent No. 1,117,143, granted to Lawrence Abrahams on November 10, 1914, and owned by Mr. Geer. The Walbert Mfg. Co., of which Mr. Huth is the head, secured some time ago the exclusive rights to manufacture and sell the Geer repeater, which is well known throughout the trade. During the past few months the company has established jobbers throughout the country and secured a wide distribution for its product. Duell, Warfield & Duell, New York, are the attorneys for the plaintiffs.

**AN EFFECTIVE WINDOW DISPLAY**

**Goebel Bros. Make Striking Tie-up of Brunswick Record of "Ty-Tee" and "Stealing" With Sheet Music and Music Rolls of Those Numbers**

In arranging a window display featuring the Brunswick record 2180 of "Ty-Tee" and "Stealing," Goebel Bros., 127 Main street, Hackensack, N. J., made a most effective tie-up of the record,



**Goebel Bros.' Attractive Window**

the sheet music and the music rolls of those particular selections, resulting in many sales.

The window display, which is reproduced here-with, affords a most interesting example of an effort to get the maximum sales on featured numbers, for it was so arranged that a direct appeal was made not alone to the record buyer but to the buyer of sheet music and player rolls. Otto Goebel was the man responsible for the display.

**COLUMBIA ARTISTS IN REVIEW**

One of the newest entertainment places along Broadway is the Folies Bergere, which opened last week with the "Southern Plantation Review." This review, which is an all-colored company, was conceived and staged by Lew Leslie, and is called "Night Time in Dixie-Land." Included in the cast is Edith Wilson, exclusive Columbia artist. She is accompanied by Johnny Dunn and his original jazz hound orchestra, which is also making records for the Columbia library.

**B. M. COLLVER JOINS DODGE STAFF**

**Well-known Talking Machine Sales Executive Now Associated With Dodge Mfg. Co.—Will Be Identified With Company's Sales Activities**

Burton M. Collver, formerly manager of the Eastern office of the Cheney Talking Machine Co., and well known throughout the talking machine trade, has joined the organization of the Dodge Manufacturing Co., of Mishawaka, Ind., and New York. Mr. Collver's exact duties will



**Burton M. Collver**

be announced very shortly, and in the interim he is becoming acquainted with the ramifications of the immense Dodge manufacturing and sales organization. This company recently announced the Seabrook Concert Grande phonograph and also has important products in the wireless telephone field which are practically ready for the market.

Burton Collver is not only thoroughly familiar with the talking machine industry, but he is known in the musical world from coast to coast.

At one time he was vice-president of the Welte-Mignon Co., and also occupied the important post of manager of the Ampico division of the American Piano Co. He is not only a sales and administrative executive, but also possesses a musical knowledge that has been an important factor in the success he has attained in the talking machine and piano fields. He is entering upon his new work with keen enthusiasm, as he realizes that the Dodge Mfg. Co. will offer him unlimited possibilities in the sales development of its new products.

**NOW LOCATED IN NEW FACTORY**

**Outing T. M. Co. Moves Into New Home—Production Increasing Steadily**

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing Portable talking machine, has just moved into its new factory. Production is now close to the one-hundred mark per day, and arrangements have been completed to give maximum service to the company's jobbers and dealers. During the past few weeks a number of important jobbing arrangements have been completed, and A. J. Coté, president and general manager of the company, states that sales have been far beyond all expectations.

**HEMPEL TO GIVE REQUEST PROGRAM**

Frieda Hempel, the famous Edison artist, will give her fourth and last New York recital of the season in Carnegie Hall on Tuesday evening, March 21. Coenraad V. Bos, pianist, and Louis P. Fritze, flutist, will be the assisting artists. She will give a request program.

**TIME TO GET BUSY**

Stop blaming conditions for slack business. Get into a corner, think, and remedy whatever you find wrong with your policy and methods of doing business.

**Perfect Vibrating Quality!**

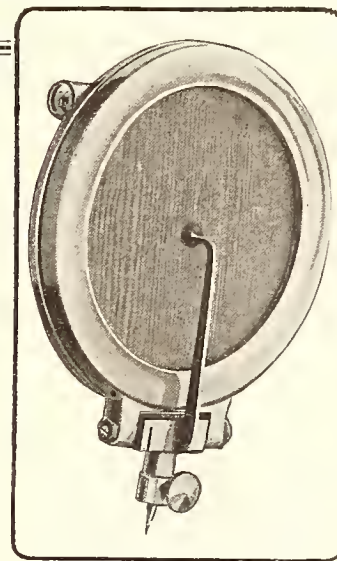
That's why the Violin Spruce Diaphragm reproduces tone with unparalleled purity, resonance and individuality.

Not a single "dead" spot in the Violin Spruce Diaphragm. Every fibre of it consists of natural vibrating membranes. Sand strewn on it is violently thrown off by the vibrations—every grain of it.

The same test applied to any mica diaphragm results in the sand assuming positions of rest on a large part of the surface—indicating non-vibrating areas.

Scientific graduation of the Violin Spruce Diaphragm, like in the top of a violin, controls the vibration, maintaining purity equally in the softest or loudest tones.

Our special process makes this diaphragm impervious to humidity conditions. It cannot warp or crack. Like a violin it mellows with continued use and age.



**Tone Arm Attachment For Edison Phonographs**

Our new tone arm attachment for Edison phonographs is equipped with Violin Spruce Diaphragm reproducer; plays lateral cut records only. Designed with a single ball joint, it reduces sympathetic vibration and eliminates chattering.

**Of Special Interest to Manufacturers**

We are prepared to furnish, in any quantity, the following items adaptable to any make of phonograph: Tone arm, equipped complete with Violin Spruce Diaphragm reproducer; Violin Spruce Diaphragm reproducer; or Violin Spruce Diaphragm alone in 2-9/16" diameter only;

**Violin Spruce Diaphragm reproducer as illustrated, retails for \$10.00**

**THE DIAPHRAGM COMPANY**  
Cleveland



**Violin Spruce Diaphragm**



## EDISON RECORD PRICES REDUCED

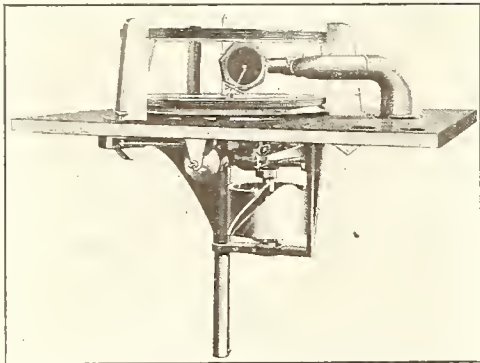
Material Revisions Made in List Prices of Re-creations—Reductions Also Effected in Two Very Popular Styles of Phonographs

Downward revisions in the list prices of Edison Re-creations, effective immediately, have been effected, according to an announcement by A. C. Curry, vice-president of Thomas A. Edison, Inc. The revised prices reduce the \$2.25 records to \$2.00, the \$1.85 records to \$1.50 and the \$1.35 records to \$1.00. Two styles of Edison phonographs, the Heppelwhite and the Jacobean, have also been reduced from \$157.50 to \$145, and \$265 to \$245 respectively.

## DECA DISC MAKING PROGRESS

Machine Playing Ten Records Continuously Proves Popular—Paul D. Bodwell in Charge of Sales Which Are Rapidly Growing

HANOVER, PA., March 8.—The Deca Disc Phonograph Co., of this city, is making rapid progress in the manufacturing and merchandising of the Deca Disc phonograph. This instrument, which will play ten records in succession without adjustment, is being manufactured in various types. The instrument for the home has already attained wide popularity, and the company is

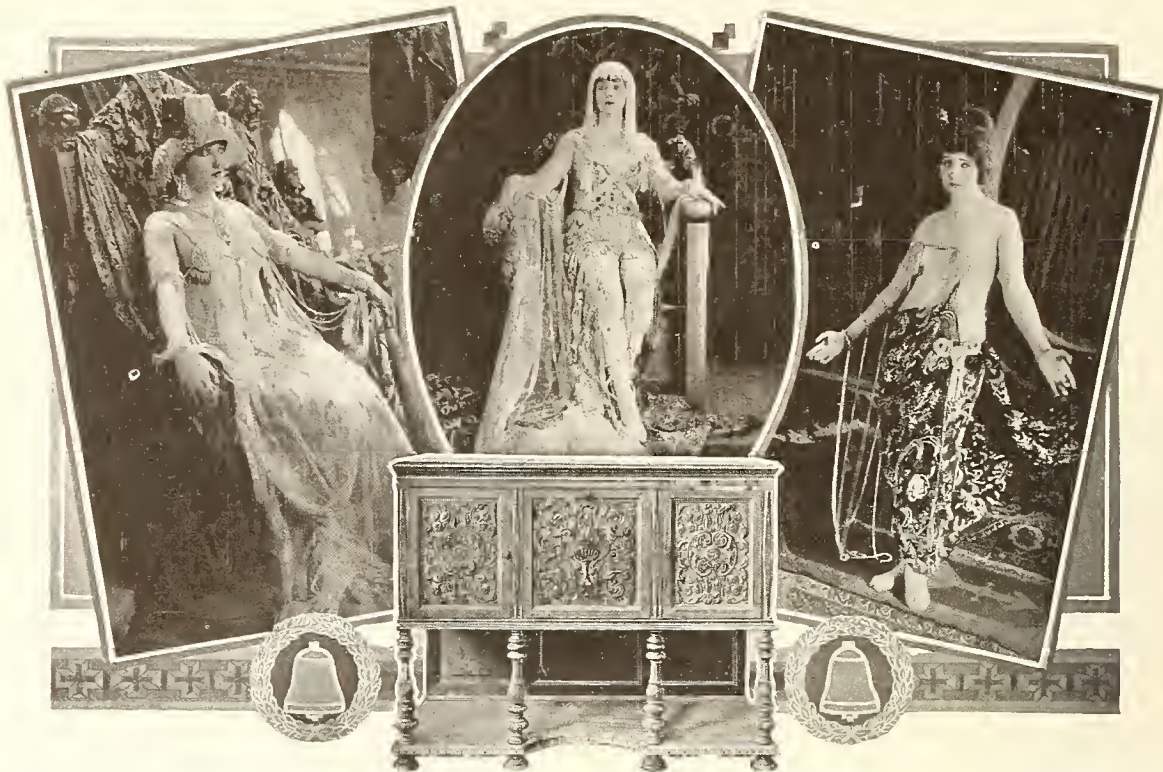


Record-Playing Mechanism

now enlarging its factory capacity in order to meet the requirements of its trade.

At the present time three types are being manufactured: Model A for the private home; model C, the commercial type, and model F, a nickel-in-the-slot type. The continuous playing of the ten records involves the use of mechanism that is noteworthy for its simplicity and practical efficiency. The accompanying illustration will give some idea of the plan of operation, and

## STAR IN "QUEEN OF SHEBA" PAYS TRIBUTE TO SONORA



The photographs reproduced above were presented to the Sonora Co. by Betty Blythe, star of the great historical feature picture, "The Queen of Sheba," and her telegram from San Francisco shows her to be an enthusiastic Sonora booster. It reads: "The Queen of Sheba won a royal throne but without Sonora phonograph I know her joy was incomplete. Would not trade a throne for the happiness I find in mine."

this mechanism was given every possible form of test and trial before it was adopted by the company. Paul D. Bodwell, president of the Deca Disc Phonograph Co., is devoting a considerable part of his time to the company's sales activities, and under his direction the sales are steadily increasing.

## NEW POCKET TALKING MACHINE

A German is reported to have invented and patented a new pocket talking machine which is about to be marketed in Europe and which is declared to be the development of an idea introduced some years ago by Charles D. Robinson, at present on the staff of the Columbia Graphophone Co.

## MUSIC SHOULD GIVE PLEASURE

Music, even in the most harrowing moment, ought never to offend the ear, but should always remain music, which desires to give pleasure.—Mozart.

## START CREDIT CLEARANCE BUREAU

Members of Associated Retail Credit Men of New York Organize New Bureau for Interchange of Information Regarding Those Who Purchase Goods on the Instalment Plan

At a meeting of the Associated Retail Credit Men of New York City, Inc., held on Friday evening, February 24, plans were fully perfected for the organization of a clearance bureau for checking instalment credits. The object of the bureau is to provide a central agency through which retail credit men may check up on those who seek credit on instalment purchases and is calculated to provide positive information instead of forcing the credit man in many cases to depend upon his own investigation or his intuition.

At the first meeting a committee composed of Percy Bowers, head of the credit department of the Aeolian Co.; A. L. Freinckle, of S. Bauman & Co.; J. Nelson, of L. W. Sweet, Inc.; W. H. Caldwell, of R. C. Caldwell Co., and J. J. Van, of Hecht Bros., was appointed to draft a form of master cards to contain all available information for the credit man. These master cards will be placed in the general files and be made instantly accessible to the members of the Association. Through the use of the bureau the inquiring member will also be kept posted on the future activities of his customers and thus be able to tell accurately why certain accounts are slowing up on payments or ceasing to pay altogether.

A number of representatives of the music trade attended the first meeting and affiliated themselves with the new bureau, among them being J. Kohnheim, of the Story & Clark Piano Co.; W. R. Bunce, of the Rudolph Wurlitzer Co.; Valentine Faeth, of Winterroth & Co.; B. Becker, of the Aeolian Co., and representatives of Gimbel Bros. and Bloomingdale Bros., department stores handling pianos and musical instruments. A score or more of other concerns selling at retail and on the instalment plan are also actively interested in the new movement.

At a second meeting, which was held the following week, it was planned to present the draft of the master card for the consideration of the Association and for adoption. Meetings are held in the offices of the Associated Retail Credit Men of New York City, Inc., 15 East Thirty-seventh street.

It was Lincoln who said: "Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it." This declaration of the martyr president should be cultivated.



INTERIOR VIEW



STYLE No. 8  
MAHOGANY OR OAK FINISHES

## The Schloss Console for Victrola VI

# SCHLOSS BROTHERS

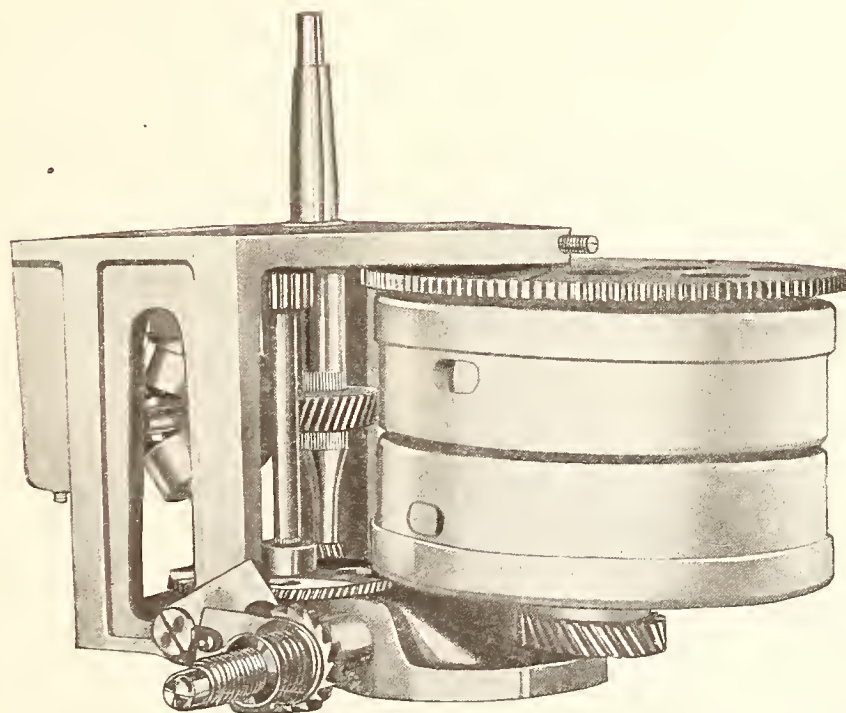
CABINET MANUFACTURERS

801 EAST 135th ST.

NEW YORK CITY



¶ There is less after-sale service on a Stephenson Precision-Made Motor, because it is Precision-Made



STEPHENSON  
 DIVISION  
 DE CAMP & SLOAN INC.  
 One Hundred and Seventy Pennington Street  
 Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX



EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS

Holding Session in Chicago as World Goes to Press—Will Arrive in New York for Two Days' Session at Hotel Commodore Commencing March 15—Important Matters Being Discussed

As The World goes to press the executive committee of the National Association of Talking Machine Jobbers is in session in Chicago and first reports indicate that the attendance of members of the Association at the open meeting registers nearly 100 per cent. Upon the completion of the Chicago meeting the members of the executive committee will come to New York, arriving here on the morning of March 15, and hold a two days' session at the Hotel Commodore, where the Eastern members of the organization will be welcomed.

The idea of holding two meetings of the executive committee, one in the East and one in the West, in order to make it convenient for the members of the Association to get in touch with the executive body and discuss the many pertinent trade topics worked out so successfully last year, with meetings in St. Louis and Boston, that the plan has been repeated this year and will probably become a permanent feature.

The officers of the Association have laid down

a constructive program for the executive session, and particular attention will be given to the selling problems of the industry. One of the chief speakers at both sessions will be Gilbert H. Montague, counsel for the Association, who will discuss the various legal developments of interest to the trade. The plans for the annual convention at Atlantic City in June will also be discussed by the delegates.

Through the efforts of Fred P. Oliver and Lloyd L. Spencer, special arrangements have been made at the Hotel Commodore for the accommodation of the visiting jobbers and there have also been elaborate plans made for their entertainment, the big feature being a dinner and theatre party on the evening of March 15. On that evening the visiting jobbers will be the guests of the New York members of the Association at dinner, probably at the Palais Royal, after which they will attend the performance of "The Blue Kitten," the musical comedy success at the Selwyn Theatre.

MARCH OKEH WINDOW DISPLAY

Latest Unit in Okeh Display Service Very Attractive—Many Applications for Service

The Okeh window display for March is an excellent example of the distinctiveness and sales value of the new window display service announced a few months ago by the Okeh advertising department. J. A. Sieber, advertising manager of the General Phonograph Corp., states that Okeh dealers are advising him

During the first ten days of February there were received in the Okeh advertising department 147 new applications for this monthly service. The March display is especially attractive and its color design is unique in many respects.

SUCCESSFUL KIRKMAN CAMPAIGN

H. M. Linter, of the Kirkman Engineering Corp., New York City, reports that orders for K-E and Simplex record cleaners are continuing to come in in substantial quantities. Mr. Linter attributes the remarkable quantity of these record cleaners sold to the advertising campaign conducted in The Talking Machine World and the policy of the Kirkman Engineering Corp. of its distribution through the jobber. Mr. Linter states that this distribution policy provides an attractive profit for both the jobber and dealer and a monthly letter to jobbers calls attention to the advertising campaign being conducted and suggests a trial order. This suggestion has been liberally followed by many jobbers with the greatest measure of success—in fact, it is highly commended.

SITUATION IN THE FRENCH TRADE

Talking Machine Business Over There Reported to Be Slow—Some Interesting New Inventions, Including an Artificial Shellac for Records

One of the prominent French music trade papers in a recent review of the conditions in the talking machine industry in that country declares that the volume of business is still low and ascribes as one of the reasons the fact the French still stick to the sapphire reproducing point, although all the rest of the world has adopted the metal needle.

The review also calls attention to a number of new inventions which are expected to stimulate business to a certain degree, among them several improvements in tone chambers; a cabinet with shelves that may be arranged horizontally or at an angle; a new talking machine that looks like a lamp with the horn in the base and the motor at the top, covered by the shade, and a means for softening the sound.

It is also stated that there has just been invented a new artificial shellac for records which, it is declared, has the desirable qualities of genuine shellac, but can be manufactured and sold at a much lower price.

KNICKERBOCKER CO. ENTERTAINS

Dealers Listen to New Records and an Address by P. M. Hall—Luncheon Follows

Victor retailers and their employes were invited to attend a recital of April Victor records held at the headquarters of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, on Tuesday morning, March 7. By 10 a. m., when the meeting was opened, a goodly number were present. Interspersed with the playing of the records were a number of helpful discussions and business talks. P. M. Hall, of the Continental Guarantee Corp., New York City, addressed the dealers on financing and interestingly outlined the proposition offered by his company. The Krumik Studios, producer of display matter, was also represented by Mr. Fuller, who told of the plans of his organization. Following the morning session the retailers were the guests of the Knickerbocker Talking Machine Co. at luncheon at the Hotel Theresa.

WOODSIDE VOCALION CO. ORGANIZED

The Woodside Vocalion Co., organized recently at Portland, Me., has been granted a charter of incorporation under the laws of that State, with 1,000 shares of common stock. The concern is conducting a general musical instrument business. Officers of the company are: President and treasurer, Chester V. Woodside; clerk, Ralph O. Brewster; directors, Chester V. Woodside, M. E. Woodside and M. J. Cuernett, all of Portland.

A new talking machine establishment has been opened at Maywood, Ill., by T. C. Thomas.



Okeh Window Display for March Is Attractive

daily that this new service is proving a direct source of interest, and better still, sales.

MR. DEALER! These Numbers Are Advertised From Coast to Coast
LONESOME MAMA BLUES
SUPPOSE THE ROSE WERE YOU
By the Composer who wrote "Dangerous Blues."
By Lucien Denni. He wrote "Starlight Love."
Make Your Profit—Have Them in Stock!
OTHER BIG SELLERS
12TH STREET RAG—Song
DANGEROUS BLUES
12TH STREET RAG—Instrumental
MANILA MEMORIES
KISS ME DEAR
J. W. JENKINS' SONS MUSIC CO. - - Kansas City, Mo.



**OBSERVATIONS ON THE ROAD**

By **JULES H. ROOS**

Cheer up, fellows, the first hundred years is the Hardest, then you get used to it.

Did you ever realize How many sales of phonographs rely on the needle you Use to demonstrate the machine?

Lest you forget, a visit to Toronto will not be complete unless you stop awhile at the Whaley Royce Co. and look the place over and, above all, meet three of the finest fellows who ever signed an order:

Holmes R. Maddock, Wm. H. Myhill and W. A. Hunter. Each one is a genius in his line But oh how Holmes Maddock loves to kid me and the funny part of it is he makes me like it. I love to hear him call me "Jules." Great fellows and a great organization.

I want to thank Fred Trestrail, of the Musical Merchandise Sales Co., for the courtesies extended to me by him while on my visit to Toronto. The only thing I'd love to know, Fred, is what became of the Scotch?

While at the Crown Music Co. the other day an excited dealer came rushing in and said: Hurry and pack me up a hundred copies of "In Maytime I Learned to Love," by Jack Snyder. Herman Snyder, on seeing the dealer was in a hurry, sent him home in a taxicab. That's what we call service.

While in Detroit we had a very pleasant visit with C. H. Grinnell, of Grinnell Bros., and we are always certainly glad to get to Detroit if only to run over to Grinnell Bros. and say Hello to all the boys. Between Ralph and Martin

C. H. Grinnell has a couple of wonderful fellows with him.

The writer predicts that the present business year will be the biggest phonograph and record year in history. It is up to you fellows to all get your share of this wonderful prosperity.

If Al Edlestein, of the Strand Temple of Music, Albany, N. Y., ever runs for Governor He can be sure of two votes—his own and the writer's. He's a great fellow, pals. Let's make him head of the sugar feeder's Union.

Our friend Franklin Clare, of the Iroquois Sales Co., of Buffalo, says it was a very good idea putting Buffalo so near the Canadian Border. It makes it handy in getting the stuff and you can depend on me, Clare?

The fellow who says the days of opportunities are past is like Rip Van Winkle. He's asleep, too.

If you haven't a good excuse for what you say Don't say it.



Jules H. Roos

**PUTTING MUSIC INTO JAZZ**

Writer in New York Times Credits Paul Whiteman With Developing and Popularizing a New School of Orchestration and Tells Why

In a lengthy story on the subject of "Putting the Music Into Jazz," written by Helen Bullitt Lowry, and published in the New York Times, high tribute is paid to Paul Whiteman and his musicianship for the creation of a new type of syncopated harmony that is based upon sound music fundamentals.

After telling how many orchestra leaders—and, for that matter, arrangers—simply content themselves with more or less inartistic repetitions of a single melody, the writer goes on to say:

"The Paul Whiteman idea is to take this melody and build in the gaps between its occurrence with counter-melodies, instead of with improvised 'fake stuff' and gymnastics. An introduction is usually given to the piece that the first strains of the melody proper may be approached dramatically, while each time the melody is reached throughout the number it is arrived at through an entirely different 'counter-melody'—sometimes through breathless moments of rhapsody, again through a plaintive love lament, or a theme from a Chopin mazurka may be used as a counter-melody to give buoyancy to the spirits of the dancers.

"There is no secret about the 'method.' It is not patented. Nor does Whiteman claim to be a composer. He frankly says to other dance orchestra leaders, 'You can do it, too, provided you are a trained musician instead of a trickster.'

"Moreover, the phonograph records of this new dance orchestra have been spreading the knowledge of the new kind of jazz broadcast, until already one important result is manifest. A demand is coming into music publishing houses for jazz compositions 'arranged' for a four or a five or a twelve-man orchestra, until the publishing houses are beginning to employ a musician to turn out these arrangements for the out-of-town

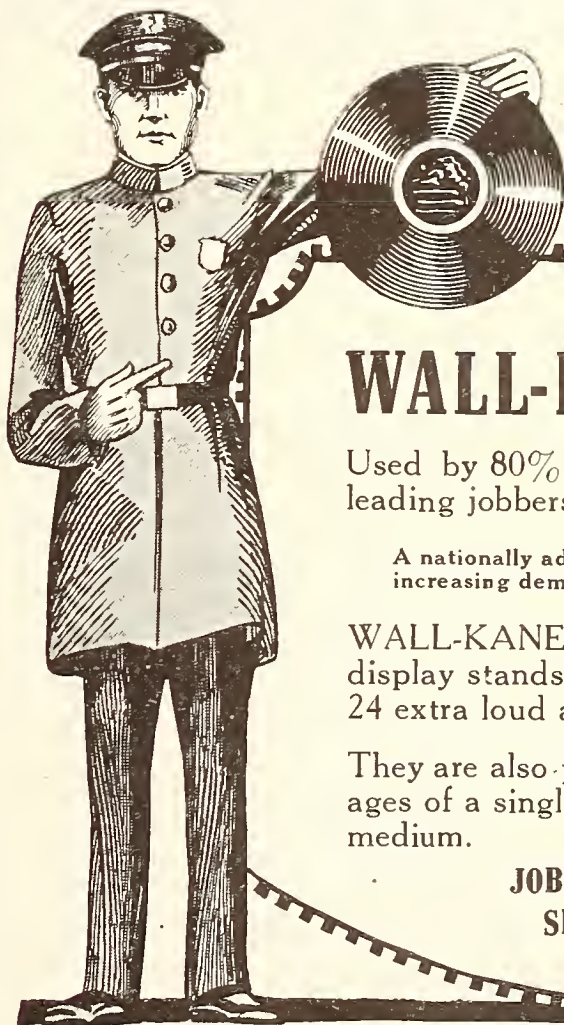
trade, by perfectly good Sears-Roebuck methods. Counter-melodies are now kept in stock by most concerns.

"Nor is the ambition of the reformer of jazz yet realized. The Metropolitan Museum of Art has taken industrial art under its left wing—then, 'Why,' he asks, 'should not some philanthropist endow a dance orchestra? No symphony orchestra could exist without an endowment, for a commercial concern has to follow public taste instead of to lead it. Dance music is wrong if it creates nasty steps. Then certainly it should be a matter of grave concern to the country that our dance music should not be wrong.' Such an endowed orchestra, he explains, could be given the leisure to spend on 'research' on how to refine dance music."

**COLUMBIA CO.'S FINANCIAL STATUS**

Report of the Financial Condition of the Columbia Mfg. Co. Favorable for Progress in 1922—1921 Was a Year of Effective Readjustment

It was stated in financial circles in New York last week that notwithstanding big losses by the Columbia Graphophone Mfg. Co. last year, as a result of inventory cuts, the balance sheet as of December 31 shows that the management was able to set its house in better order than Wall Street generally was inclined to believe. The balance sheet shows total current assets of \$23,506,669, against current liabilities of \$16,996,923 after making big cuts for inventory depreciation, losses from reductions in prices of records and bad debts. Cash on hand at the end of the year was \$3,283,072 and receivables \$6,004,672. Inventories were carried at \$14,218,925 in contrast to \$23,236,574 in 1920. The banking indebtedness has not increased materially during the year, totaling \$13,783,381 on December 31, against \$13,450,000 a year before. The losses taken during the year, however, wiped out the \$1,000,000 surplus and set up in its place a profit and loss deficit of \$14,579,882.



**WALL-KANE NEEDLES**

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

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

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

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

**JOBBER ONLY—APPLY FOR SPECIAL PROPOSITION**

**The Greater New York Novelty Co.**

Sole Manufacturers of

**WALL-KANE NEEDLES**

3922 Fourteenth Avenue

Brooklyn, N. Y.



## THREE HANDSOME NEW PERIOD VOCALIONS ANNOUNCED

New Console Models in Early American, Queen Anne and Jacobean Designs Expected to Make a Strong Appeal—Price Reductions Announced on Other Vocalion Period Styles

The Aeolian Co. recently announced the addition of three handsome new console Period Vocalions to the company's extensive line, to

1619, 1621 and 1923, and in view of the popularity of the upright style it is believed that the console models will be among the leading

factors in the large Vocalion instrument line.

The Aeolian Co. also announces, effective March 6, a new schedule of retail prices covering period style Vocalions, the following models being affected: No. 1595, 1596, 1619, 1621, 1635, 1633, 1617, 1623, 1627, 1625, 1629 and 1631. The reduction in price is most substantial in every case, being from \$295 to \$250 on Style 1595, to



The Vocalion, Style 1624—Jacobean



The Vocalion, Style 1622—Queen Anne

be known as Style 1620, early American, listed at \$300; Style 1622, Queen Anne, listed at \$350; and Style 1624, Jacobean, listed at \$385.

The case designs of the three new instruments are most artistic and are true to the periods represented. Style 1620 is beautifully finished in brown mahogany and the case is an exemplification of the best work of some of the early American craftsmen and is graceful in every detail. The Queen Anne model, Style 1622, combines simplicity with an authentic following of the details of the period, and the rich mahogany finish serves to bring out these details to advantage. The Jacobean, Style 1624, gets away most gracefully from the heaviness of design frequently associated with that period and the shaded walnut finish adds materially to the general attractiveness of the cabinet.

All the new models are equipped with the new Vocalion tone arm and sound box, velour covered turn table and gold finished hardware throughout. The Jacobean model is also equipped with the Graduola.

The three new period styles correspond in design to the three upright period models, Styles



The Vocalion, Style 1620—Early American

from \$600 to \$525 on Style 1631, with corresponding reductions all along the line.

The various period model Vocalions, both the upright styles and the table models, have been strongly featured by the dealers and have proven very popular with the buying public.

The latest revision of list prices, therefore, may be expected to stimulate the demand materially and make a particular appeal to those who have been standing pat and waiting for price readjustments before purchasing their machines. The excellent designs offered in the Vocalion period models have been the subject of favorable comment from authorities in decorative art matters, for in every instance the designs have been executed with a full understanding and appreciation of the dominant details of the period.

### ACQUIRE NEW CAMEO FACTORY

Cameo Record Co. Acquires Factory at Framingham, Mass.—George L. Funnell in Charge—Bridgeport Factory Also Working to Capacity

E. N. Burns, president of the Cameo Record Co., New York, announced on Wednesday that his company had acquired another record-pressing plant at Framingham, Mass. The Siemon Hard Rubber Co., of Bridgeport, Conn., has already started pressing Cameo records and the addition of the Framingham plant will give the company splendid facilities. At the present time the Framingham factory has a capacity of 20,000 records per day, and new machinery is being installed which will give the plant an output of 60,000 records per day.

Geo. L. Funnell, who is recognized internationally as one of the leading experts of record manufacturing, has been placed in charge of the Cameo factory at Framingham. Mr. Funnell at one time was factory manager of the Columbia Graphophone Co. and more recently was in charge of the manufacturing plants of the Berliner Gramophone Co., Montreal.

Aim high. If you miss you will at least have the satisfaction of knowing that you tried and, besides, you will go much further than if you had not tried.

### INSTALLING STORE EQUIPMENT

Leon Tobias, secretary of Van Veen & Co., Inc., reports that his company has concluded arrangements with a number of representative houses within the past few weeks for increased and new equipment. Among these is the retail wareroom of Max Phillips, of 1227 Seventh street, N. W., Washington, D. C., where a complete Col-Van equipment in ivory and blue has been installed. This installation includes six hearing rooms and provision for 1,000 records. The Long Island News Co., of Flushing, L. I., is having a complete new store front made and interior work as well for the display of Victrolas in its Victor department. Van Veen & Co., Inc., will shortly install in the warerooms of Herbert & Huesgen, on Forty-second street and Fifth avenue, a combination phonograph and radio department, which will be an unique metropolitan development.

### WATERSON NOW CAMEO EXECUTIVE

Henry Waterson, head of the music publishing firm of Waterson, Berlin & Snyder, New York, and well known throughout the musical field, has been elected vice-president of the Cameo Record Co., New York. Mr. Waterson succeeds Earl Jones, who is no longer connected with the company.

### MANY EXHIBITS AT LEIPSIK FAIR

Talking Machine Industry Well Represented at Big German Exposition Held This Month

Reports from Germany are to the effect that the talking machine interests have been strongly represented at the Leipzig Fair, held during the week of March 5 to 12, with a number of new types of machines, records and accessories being shown. The influx of foreign visitors to attend the fair is said to have been unusually large, a number of them coming from the United States and a small army from Great Britain.

### ADD RADIO OUTFITS TO LINE

The Cabinet & Accessories Co., Inc., New York City, distributor of talking machine accessories, has added radio outfits to the lines which it distributes. The outfits added are made by the A. C. Gilbert Co., of New Haven, Conn., and cover a wide variety of radio sets from \$12.50 to the highest price on the market. The Cabinet & Accessories Co., Inc., has these sets installed at its headquarters and is demonstrating to visiting dealers.

August Pleibel, in charge of the retail Victor department of H. A. Weymann & Son, Inc., Philadelphia, has been removed to a local hospital for a possible operation.



**FAVORS FLEXIBLE TARIFF**

**Senate Finance Committee Indorses Flexible Valuation—President Given Wide Powers in Increasing or Lowering Rates by Proclamation, to Prevent Unfair Competition**

WASHINGTON, D. C., March 9.—The Senate Finance Committee has agreed to turn over to the experts that have been assisting it the duty of preparing in legislative language the valuation basis for inclusion in the forthcoming tariff law.

The American valuation plan as proposed in the Fordney Tariff bill as it came from the House was rejected by the Committee several days ago. It is stated that the House Republicans who have been fighting for "adequate" protection are much disappointed and that they contemplate fighting any substitute for their plan. However, despite the pressure that has been brought to bear upon the Finance Committee the present system of levying duties upon the basis of the foreign invoice values of dutiable merchandise will be retained.

To meet the demands of the manufacturers for protection greater than that provided in the Underwood Tariff Act there will be incorporated in the new plan a section granting authority to the President to increase or decrease rates of duty contained in the new law, not to exceed 50 per cent.

By means of this provision the President, by proclamation, after investigation by the Tariff Commission, would be able to advance the rate on a given commodity to meet foreign competition where such action would be found advisable, and, on the other hand, if a complaint from importers that existing rates are so high as to keep out imported articles is found to be a fact, and conditions so warrant such action, the rate or rates thereon could be reduced not to exceed 50 per cent.

Another proviso will give to the President authority to reclassify the commodities covered in the proposed new law. For instance, it might be found that an article contained in a basket clause dutiable at 33 per cent was being imported in quantities which precluded the sale of the same or comparable American merchandise. In such event the President, by proclamation, could remove such article from the basket clause and give it a separate classification and a higher rate of duty.

Still another feature of the bill deals with the depreciated currency, and this would become operative when the foreign money fell below 70 per cent of par. It was decided this would not conflict with existing treaties with foreign nations.

The experts have been instructed to draft provisions dealing with unfair practices in foreign trade. It is proposed also to have provisions dealing with discrimination, so that it will not be possible for any foreign country to accord privileges to another country and withhold similar privileges from the exporters of the United States without incurring retaliatory action on the part of the Government of the United States.

**DANISE WINS HIGH PRAISE**

Giuseppe Danise, Brunswick artist, has deservedly earned the very high praise bestowed upon him by the New York critics for his remarkable histrionic and vocal ability in the new production of Catalini's "Loreley," at the Metropolitan Opera House.

**REPAIRS**

We can take care of YOUR REPAIRS on STATEN ISLAND. Save time and expense. Music Service Shop, 12 Sixth St., New Dorp, N. Y.

**FOR SALE**

Brand-new music and voice Magnavox outfit for \$150.00. Would be pleased to hear from someone wishing an especially fine working instrument. Graham Piano Co., Cortland, N. Y.

**THE VICTOR JOBBERS' CONVENTION**

**Annual Meeting of National Association of Talking Machine Jobbers to Be Held at Atlantic City From June 12 to 16, Inclusive**

Plans are proceeding rapidly for the annual convention of the National Association of Talking Machine Jobbers, which will be held at Atlantic City, on June 12, 13, 14, 15 and 16. The convention period will be longer than usual in the belief that there will be a sufficient number of important matters requiring consideration by the body to carry the meetings over at least four days, the fifth day being devoted to the annual golf tournament.

The hotel at which the convention will be held has not been definitely decided upon, but it is probable that the announcement regarding the headquarters will be made very shortly. The arrangements committee promises a number of interesting and unusual features calculated to make the meeting one of the most resultful held thus far. One thing certain is that Atlantic City convention invariably draws a maximum attendance of Association membership.

**PLAN GERMAN TARIFF INCREASE**

**Doubling of Import Duties on Musical Instruments and Accessories Proposed by Government as Part of Tariff Revision**

The German Government, in planning a revision of its customs tariff, is considering immediate increases of 100 per cent in the duty on certain products classed as non-essentials. Musical instruments and accessories are affected. Under the new plan duties will be levied on imports as follows:

Talking machines, including those fitted with electrical apparatus, 120 gold marks per 100 kilōs; clocks with musical accessories, 400 g.m.; pipe organs, 50 g.m.; brass and wood wind instruments, 70 g.m.; pianos, all kinds, 80 g.m.; piano actions and keyboards, 110 g.m.; stringed instruments, 60 g.m.; other mechanical actions with combinations for rendering musical sounds, 80 g.m.; other musical instruments not specified, 60 g.m.; strings, prepared, catgut, 100 g.m.; covered wire, all kinds, 200 g.m.

Musical apparatus not specified are taxed, quite indifferent to the kind or preparation of the material used; parts, though not specified, are taxed at the same rate as the body to which they apply. Similarly, articles required for playing, such as bows, hammers, drumsticks. Wire strings, except those covered with copper wire, etc., pay string rate. Children's musical toys, all kinds and parts, 20 g.m.

**DEALERS VISIT VICTOR PLANT**

PHILADELPHIA, PA., March 9.—Two score or more of the Victor dealers and their salespeople, who attended the sales conference held at the Bellevue-Stratford, this week, visited the Victor Co. factory at Camden this morning, at the invitation of F. E. Delano, and were conducted on a tour of inspection through the plant, which, as usual, made a distinct impression upon those who made the trip for the first time—in fact it was both educational and enjoyable.

**GODOWSKY TO THE ORIENT**

Godowsky, the great pianist and Brunswick artist, is scheduled to give concerts in San Francisco on March 21 and 26, prior to his departure for the Orient, where he plans to make an extended recital tour. His trip has already excited much interest.

**CHANGE IN GAELIC PHONOGRAPH CO.**

Hugh T. Fay, formerly president of the Gaelic Phonograph Record Co., Inc., New York City, has severed his connection with that company. The business is being continued under the direction of Thos. F. Dwyer. Mr. Fay has not as yet announced his future plans.

**PLAZA**

**BUY YOUR ACCESSORIES**  
*"All From One Source"*

**MONTHLY SPECIAL**  
**THE NEW CELLULOID TOP RECORD CLEANER**

**15c. EACH**

*Dealer's Ad Free on Orders of 100*

**HEADQUARTERS FOR**  
STEEL NEEDLES IN METAL BOXES  
RECORD ALBUMS  
ALBUM SETS FOR No. 80 VICTROLA  
ALBUM SETS, ALPHABETICALLY STAMPED  
REPAIR PARTS  
KENT ADAPTERS  
BANNER 50c. RECORDS  
MIRRORLIKE POLISH  
CONVERTO CABINETS  
BRILLIANTONE STEEL NEEDLES  
MAGNEDO MULTI-PLAYING NEEDLES  
RECORD DELIVERY ENVELOPES  
SHEET MUSIC  
RECORDS  
MUSIC ROLLS  
RECORD CLEANERS  
PHONOGRAPH DELIVERY COVERS  
BUBBLE BOOKS  
FIBRE NEEDLES  
FIBRE NEEDLE CUTTERS  
RECORD FLASHERS  
GEER RECORD REPEATER  
TONOPHONE NEEDLES  
REFLEXO NEEDLES  
DANCING "SHIMANDY"  
DANCING RASTUS  
PLAYER-PIANO VACUUM CLEANER  
SUPPLEMENT MAILING ENVELOPES  
SAPPHIRE BALL NEEDLES  
SAPPHIRE POINT NEEDLES  
DIAMOND POINT NEEDLES  
UNIVERSAL DISPLAY RACKS  
SHEET MUSIC RACKS  
NYOIL  
BOBOLINK RECORDS AND PHONOGRAPHS  
PHONO MOVIES  
STOCK ENVELOPES  
"NULIFE" MUSIC ROLL ATTACHMENT  
SPRING LUBRICANT  
VICTOR AND COLUMBIA ATTACHMENTS  
TONE-ARMS AND SOUND-BOXES  
STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

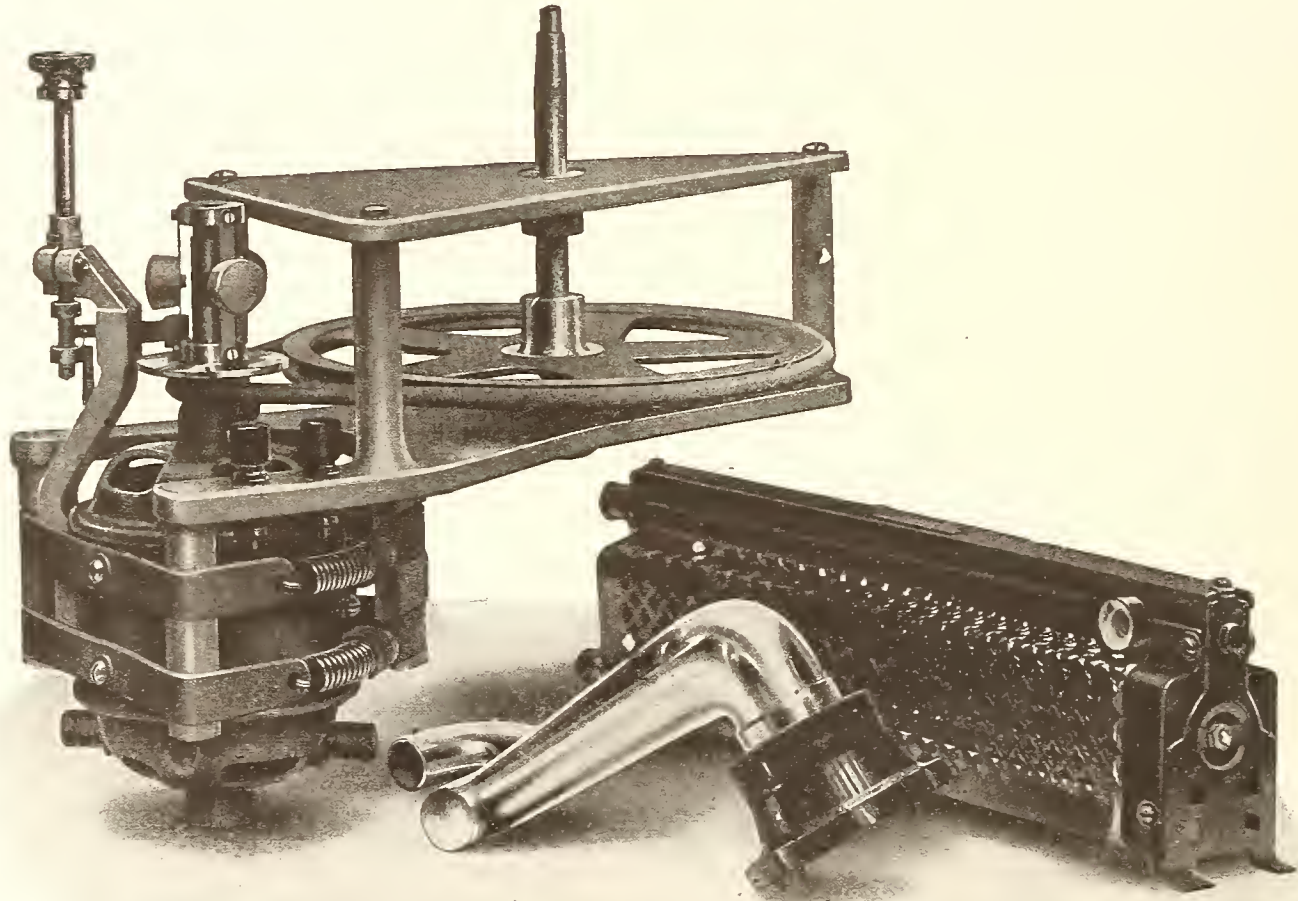
Watch for our next month's specials

**PLAZA MUSIC CO.**  
18 WEST 20TH STREET  
NEW YORK



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD

LONDON, E. C., ENGLAND



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

### ON THE REPAIRING OF OLD SPRINGS

(Continued)

In my answer to Dominick Ruff, Youngstown, O., in the January issue of The World I mentioned the fact that after I had seen the machine for repairing broken springs that he wrote about I would be pleased to give the dealers my opinion of it and also of his method of work.

I have had, within the past week, a personal call and demonstration by Mr. Ruff of his machine and method of handling broken springs, and, while I cannot describe certain details of the working of this little apparatus until final patents have been granted, I can give a general outline of his method of using it.

In the first place, it is presumed that the party using one of these machines has in his shop equipment a furnace or gas torch with which to remove the temper from the spring ends. Also a pair of pliers or tool for shaping the center of the spring and a means for making a hole in the center or cage ends of the springs. There is at the present time a tool, or punch, on the market for punching these holes, either pear shape or oblong hole with square corners, which in connection with Mr. Ruff's machine makes an ideal working combination.

For an example we will take a situation as follows: A repairman in a small town in the middle of New Jersey has brought to him for repair a double-spring motor. Upon opening the cages and examining the main springs he finds that one of them is broken in the center coil where it engages the sleeve hook of the center shaft. Upon looking over his stock of main springs he discovers that he has no main springs of that particular type on hand. To obtain a new one from his source of supply would mean several days' delay; as a consequence, the probabilities are that the customer will take his machine to the next nearest repairman and try his success there.

For a situation such as this Mr. Ruff's machine is a life saver. He proceeds in the following manner to make the repair, using the old main spring. First, the broken main spring is removed from the cage, the cage end is placed in the furnace and the temper removed for about three inches from the end; the spring coiling pliers are brought into use and the end of the spring is shaped to fit the center shaft. This end is now placed over the receiving mandrel of the "Ruff Spring Saver" and the machine coils up the spring, when wound up to about eighteen inches from the center, and a retaining ring is placed about the spring, the machine is opened and the wound-up spring removed. This gives you the main spring with the broken center on the outside and in a position to place in the furnace to remove the temper and to punch a hole for the cage rivet. Probably the first thought this method of handling a main spring brings to an inexperienced man is that the main spring would not be as strong nor have as much life as it had when wound the other way. On the other hand, it is undoubtedly stronger and exerts more pull than it did before, for in reversing the wind of the coils, not only the temper but the fact that the spring had been coiled the opposite way for a long time increases the pull and strength of the spring when brought into the new position.

In my opinion, this little machine, outside of its saving in money to the repairman, is the greatest time-saving tool that he could possess. He would never be in a position where (from the fact that he did not have a spring in stock) he would be unable to make a repair. I do not look so much to the part-saving end of the matter as I do the time-saving end—there is nothing in our world so valuable as time.

In the February issue of The World I wrote

in answer to a letter of Mr. Edden, of Bloomfield, N. J. His subject was "The inadvisability of using broken parts a second time, inasmuch as it would tend to deteriorate the original quality and value of the machine."

To continue my answer to his letter I will say after having seen Mr. Ruff's machine perform, examining and carefully testing the main springs after they had been repaired in this way, that it is my opinion that no one could find fault with the method if it is carefully followed and done in the right way. I am still of the opinion that no matter how good is the method of doing a thing it is the skill in the application of the method by the workman that counts.

### STIMULATED TRADE IN BRIDGEPORT

BRIDGEPORT, CONN., March 2.—D. M. Read & Co., Pathé dealers in this city, stimulated their business to a remarkable degree through a sale of Pathé phonographs at special prices. A large number of sales were reported as a direct result of this campaign.

### SPRINKLE CO. IN NEW HOME

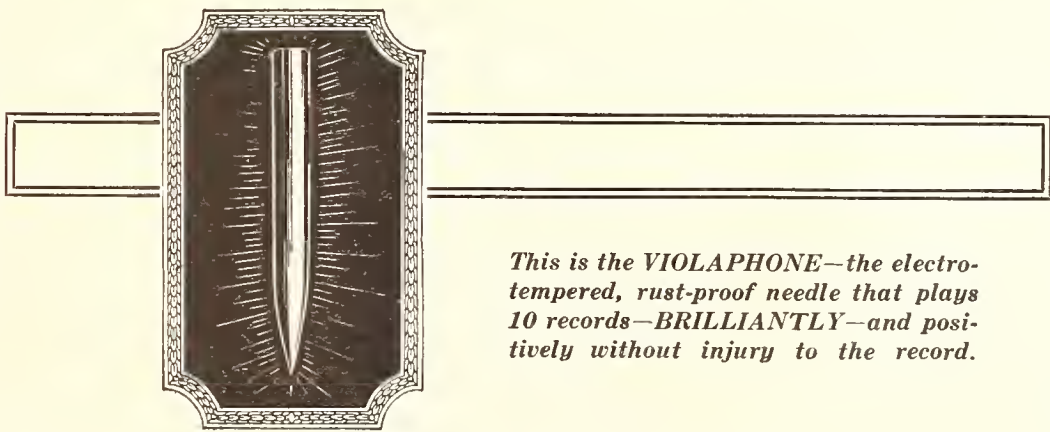
WINSTON-SALEM, N. C., March 7.—The Sprinkle Piano Co. has moved from the quarters on Main street to an attractive establishment at 436 Trade street, in one of the best locations in the city. The lower floor is largely taken up by the record demonstration booths and the record stock. A balcony has been given over to a complete line of Brunswick phonographs. The concern also operates stores in Norfolk, Va.; Richmond, Va., and Greensboro, N. C.

### A. J. CRAFTS CO. FILES PETITION

A voluntary petition in bankruptcy has been filed by the A. J. Crafts Piano Co., Inc., of Richmond, Va. Liabilities are estimated at \$71,760 and assets are about \$168,951. Inability to collect outstanding accounts is said to be the reason for the petition. R. H. Talley has been appointed receiver.

Before making any moves consider what the end will be.

## A VIOLAPHONE NEEDLE Plays 10 Records—*Brilliantly!*



*This is the VIOLAPHONE—the electro-tempered, rust-proof needle that plays 10 records—BRILLIANTLY—and positively without injury to the record.*

### Here's the Perfect Needle for Phonograph Repeating Devices

**I**T takes a rugged needle—a VIOLAPHONE Needle—to operate successfully the popular new Phonograph Repeating Devices.

Its stiff, strong, tempered point is unaffected by the heavy strain that bends or breaks the ordinary multi-playing needle.

You'll prevent come-backs and assure your customers satisfaction if you'll recommend Violaphone Needles when you sell Repeating Devices.

#### They Sell Themselves At 100% Profit

A neat counter-salesman, holding 60 boxes of 50 needles each, costs you \$3.00—5c per box.

And this industrious, efficient salesman (with mighty little help from you) sells its wares for \$6.00 per box.

You double your money!

#### And Your Customers Come Back for More

Phonograph owners like Violaphone Needles.

They like their convenience—their economy (500 records played—BRILLIANTLY—for 10c). They like the considerate way that Violaphone Needles treat their records.

No wonder they come back and ask by name for those *satisfactory* VIOLAPHONE Needles.

#### Made in Three Tonal Qualities

You can have Violaphone Needles in Medium, Loud or Extra-Loud Tone.

All tone-qualities are the same price—\$3.00 per carton of 60 boxes.

For dance music, you'll find the Extra-Loud quality a big favorite.

VIOLAPHONE Needles will be Money-Makers and Friend-Makers in YOUR store. A small selection—two or three cartons—will start you nicely. Why not order TODAY?

## The Fred. Gretsch Mfg. Co.

Musical Instrument Makers  
Since 1883

60 Broadway

Brooklyn, N. Y.





**A big money's worth! Two beautiful numbers by Louis Graveure—"Vale" and "Sylvia," both on one record. Admirers of this operatic baritone will surely want his April record. A-3548.**

**Columbia Graphophone Co.  
NEW YORK**

### CLEVER WINDOW ATTRACTS PUBLIC

Artistic Display of Gennett Records and Starr Phonographs in Window of Prominent St. Louis Firm Attracts Attention of Passers-by

The display shown below, which was gotten up by E. E. Fay, of the Connorized Music Co., appears in the windows of the Union House Furnishing Co., St. Louis, Mo., and is attracting a



Gennett Display Made by Union House Furnishing Co., St. Louis

great deal of attention to the Gennett records and Starr phonographs. The large record is six feet in height and is an excellent replica of an actual Gennett record having a blue label with gold lettering. The Union House Furnishing Co. is more than pleased with the attention it is attracting, and says that not only pedestrians but persons riding in street cars and automobiles are also attracted. The record is made of beaver board painted in black and the regular size ten-inch Gennetts make an interesting comparison to the mammoth disc. Gennett records, together with the regular assortment of window cards and a display of phonographs in the background, make up the setting for the immense record shown in the illustration.

Elly Ney, the celebrated pianiste and Brunswick artist, concluded her Southern tour on March 13 in Jacksonville, Fla., where she scored a tremendous success in recital.

## VALUES

TALKING MACHINES COMPLETE—or if desired—CABINETS ONLY. Brown and Red Mahogany, Golden and Fumed Oak. Low Prices

Write for Further Information Today

**THE H. LAUTER COMPANY**  
Indianapolis, Indiana

### TRADE QUADRUPLD IN 1921

Department of Commerce Trade Review Shows Fourfold Gain Over Last Pre-war Year

WASHINGTON, D. C., March 10.—A world trade balance in 1921 favorable to the United States, four times greater than the last pre-war year, notwithstanding a decline of 45 per cent in exports and 52 per cent in imports for 1921 over 1920, was announced last week by the Department in a review of trade conditions.

The total export trade, the review said, fell from \$3,228,000,000 in 1920 to \$4,485,000,000 in 1921, while imports fell from \$2,278,000,000 to \$2,509,000,000 during the same period. This decline, it was explained, however, was more apparent than real, even when compared with the unprecedented trade of 1920, as values in that year were "enormously inflated" and 1921 was a year of rapidly declining prices. This report is a little surprising

in view of the pessimistic feeling regarding the general condition of trade.

### WORKING FOR FOREIGN TRADE

Music Industries Chamber of Commerce Co-operating With Bureau of Foreign and Domestic Commerce in Compiling Exporters' Index

The Music Industries Chamber of Commerce is co-operating with the Foreign and Domestic Commerce Bureau of the United States Department of Commerce by urging all of its members who wish to develop their foreign business to list their names on the exporters' index of the Specialties Division of the Bureau.

The Specialties Division, which is under the direction of R. A. Lundquist, plans to render service to exporters along three different lines:

First, by the compiling of statistical information bearing on the world's trade in musical instruments and supplies.

Second, by the analytical study of commercial practices and conditions in foreign markets affecting the musical instrument business.

Third, by the compiling of information which will aid the foreign sale of American musical instruments, including lists of dealers in musical instruments in all parts of the world.

The Chamber, which is aiding in the development of the foreign business of its members by maintaining an Export Credit Bureau and operating a Foreign Credit Service, desires to point out the advantages which will result from listing on the exporters' index. Firms can be listed on the index only after a careful examination of

their ownership and interest, which must be thoroughly American, and are then given the benefit of confidential information relative to foreign trade which they can obtain from no other source.

### SONORA SLIDE FOR APRIL

Attractive Advertising for Moving Picture Publicity Issued by Sonora Phonograph Co.

The Sonora Phonograph Co., 279 Broadway, New York, in accordance with its usual custom, is issuing for April a very attractive moving



### Sonora Slide for Dealers' Use

picture slide appropriately designed for the Spring of the year.

It is available for Sonora dealers throughout the country for use in their local advertising, a space at the bottom being left for the dealer's name and address. A reproduction of the April slide appears herewith.

### NEW CHICAGO COLUMBIA AGENT

CHICAGO, ILL., March 9.—The White Eagle Furniture Co., of this city, has added a line of Columbia Grafonolas and records. Handsome phonograph departments have been installed in the two stores which the company operates at 8812 Commercial avenue and at Cedar street, Indiana Harbor. The store will specialize in foreign records.

### J. N. HALLINAN RESIGNS

John N. Hallinan, in charge of the New York office of the Unit Construction Co., of Philadelphia, has resigned, effective April 1. Mr. Hallinan has been connected with the Unit Construction Co. for the past three years. At the present time he is not prepared to announce his plans, but hopes to be able to do so within a short period.

The Utica Phonograph & Supply Co., of Utica, N. Y., will move its business into the Kenmore Building on May 1.



**ECKHARDT TAKES STRAND AGENCY**

**Well-known Talking Machine Man Opens Sales Offices in Philadelphia and Will Handle That Line in a Large Territory**

PHILADELPHIA, Pa., March 6.—Walter L. Eckhardt, who for a number of years has been a conspicuous figure in the talking machine trade here, first with the Columbia and later with the Pathé, has opened offices in the Empire Building, at Thirteenth and Walnut streets, and has taken the local representation of the Strand phonographs, manufactured by the Manufacturers' Phonograph Co., with headquarters in New York and factory in Salem, Ind. Mr. Eckhardt also plans other activities and will act in the capacity of consulting sales engineers and general sales agent.

Mr. Eckhardt has already placed the Strand line with several large local concerns, including Strawbridge & Clothier, Stern & Co., Wurlitzer Co. and Joseph Jacobs, and has also established agencies with several Pittsburgh concerns, including Joseph Horn & Co., Rosenbaum & Co. and the Kaufmann store. He has exclusive distributing rights to the Strand line for Pennsylvania, Maryland, southern New Jersey, Delaware and District of Columbia, and is building up a sales organization to take care of the territory.

**INCORPORATED**

The Wonder Phonograph Co. has been incorporated in Delaware, succeeding the Wonder Talking Machine Co., of New York. Officers of the new concern are: President, H. B. McNulty; vice-president, C. E. Hoyt; treasurer, A. C. Wheeler, and secretary, G. Jones. The officers and A. J. Collins constitute the board of directors.

**DUO APPLIANCE CORP. CHARTERED**

The Duo Appliance Corp., of New York City, has been granted a charter of incorporation under the laws of New York, for the manufacture of phonograph record protectors, with a capital of \$5,000. Incorporators are E. B. Haymond and P. M. Boesen.

**WITH REGAL RECORD CO.**

Jules and Nestor Roos have been appointed special salesmen for the Regal Record Co., New York, and are leaving New York this week to cover cities in the Northwest and in the South.

The Victor Talking Machine Co., of Camden, N. J., has declared the usual quarterly dividend of \$10 per share on common stock, payable April 15 on stock of record March 31.

"I have always plucked a thistle and planted a flower when I thought the flower would grow," said Lincoln, and this might be adopted by talking machine merchandisers to good purpose.

The Kellogg-Drake Co., Edison dealer, of Galesburg, Ill., has greatly enlarged its store in order to add a line of pianos and music rolls.

A piano and talking machine establishment has been opened at Riverbank, Cal., by Professor Head & Son.

**FOR SALE**

Complete cabinet manufacturing plant, including machinery. 100 completed cabinets and 200 in process. Bids received in entirety or separately. Terms to responsible parties. Address "Box 1119," care The Talking Machine World, 373 Fourth Ave., New York.

**FOR SALE**

100 phonographs, 46 inches high, standard motor and tone arm. Sold in one lot at \$36.50 each. Address "Box 1118," care The Talking Machine World, 373 Fourth Ave., New York City.

**TALKING MACHINE MEN TO MEET**

**Some Unusually Interesting Features to Be Presented at Session on March 15**

The next meeting of the Talking Machine Men, Inc., will be held at the Café Boulevard, New York, on March 15, at 1 o'clock, and will be preceded by the usual luncheon. A special invitation is issued to the ladies to attend the meeting.

During the course of the meeting Miss Isabelle Lowden, the director of the New York Third Music Week, will deliver an address on the Music Week plans; representatives of the Richmond-Robbins Co. will demonstrate their new songs; George F. Farrah, sales manager of the Electric Recording Laboratories, will offer a demonstration and the A. C. Gilbert Co. will also demonstrate the new wireless telephone.

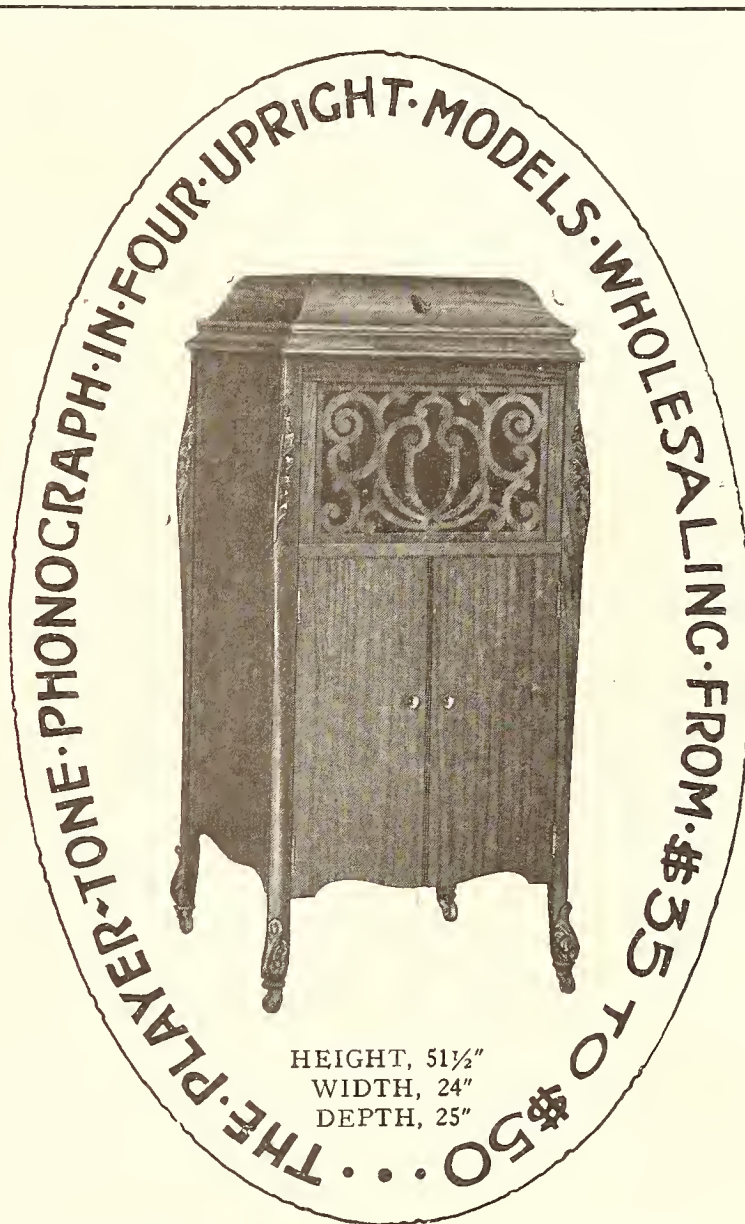
The business of the meeting will include the nomination of officers, to be elected at the annual meeting in April. The final plans for the

annual banquet of the Talking Machine Men, Inc., on April 20, will also be discussed in the fullest detail, and an interesting program will be prepared.

**HAVERTY CO. IN FINE NEW HOME**

**Attractive Talking Machine Department Reassembles a Bungalow in Appearance**

HOUSTON, TEX., March 10.—The attractive new home of the Haverty Furniture Co.'s branch in this city has been completed, giving to this concern one of the finest mercantile houses in the Southwest. A feature of the new establishment is an extensive talking machine department on the main floor of the building, which is six stories in height. The entrance to the department is similar in appearance to that of a bungalow and the same home atmosphere is the predominating theme carried out in the interior. Fred T. Smith, who has been with the company for a number of years, goes to the new store as secretary and manager.



**FIVE SALES TALKS**

1. Unusually attractive prices.
2. Big profits to the Dealer.
3. Perfect Cabinet Work and Finish.
4. Exclusive Designs of Latest Type.
5. Unsurpassed Tone Quality.

*We Also Sell Cabinets Only.  
Write for Quantity Prices.*

**Player-Tone Talking Machine Co.**  
967 Liberty Avenue Pittsburgh, Pa.

*New York Representative*  
**George Seiffert** 929 Broadway, New York



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

### WANTED—RECORDER OF HIGH ABILITY

There are only a few men in the country who possess the recording experience and ability required by my client, a large manufacturer.

I am instructed to insist upon a man who can operate a successful laboratory without supervision, who can construct and repair his own recording instruments, who can produce a record of great volume and mellow tone. He must have already achieved success, and be prepared to duplicate his success in my client's laboratory without experimentation.

My client expects him to be a man at the top of his profession and will remunerate him accordingly. He will not be asked to equip a laboratory. Manufacturing or electro-plating knowledge is not required.

It is understood that some or most of the men capable of filling this position are already employed, and would consider making a change only if they are certain that they can better themselves by doing so. If you are one of these, and are free to negotiate, I will gladly arrange so that you can obtain further particulars of our proposition in confidence. An interview can be arranged either direct with me or through your own attorney, whichever you prefer. Address "Box 1115," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED—Agents to sell Cathedral phonographs on commission through Central and Eastern States. Choice territory still open. Mighty attractive proposition for live wire agents. Address Ohio Cathedral Co., Marion, O.**

**POSITION WANTED—Man with executive ability with fourteen years' successful experience in pianos and phonographs will make change March 1. Address reply to "Box 195," Glenside, Montgomery Co., Pa.**

**WANTED—Experienced record sales people. Can use two or three, men or women, if they meet requirements. Must be hard workers, neat in appearance and capable of handling the highest class trade. Good arrangement of salary and commission to right persons. Knowledge of Victor catalog essential. Apply, Landay Bros., 775 Broad St., Newark, N. J.**

**WANTED—Salesmen to wholesale phonographs on a commission basis. Metropolitan district. Address "Box 1109," care The Talking Machine World, 373 Fourth Ave., New York City.**

**WANTED—Factory talking machine representative in a number of States where we are not represented, through the South, Northwest and Eastern States. A very fine proposition open for the right parties. Address Deterling Mfg. Co., Tipton, Ind.**

**SALESMAN WANTED—Who knows the phonograph and music trade in New York and other territory, to sell a full line of high-grade phonographs on liberal commission. Address "Box 1112," care The Talking Machine World, 373 Fourth Ave., New York City.**

**POSITION WANTED—Technical laboratory man thoroughly familiar with the latest advances, can handle work from wax to finished matrix or stamper. Can set up and superintend plant. Also latest thing in backed-up matrix. Address "Box 1113," care The Talking Machine World, 373 Fourth Ave., New York City.**

**RECORDING ENGINEER and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.**

## Wonder Bargains in Phonograph Cabinets

Send for new price list

**EVERETT HUNTER MFG. CO.**  
McHenry, Ill.

### FOR SALE—MUSIC STORE

In Ohio, manufacturing city of 17,000, modern, hot water heated store room, good location. Rent reasonable. Prosperous rural territory. Will send interior and exterior photographs to anyone interested. Good reason for selling. Address "Box 1116," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Complete phonograph repair lathe and drill press and motor, in perfect working order. Bargain, \$75.00. Must sell. Moving. Address "Box 1114," care The Talking Machine World, 373 Fourth Ave., New York City.

### WANTED

to buy used Magnavox. Must be in good condition and cheap. Address Louisville Music Co., 529 South 4th St., Louisville, Ky.

### RECORD RACKS FOR SALE

We have a number of units of the Ogden sectional record racks, which we will dispose of at an unusually low price if taken at once. Cabinet is furnished in white enamel and equipped with lock and glass doors. If interested write "Box 1107," care The Talking Machine World, 373 Fourth Ave., New York City.

### FOR SALE

Quantity of Udell record cabinets for Victrolas 4, 6, 8 and 9. These cabinets have never been uncrated. As we are closing out our stock of cabinets, we will sacrifice all of these. If interested write "Box 1108," care The Talking Machine World, 373 Fourth Ave., New York City.

### SALES MANAGER

Now employed by well-known manufacturer, will be open for engagement very shortly. Twenty years' experience in the talking machine industry; covering every branch, including executive management, sales management, finance and accounting. Desires position with established responsible concern that can offer attractive proposition. Address "Box 1110," care The Talking Machine World, 373 Fourth Ave., New York City.

**OPPORTUNITY offered to well-experienced talking machine man to secure partnership in phonograph manufacturing concern. Capital of \$5,000 necessary. Address in confidence, "Box 1117," care of The Talking Machine World, 373 Fourth Ave., New York City.**

**POSITION WANTED—Expert repairman desires position. Can repair all makes machines. Ten years' experience. Prefers position in or near Philadelphia. Can furnish reference. Address "Box 1106," care The Talking Machine World, 373 Fourth Ave., New York City.**

**POSITION WANTED—Young man, has 8 years' all-around experience as repairman and salesman on all makes. Address "Box 1111," care The Talking Machine World, 373 Fourth Ave., New York City.**

## Monthly Price List

### Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each	\$1.25
1 1/4 in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1 1/4 in. x 0.22 x 17 ft., Victor new style...	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44...		0.60
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77..		0.33
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor, new style	Each	0.33
7/8 in. x 0.23 x 10 ft., for Blick motor....	Each	0.30
3/4 in. x 0.23 x 10 ft., oval hole ...	Each	0.28
5/8 in. x 0.22 x 8 ft., for Swiss motor...	Each	0.22
5/8 in. x 0.25 x 11 ft., for Edison .....	Each	0.22

### MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.	Each	0.15
1 7/8 in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick....	Each	0.45

### SAPPHIRES

Pathé, very best loud tone, genuine....	Each	\$0.12
Pathé, soft tone, ivory setting.....	Each	0.18
Pathé, soft tone, steel needles.....	Each	0.10
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.25

### STEEL NEEDLES

Brilliant Tone, medium and soft Needles.		
Per 1,000 .....		\$0.45

### ATTACHMENTS

in Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box .....	Each	2.50
Kent attachments without box for Edison .....	Each	1.60
Universal old style for Victor tone-arm..	Each	1.15

### MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

### tone ARMS

No. K with sound box.....	Each	\$2.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.75

### SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.75
No. P Favorite, fit Victor .....	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

### CABINET HARDWARE

Automatic Nickel Plated Lid Supports.	Each	\$0.22
Automatic Gold Plated Lid Supports....	Each	0.45
Piano Hinges, nickel plated, 5 1/2 in. long....		0.22
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups .....	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

### REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar, complete.....	Each	0.35
Columbia cranks, all sizes.....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs .....	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621.....	Per 100	1.00
Columbia so'dbox thumb screws.....	Per 100	1.50
Rubber Backs for Victor Exh. box....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor .....	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor...	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor...	Each	0.20

**FAVORITE MFG. CO.**  
105 East 12th St. New York  
Tel. 1666 Stuyvesant



THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 160)

**CLOSING OUT**  
**500 CABINETS AT A BARGAIN**  
 Well manufactured and finished, 45 inches high, 21 inches wide, 22 inches deep. Here is an opportunity for the buyer who wants quality at a low price. Fuehr & Stemmer Piano Co., 2701 South Wells St., Chicago, Ill.

**WANTED**  
 Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

**CARVED LEGS**  
 Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

**WANTED**  
 to buy a Magnavox for cash. Address Sterling Music House, 133 Ellison St., Paterson, N. J.

**BUSINESS OPPORTUNITY**  
**WANTED**—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

**WANTED**  
 Partner for music shop in middle Western city. Investment for expansion. Good opportunity. Address "Box 1093," care The Talking Machine World, 373 Fourth Ave., New York City.

**CASH**  
 for any amount of talking machine records. Address  
**Chicago Phonograph Realization**  
**315 Union Park Court**  
**CHICAGO, ILL.**

**FOR SALE**  
 Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.

**HORNS WANTED**  
 Will buy old and new horns for Cylinder Machines, prefer Columbia or Edison Horns, from 18" to 30" in length. Any quantity for cash. Address Columbia Music Co., 101 Sixth St., Pittsburgh, Pa.

**Sacrifice Sale of 15,000 Standard**  
 10-inch DOUBLE DISC RECORDS  
 Very large assortment  
 All desirable—no patriotics.  
 In 100 lots, 19c. In 2,000 lots, 17c.  
 In 250 lots, 18½c. In 5,000 lots, 16½c.  
 In 500 lots, 18c. In 10,000 lots, 16c.  
 In 1,000 lots, 17½c. Entire stock, 15c each.  
 Terms: Net F.O.B. Chicago. Subject to prior sale.  
 Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

**FOR SALE**  
 Sonora, Columbia, Q R S franchise with option on store; lease for three more years; best location; for sale at market value of inventory and fixtures, \$5,200. Going business; no similar agency for miles; live suburb; near Brighton "L"; established eight years. Going abroad; want quick buyer. Herrington, 1218 Kings Highway, Brooklyn, N. Y.

**For Sale**  
**ONLY EXCLUSIVE**  
**VICTOR SHOP**  
**in Chester, Pa.**  
 Reason for Selling—Detached Interest  
 Address 2nd Floor  
**1025 Arch St. Philadelphia, Pa.**

**Will Pay Cash**  
 for any amount of surplus phonograph stocks of any description. Address  
**Chicago Phonograph Realization**  
**315 Union Park Court**  
**CHICAGO, ILL.**

**RECORD CABINETS**  
 Solid mahogany, height 32 inches, top 18½ x 21¾ inches; to match Victor, Columbia or any large-size table phonograph. Horizontal shelves. Hold 180 twelve-inch records. Price, \$9.90. Deposit with order. Balance C. O. D. Value Tone Talking Machine Co., Borden Ave. and Front St., Long Island City, N. Y.

**SEABURG MFG. CO. ELECTS OFFICERS**

Jamestown, N. Y., Manufacturers Report Progress and Decide to Place New Model on Market

JAMESTOWN, N. Y., March 2.—At the annual directors' and stockholders' meeting the Seaburg Mfg. Co. held recently in its executive offices at Jamestown, N. Y., the following officers and directors were elected: E. J. Seaburg, president; A. H. Seaburg, vice-president; V. B. Seaburg, vice-president; O. T. Seaburg, secretary, and E. T. Seaburg, treasurer. The foregoing are also directors of the company, as are E. B. Seaburg, L. W. Seaburg and R. H. Seaburg.

In the yearly report rendered by the president Mr. Seaburg states that, due to the fact that the company produces but six models of the Librola, it is able to work with a high standard of efficiency in production.

At this meeting the directors also decided to place on the market a new model listed as No. 125, an illustration of which appears herewith. This model, available in either mahogany veneer or quartered oak, golden or fumed finish, retails for \$125. It is 36 inches long, 24 inches wide and 31 inches high, and is equipped with a double spring, strong, silent motor.

The many unusual exclusive features of the other Librola models appear in this new product. The turntable is accessible in such a manner that two-thirds of the

top is stationary, thus allowing a reading lamp and books to be placed on the phonograph, where they may rest undisturbed when the instrument is used.

**SEEKING LOWER FREIGHT RATES**

Representatives of Shippers Appear Before Interstate Commerce Commission in Order to Secure More Favorable Freight Schedules

WASHINGTON, D. C., February 28.—Representatives of shippers are appearing before the Interstate Commerce Commission this week to testify regarding the needs of the various industries for lower freight rates. The miscellaneous commodities were put at the end of the program of

the hearing and representatives of the different trades have all been given an opportunity to testify regarding conditions.

Almost without exception, the business men are seeking for lower freight rates, believing that a reduction of the transportation cost will be reflected in prices to such an extent as to materially stimulate business. The railroads, on the other hand, are attempting to show that the present freight rates have nothing to do, either with existing high prices or with the lack of business, claiming that the business depression is the result of post-war conditions and that high prices are due to labor, and charge that few, if any, businesses have been willing to sacrifice profits to increase sales.

The work you do is worth doing well. No man ever achieved success by neglecting the petty details of an enterprise. After all, the little things make the big whole—in other words, the business.

Fred McDonald, of Sheridan, Ind., has taken over the Victor department of the Geo. L. Frank jewelry store at Lebanon, Ind.



New Librola Model No. 125

**HIGH CLASS PHONOGRAPH**  
**RECORDING**  
 FOR THE TRADE AT EXCEEDINGLY LOW PRICES  
**Newark Recording Laboratory**  
 15 West Park St. Newark, N. J.





# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

**Business Conditions Critically Reviewed—No Stability to Prices—Hoped That Rock-bottom Is in Sight—Trade Hopeful for Better Times—The Federation Dinner—Exhibitors at British Industries—R. L. Douglas a Visitor—An Interesting Court Action—The Demand for Dancing Records—Personal Recordings in Vogue—Giving Away Gramophones—The News of the Month in Detail**

LONDON, E. C., ENGLAND, March 3.—A general survey of the trade presents no great difficulty in arriving at the conclusion that it is not experiencing an overwhelming influx of business. In some quarters sales are fairly good, though even the retailers under the guise of after-season and other forms of "sales" are prone to cut prices to an extent that leaves no great margin of profit. The explanation is that ordinary business is somewhat slack and to keep things going it is necessary to turn over stock. Values have depreciated by a considerable amount and the policy adopted to a very general extent of liquidating stocks of machines and parts bought or contracted for at high rates will clear the field and stabilize future trade. This policy applies to all sections of the gramophone trade; it has passed down the various distributing channels from manufacturer to wholesaler and mail order firms on to the dealer, who might now be regarded as in the throes of a big effort to interest the public in some "remarkable" bargains. In this regard I have noticed that goods are offered retail at prices below the manufacturer's figure of a few months ago for the same or similar quality articles. It proves that very big sums of money

have been "cut" by makers in an effort to reach prices more in conformity with the purse limits of the masses. Apart from the gramophone trade, most industrial companies have followed the policy of cutting the inflated values of too, in many cases, inflated stocks. This is all too apparent in recent balance sheets showing losses on the last fiscal year's trading of hundreds of thousands of pounds sterling, with the not uncommon result of inability to declare dividends even on the preference shares.

Thus the course of trade is still undergoing great changes; there is a constant slide in prices yet proceeding, but it is now a reasonable conclusion that rock-bottom is in sight. These improving indications of stability of values coincide with better service in general organization and particularly in the factory. Workmen are becoming less careless. They are gradually throwing off that post-war irresponsibility of endeavors into which they had been cast by a combination of circumstances often beyond control. In other words, the British workman is delivering the goods. Here and there I still come across examples of, shall it be called, mental aberration? But, on the whole, the average workman is displaying a co-operative sense of responsibility, the result, I think, of being taken into the confidence of his employers. All these signs are good.

The great disorganization of industry, and yet more important, perhaps, the sub-conscious changes which have taken place in our outlook upon life since the fateful days of 1914, have exerted a world-wide influence. Such an upheaval of the one-time placidity of human endeavor has been of revolutionary result, much of

great value, that will direct the commercial and social life along channels more to the common good than hitherto. Masters and men must co-operate. In that spirit is the big influence and opportunity for the restoration of commerce and relationship of mankind. We see it reflected in the general reduction of inflated strife-time prices and reversion of policies inimical to good understanding between communities and individuals. Along these lines may we look for a gradual rehabilitation of our sadly depleted commerce.

How necessary an effort is required to this end is found in the fact that two million workpeople are still unemployed, not to mention the many thousands on short time. Trade is picking up. The registration of unemployed shows a decrease each week of as much as 10,000. The prosperity of the gramophone trade is linked up very closely with even the smallest general industrial improvement, and in these good signs traders will be encouraged to march forward with renewed hope and effort.

Though of slow progress, the revival of gramophone business to somewhere near normality may certainly be regarded as probable within a year or two; indeed, most of us look forward to a real, solid improvement next season. Thousands of machines and millions of records are sold every year. That's worth keeping in mind, because it creates hope in determination to go one better when trade eases off during the Summer months.

#### Third Annual Dinner of the Federation

Gastronomically and otherwise the third annual dinner of the Federation of British Music Industries at the Hotel Victoria, London, proved a decided success. Indisposition kept a few peo-



"His Master's Voice"

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**This intensely human picture stands for all that is best in music**

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

**DENMARK:** Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bninwayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenço Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

**Great Britain:**

## The Gramophone Company, Ltd.

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# EDISON BELL

# WINNER



TRADE MARK

# GRAMOPHONE RECORDS

CABLE  
"PHONOKINO,  
LONDON"

**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES**

**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

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### FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

ple at home, but the attendance registered over 260 members and associates of the music industries and profession. In addition to a representative press, resulting in some good newspaper reports, the following notabilities were among those present as guests: Rt. Hon. the Viscount Burnham, C. H.; Sir Hugh Allen, Sir Henry Hadow, Sir Alexander Mackenzie, Sir George Croydon Marks, M. P.; Geo. Terrell, M. P.; Capt. St. George Caulfield, Dr. R. S. Clay, Dr. Arthur Somervell, Col. Mackenzie Rogan.

In the chair was Louis Sterling, president of the Federation, and here it may be said that he proved as capable and popular a chairman as, in so short a time, he has in the capacity of president.

The speeches were throughout of a very high order, interesting as directing a useful light upon the activities and varied doings of the Federation in the encouragement of British musical endeavor and the protection of trade interests. From all of which it becomes more and more evident that as an institution the Federation has fully justified its existence and has already made good to an extent, I venture to think, quite beyond general expectation. Opposition, passivity and criticism which beset the initial efforts of the Federation have, by the hard work and sincerity of its officers, been won over to support, admiration and enthusiastic co-operation from all sides.

A valuable testimony to the work of the Federation was given by the guest of the evening, the Rt. Hon. the Viscount Burnham, C. H. Lord Burnham laid stress on the work the Federation was doing in educating the public, in creating a sound musical tradition in the schools of the country and in getting music introduced into industrial and welfare work.

In reply the chairman explained in some detail what the Federation was doing and pointed out that, whereas twelve months ago only one paper was accepting the Federation articles, those articles were now going to more than forty journals and there were more than one thousand papers which were printing news sent out from the Federation offices. The Music in Industry campaign had been wonderfully successful, and so, too, had the education scheme. It was largely due to these three lines of effort that the music trade had suffered less than any other luxury trade during the previous twelve months.

Other speakers were: Sir Henry Hadow, Colonel Mackenzie Rogan, George Terrell, M. P.; Sir George Croydon Marks, J. F. Simpson and Alexander Dow.

#### Gramophones at the British Industries Fair

The above exhibition of all kinds of goods representative of British industry duly opened its doors to traders on February 27 at the White City, Shepherd's Bush, London. No great amount of activity marked the first day's proceedings. It seldom does on such occasions unless it be in the nature of a gymnastic display by attendants unpacking the last case or engaged with

hammer and nails upon last-minute alterations. However that may be, a few buyers made their appearance and not a few firms registered preliminary sales. The exhibition closes on March 10, by which time I shall be in a position better to estimate the amount of trade and its value booked by the musical instrument firms, of which about thirty are exhibiting. Effective displays are in evidence by the following gramophone companies: Jordan & Carpenter, Ltd. (Voltona sound boxes and machines complete); Electric Gramophones, Ltd. (electric motors and accessories); Melodia, Ltd. (Ultone sound box and tone arm); C. H. Roberts Mfg. Co. (Bestone portable); Gramophone Components, Ltd. (motors, sound boxes and tone arms); Repeating Gramophones, Ltd. (record-repeating device and portables); Craies & Stavridi (Apollo gramophones, etc.); Sterno Mfg. Co. (gramophones, Compactophones and records); Garrard Eng. & Mfg. Co., Ltd. (motors); Johnson Talking Machine Co., Ltd. (gramophones and accessories); Benefit Superphones, Ltd. (gramophone that plays twelve records right off without attention); Alfred Graham & Co., Ltd. (Algraphone gramophones, motors, Sonat sound boxes and accessories); Barnett, Samuel & Sons, Ltd. (Decca and other machines, etc.); Disque Cabinet Co., Ltd. (record-filing cabinets and complete instruments)—fourteen firms all told.

Broadly speaking, it is none too representative a show for our industry. Many houses refrained from taking space because of the comparatively poor results experienced by exhibitors at last year's fair. Others hold aloof by reason of the exclusion of the general public who, it is argued (and rightly, to my mind), should be allowed entry, at least during part of each day. For this reason a number of gramophone firms have secured space at Olympia, where during the whole of March the Ideal Homes Exhibition is being held.

As far as my inquiries go, the consensus of trade opinion is certainly more favorable to combined trade and public shows than to those confined solely to the trade. In the case of the British Industries Fair it is felt that the general public might be allowed entry after 2 p. m., thus reserving the whole morning to traders without interruption. However, the "powers that be" are adamant and that's all there is to't!

Anticipation of good business at the present B. I. F. is said to be more favorable than at the last show. For one thing, prices are considerably less for the same quality products and there is stability of values, the absence of which last year militated greatly against the placement of advance orders. Exhibitors have good reason, therefore, to be optimistic.

#### Inventor of the Rastus Dancers Visits London

Roswell L. Douglass, president of the National Co., Boston, Mass., spent a few days in London recently on his way to the Continent. It is pretty well known that the National Co. controls the patents of the Rastus dancing toy and

boxing dancers, whose amazing capers on hundreds of thousands of gramophones have delighted users throughout the world. The Rastus dancers receive the homage of a big public this side through the agency of the Jake Graham Co., Liverpool.

During the course of a very interesting chat with your correspondent Mr. Douglass mentioned that attempts had been made to foist on the British market a number of imitations of the Rastus figures. To some extent his visit was concerned with the patent situation. His company intends to protect its rights in every way and Mr. Douglass informed me that already action has been taken against an importer of German figures which infringe the Rastus patents. The result of this action, I understand, is that the importers have admitted infringement and signed an undertaking not to proceed.

This cuts out the chief delinquent, and having had a sight of the documents covering the British patents of the Rastus, which, by the way, date back to 1914, I believe that traders here would be well advised to exercise the utmost caution in handling offers of similar or somewhat similar figures from whatever source they may come. At least, in such cases it is only prudent to consult a competent patent attorney before commitment to any proposition involving a doubt upon the subject.

As I have had occasion previously to report in these columns, the accessory side of the gramophone business in this country has not been developed to any great extent. Mr. Douglass believes that we are much behind the States in this regard and feels that there is scope for increasing the specialty trade here.

As to conditions in America, Mr. Douglass speaks with experience in several departments of trade. He said: "It is my opinion that the worst period is over; we have reached bottom and by present indications the next few months should show a gradual improvement in trade all round. Dealers' stocks of what we call stencil machines are becoming exhausted. This will relieve the situation considerably and enable the big concerns to come into their own by stabilizing trade on well-defined lines of policy. The people of the United States like phonographs, the sales of which have only been restricted on account of general business depression. When money comes back into a freer circulation trade in phonographs will certainly revive."

Mr. Douglass plans to spend a few weeks on the Continent and may return home via London.

#### Action Over "His Master's Voice" Matrices

A complication arising out of the war was recently brought to light in the British courts. Before the Anglo-German mixed arbitral tribunal the Gramophone Co., Ltd., applied for an ad interim injunction to restrain the Deutsche Gramophon Aktiengesellschaft and the Polyphonwerke Aktiengesellschaft Cos. from selling records made from matrices which had been sent over to Berlin before the war to the Deutsche Gramophon Co., as arranged with that com-

(Continued on page 164)



## Horn, Hornless and Table-Grand GRAMOPHONES

FOR

### EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England  
Cable Address "Lyrecodisc, London"

pany on the distinct understanding that the matrices should remain the property of the Gramophone Co., Ltd., of London. The German Government having sold the shares in the company, which were all owned by the London firm, and also the matrices, the German companies as now constituted are contesting the action of the Gramophone Co., Ltd., and, following the decision of the tribunal to reserve judgment on January 18, the case was again heard on January 20. Douglas Hogg, K. C., for the claimants agreed with the chairman that the tribunal had no executive power to enforce any decision arrived at, but pointed out that no difficulty would be experienced in enforcing it in a German court if the tribunal made a similar order to that which any court could make. It would be an impossible task if the matter was delayed, and presently assessment had to be made of the damages suffered by the Gramophone Co., Ltd., in almost every country in the world.

Sir Duncan Kerly, acting for the German companies, discountenanced any authority of the tribunal to prevent the German firms concerned from dealing with the records. As the claim was based on the actual ownerships of the matrices and the matter had yet to be decided in the German courts, it was useless asking the tribunal to make an order. Judgment was reserved.

#### The Terpsichorean Period

If there is a special time for dancing (the young folks seem to make it almost an all-the-year-round pastime) that period is certainly in full swing at this time. Records pertaining to the art are much in demand; in fact, dancing tunes, in value to manufacturers and authors, not to mention the music publishers, easily take precedence of all other classes of musical endeavor. Jazzy fox-trots hold the field in popular favor, if recent record issues are any index, though, of course, the simple one-step is well in the run-

ning. Some very fine dance records by well-known orchestras and bands top the bill on "His Master's Voice," Columbia, Winner, Zonophone and most other companies make a strong feature of catering to the popular craze.

#### "His Master's Voice" School of Salesmanship

The projected salesmanship school at the Oxford street headquarters of the Gramophone Co. will be opened some time in March. The school is, in reality, a model shop, fully stocked and with the usual equipment. Thus the students should feel quite at home and in this environment will the better assimilate what they will be coached in—window-dressing, selling methods, pronunciation of musical terms, etc. Of course, the school is open only to "His Master's Voice" dealers and their salesmen or assistants. For this unique service the company makes no charge, believing that the expense and time involved will be amply repaid by the increased selling ability with which it must invest the students. However good a salesman may be he will find something worth remembering and the unique methods advocated at the school will serve as a stimulant to greater endeavor.

#### Brief Paragraphs of Interest

Otto Heineman is expected to visit London within the near future on business in connection with the development of his numerous commercial interests.

Messrs. Pathé Frères, in conformity with the general trend of price policies, have announced a revision of portable machine prices.

The Rowhill Engineering Co., Enfieldtown, are now manufacturing quite a good quality sound box at the remarkably low price of 1/6 (36 cents). It is evident that though favored by a low exchange rate German imports cannot meet such keen competition as is foreshadowed by the enterprise of the Rowhill Co.

A large mail-order house is now advertising what is described as a six-guinea gramophone for 50/-, with a book of six records thrown in. Almost pre-war rates!

The number of unemployed registered on February 7 was 1,892,000 throughout the United Kingdom. Since then there has been a decrease of 42,600. A good sign!

"Tonepen" is the name of a new needle which is creating much favorable mention in talking machine circles in this city.

#### Personal Recordings by Sinkler Darby

Thanks to photographers and looking-glasses, most people are familiar with their appearance. It is a reflected glory in the nature of an ocular demonstration. Something to be seen, not heard. It brings to mind the fact that there are no photographers or looking-glasses by which the masses can hear as well as see themselves. At least, that was the position until the advent of Sinkler Darby, who has just inaugurated a new studio on fashionable New Bond street, London, for the very purpose of recording our voices or talents as musicians.

The "Darbycord" (why not Darbychord?) record is for personal recordings by amateurs. The fees are quite moderate—six ten-inch records for 12 guineas; six twelve-inch records, 14 guineas; extra copies, ten-inch, 5/6 each; twelve-inch, 7/6 each. The idea is first rate. It will meet a real want, for there are big business possibilities in catering to the desire of parents to possess records of their children's voices, and offers scope for the amateur to test his or her own performances. Mr. Darby makes a special feature of children's voices.

#### Gramophones Given Away!

Quite a common form of trading before the war was the policy of presenting a gramophone to those signing a contract undertaking to purchase so many records in multiples of six or twelve per week over a given period. Of course, the gramophone became the property of the purchaser only after completion of the stipulated number of records.

Within the last few months this method of trading has received much attention and a number of firms are now running the scheme for all it is worth, especially in the provinces. A new London firm, the Meloto Co., has recently commenced operations along these lines on quite a big scale. It offers an exceedingly good gramophone free to purchasers of twelve records down and thereafter eight per month for twenty-three months. The Meloto record costs 3/- for the ten-inch double-side, and 4/6 the twelve-inch. The purchaser is under no obligation as to size of record ordered.

Among the critics of this trading policy is the London Music Trades Review, which in a recent report described it as being diametrically opposed to the best interests of the industry.

# You Ought to Know

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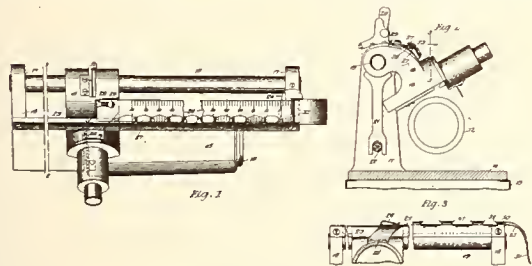
# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., March 8.—**Correction Device for Phonographic Machines.** George W. Beadle, Stamford, Conn., assignor to Columbia Graphophone Co., Bridgeport, Conn. Patent No. 1,403,584.

This invention relates to phonographic machines of the character used for dictation purposes and has particular reference to the means for imparting information to the transcriber concerning the spoken words engraved in the wax tablet.

It is an object of the invention to simplify devices of this character and to make possible the incorporation of the same into existing machines without detracting from the appearance thereof or requiring the redesigning of the same.

The invention consists, briefly speaking, in the provision, in lieu of the usual scale bar, of a bar having at one end a table over which the index member may be moved. Overlying the table is a pencil guide, the same being preferably in the form of an arch stamped up from the table. One edge of the bar is provided with



a channeled guide, preferably in the form of segments stamped up from either side of the plate. This guide is adapted to straddle one longitudinal edge of the index member to prevent the same from buckling or collapsing as it is pushed over the table. A bracket on the carriage serves as a support for one end of the index member and to push the same over said table.

Figure 1 is a plan view showing the application of the invention to a well-known form of dictation machine; Figure 2 is a vertical section along the line 2—2 of Figure 1; and Figure 3 is a view taken on line 3—3 of Figure 2.

**Phonograph Record Cleaning Attachment.** John Runk, Stillwater, Minn. Patent No. 1,404,147.

This invention relates to improvements in record-cleaning attachments for phonographs. An object of the invention is to provide a device to the tone arm in advance of the reproducer needle, so as to move over the sound grooves ahead of the needle and wipe out accumulations of dust from the grooves and insure a clearer and more faithful reproduction of the recorded sound waves.

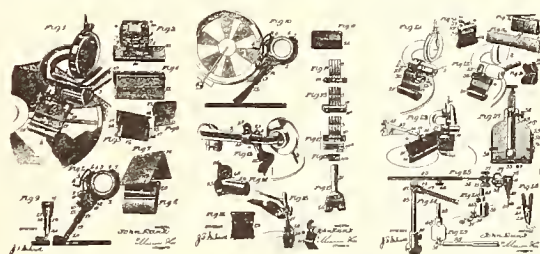
Another and very important object of the invention is to provide a fabric wiper made of either velvet, cotton, wool, linen, silk or other suitable material and fumed with either a disinfectant or perfume, this wiper being used in connection with the aforesaid cleaning attachment, and being usable a number of times before being finally discarded.

A further object is to provide a combination of cleaning attachments of substantially the same nature, said attachments being mounted on the tone arm and a separate support respectively, said attachments having wipers as described, for cleaning the record and polishing the surface to remove finger marks.

A further object is to provide an assortment of brushes, arranged to be used in place of the fabric wipers under certain circumstances.

Figure 1 is a perspective view illustrating the application of the cleaning attachment to the tone arm of the phonograph; Figure 2 is a section on the line 2—2 of Figure 1; Figure 3 is a perspective view of the clamp and slide; Figure 4 is a

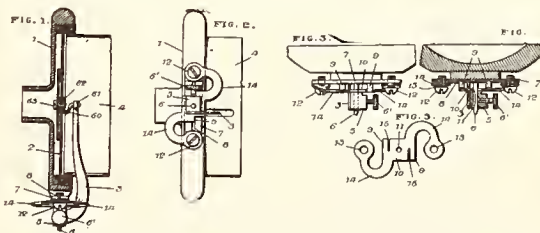
perspective view of the primary holder; Figures 5 and 6 are perspective views showing the primary holder and closure plate separated; Figure 7 is a perspective view showing the extension holder open; Figures 8, 8a, 8b and 8c are perspective views showing various forms of fabric wipers used in connection with the cleaning attachment; Figure 9 is a detail sectional view illustrating the use of an extension plate in place of the extension holder; Figure 10 is a cross-section similar to Figure 2, showing a brush in place of the velvet wiper; Figure 11 is a perspective view of a modified form of brush wherein short and relatively stiff bristles are employed; Figure 12 is a perspective view of another form of the brush; Figure 13 is a perspective view illustrating the use of an extension support by means of which the cleaning attachment can be applied to tone-arms of other constructions than that shown in Figure 1; Figure 14 is a detail perspective view of the extension support shown in Figure 13; Figure 15 is a perspective view of an auxiliary handle wherein certain of the brushes may be employed; Figure 16 is a perspective view illustrating the use of the handle and brush in reaching the center of the record where the cleaning attachment ordinarily does not reach; Figures 17, 18, 19 and 20 are detail views of modifications of the spring members; Figure 21 is a perspective view illustrating a fixed clamped cleaning attachment; Figure 22 is a perspective view showing a one-piece spring used in connection with the cleaning attachment; Figure 23 is a perspective view illustrating the use of a separately supported relatively broad cleaning member, in combination with the tone arm attached cleaning member; Figure 24 is a detail perspective view of the adjustable standard comprising a part of the separate support in Figure 23; Figure 25 is a longitudinal section of the extensive arm of the separate support; Figure 26 is a detail sectional view



of the clamp member in Figure 25; Figure 27 is a section of the balance weight constituting a further modification in the separate support; Figure 28 is a perspective view of the balance weight showing one method of attaching it; Figure 29 is a perspective view of the balance weight illustrating the use of the balance weight fastener arm, and Figure 30 is a perspective view of a modified brush holder.

**Reproducer.** Frank W. Minor, Richmond, Va Patent No. 15,269 (reissued).

The present invention relates to reproducers for phonographs and the like and has special reference to the means for supporting the stylus arm, the object of the invention being to provide a simple and cheap support which may be readily applied to the reproducer, will facilitate



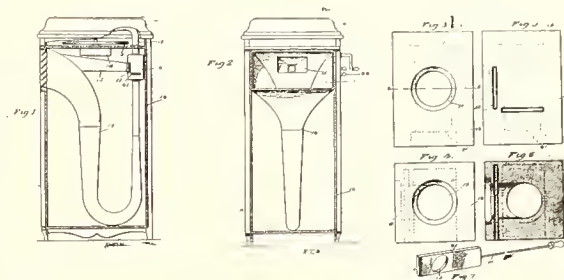
repairs and will permit the stylus and stylus arm to vibrate easily while, at the same time, being susceptible of ready adjustment to compensate for wear and impart a desired tension to the stylus and its arm. Figure 1 is a longitudinal section through a reproducer, having its stylus

arm supported in accordance with the invention; Figure 2 is a bottom plan view of the same, Figure 3 is a front elevation of the stylus arm support; Figure 4 is a section through the support taken at a right angle to Figure 1, and Figure 5 is a detail plan view of the blank from which the tension bridge or flex plate is made.

**Talking Machine.** Roy T. Newland and Melvel Merriam, Butte, Mont., assignors of one-half to Adolph Pincus and William Meyer, same place. Patent No. 1,401,277.

This invention relates to talking machines or the like and has for its chief characteristic the provision of a plurality of horns or sound-conveying channels, all of which communicate and have a common outlet, the horns or channels being of different size and configuration, adapted to be singly used, the largest one being used for orchestral music, xylophone or the like, while the small horn is used for word music, especially delivered by high-pitched voices.

Another important object of the invention resides in the novel construction of means for controlling the communication between the re-



spective horns or sound-conveying channels, so that any particular horn or the like can be used at the will of the operator.

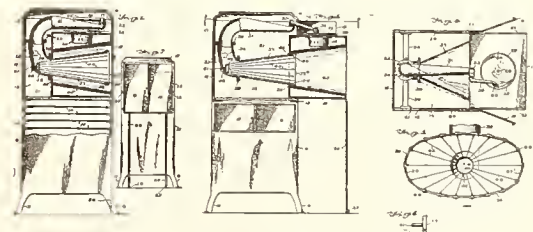
Figure 1 is an enlarged side elevation of the machine partly in section; Figure 2 is a front elevation and partly in section; Figure 3 is a front elevation of the sound trap with which the horns and sound-conveying channels communicate; Figure 4 is a top plan view thereof; Figure 5 is a side elevation; Figure 6 is a sectional view taken on line 6—6 of Figure 3; Figure 7 is a detail view of one of the slides.

**Phonograph Amplifier.** Joseph A. Rayder, Philadelphia, Pa. Patent No. 1,400,985.

This invention relates to phonographs or talking machines and it has more particular reference to cabinets therefor, the main object being to provide a cabinet with which is combined an extensible horn, said extensible horn being so constructed and arranged that when in use it is properly supported while an uninterrupted flare is presented for the amplification of the sounds reproduced from the record.

Another object of the invention is to provide a combined phonograph cabinet and extensible horn whereby the volume and distinctness of the sounds produced are greatly enhanced.

A further object of this invention is to provide a novel means associated with the amplifier or extensible horn whereby the tones or sounds



reproduced from the record are more evenly distributed and at the same time greatly clarified in quality; in other words, an important feature resultant to this novel construction of amplifier and extensible horn is that the customary metallic sounds associated with phonographic reproductions are practically eliminated.

Figure 1 is a side elevation of the improved phonograph cabinet and extensible amplifier or (Continued on page 166)



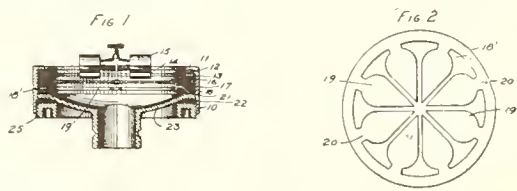
PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

horn, partly broken away and in section to better disclose the extensible horn in collapsed or closed in position. Fig. 2 is a front elevation of the cabinet drawn to a reduced scale. Fig 3 is a similar side elevation to Fig. 1, but showing the extensible amplifier or horn in fully extended position; Fig. 4 is a sectional plan taken approximately on the line 4—4 in the preceding figure; Fig. 5 is a front view looking directly into the inner section of the extensible amplifier or horn and drawn to an enlarged scale, and Fig. 6 is a detail side view of a part.

**Phonograph.** James T. Leitch, Allentown, Pa Patent No. 1,406,042.

This invention more especially relates to an improved sound box for phonographs which is termed an "articulator" and its object is to provide an improved general construction of phonograph sound box.

A second important object of the invention is the provision, within the sound box, of a perforated, floating and vibrating partition whereby to properly blend the tones and overtones and



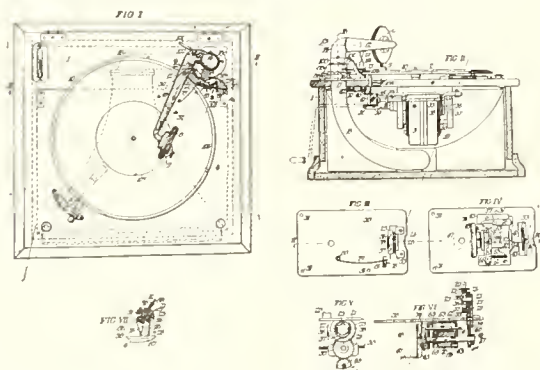
eliminate discordant sound as well as to assist in increasing the volumes of produced sound.

Figure 1 is a section taken diametrically through the improved sound box; Fig. 2 is a detail of the supplemental diaphragm.

**Talking Machine.** Edward A. Eschinger, Philadelphia, Pa. Patent No. 1,405,675.

This invention relates to feed mechanism for sound boxes of sound-recording and reproducing machines adjustable to automatically repeat their co-operation with a given sound record at the will of the operator. The invention is specially adapted for such machines arranged to co-operate with flat disc records and having sound-conducting tubular arms which move with the sound boxes, and are so constructed and arranged that repetition of the co-operation of the sound box with any given record is consequent upon such movement, to an adjustable predetermined extent.

Figure I is a plan view of the "Columbia Grafonola" minus the lid, which is connected with the casing by the hinges shown at the upper edge of said figure; Fig. II is a vertical section view of the machine shown in Fig. I, taken on the offset line II, II, in Fig. I; Fig. III



is a plan view of the feed mechanism shown in Figs. I and II, but on a larger scale; Fig. IV is an inverted plan view of said feed mechanism on the same scale as Fig. III; Fig. V is a fragmentary, vertical cross-sectional view of said

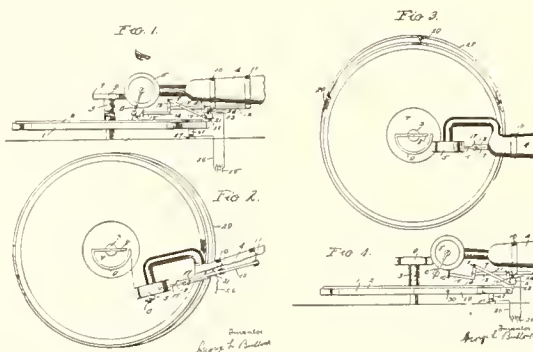
feed mechanism, showing the inner face of said cam and parts connected therewith; Fig. VI is a vertical longitudinal sectional view of said feed mechanism taken on the line VI, VI in Figs. III and IV; Fig. VII is a fragmentary vertical sectional view showing the feed mechanism terminal stop device, taken on the line VII in Fig. I.

**Repeating Attachment for Sound-reproducing Machines.** George L. Bullock, Louisville, Ky. Patent No. 1,405,751.

The primary object of this invention is to provide an efficient and generally improved mechanism for automatically returning the sound box and stylus of the phonograph to its initial or starting point after completion of the record being played so that the playing will be automatically repeated.

Another object of the invention resides in the provision of an electro-mechanical mechanism for returning the reproducing stylus to its starting point and further in the specific construction and arrangement of such mechanism.

Figure 1 is a side elevational view showing the necessary parts of the phonograph and the manner of attaching the invention thereto; Fig. 2 is a top plan view of the construction shown in Fig. 1, certain parts of this view being broken



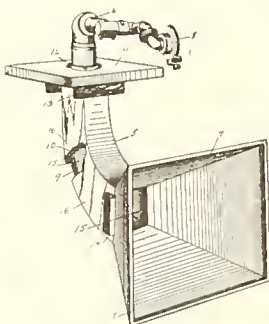
away to disclose other parts; Fig. 3 is a view similar to Fig. 2, but showing the sound box in a different position, and Fig. 4 is a side elevational view of the device as shown in Fig. 3.

**Sound-recording and Reproducing Machine.** Theodore O. Loveland, Iowa City, Iowa. Patent No. 1,406,046.

This invention relates to sound-recording and reproducing machines of the cabinet phonograph type which employ, in addition to the usual sound box and tone arm, an amplifying or tone chamber that is in coupled communication with the tone arm through the medium of a sound-conveying conduit, commonly termed the throat, and the specific improvement embodied herein more particularly resides in a novel departure as to the structural treatment of the throat itself.

Such throats formed wholly of metal have been, and to a minor extent may still be, employed in some machines, but it seems impossible to avoid the resultant metallic tones therefrom, and for the transmission of superior tone values it is generally conceded in this and other musical industries that wood is the very best material that may be adopted.

These hollow throats, therefore, are preferably formed with walls of a carefully selected wood, and their interior surfaces must be of a continuously smooth or unobstructed character as their acoustic properties are of the utmost importance in the transmission of sound waves as constant values from the sound box to the tone chamber of the machine, to insure a



delicately accurate reproduction of the record being translated.

For a clearer conception of the improved features claimed reference will now be had to the accompanying drawing, illustrating a practical embodiment thereof, in which drawing the single figure shown is a perspective assembled view of a sound box, its tone arm and a tone chamber,

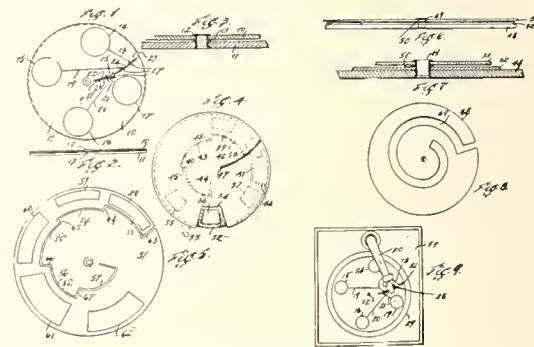
as associated with the improved throat, the latter being partly broken away at its rear and one side wall and illustrating in section on an exaggerated scale the invention as applied.

**Means for indicating matter produced on sound records.** Victor H. Emerson and Robert B. Wheelan, New York, said Emerson assignor to the Emerson Phonograph Co., Inc., same place. Patent No. 1,404,194.

This invention relates to improvements in indicators to be used in combination with sound-records of musical compositions, monologues, etc. One of the objects of the invention is to provide visible means, in combination with a sound-record disk, to indicate, by illustration or words, a certain portion or portions of the records which are being reproduced. In other words, by means of the improved indicator a song, musical composition, etc., can be illustrated as the reproduction progresses. For example, take a record of the nursery song, "Mary had a little lamb," by means of the improvement the words "Mary had a little lamb," as they are reproduced, would have associated therewith the picture of a little girl and a lamb. The next line, "Its fleece was white as snow," would have associated therewith (for instance), a snow scene. The next line, "And everywhere that Mary went the lamb was sure to go," would have associated therewith a picture of a little girl followed by a lamb; and so on.

To carry out the invention, we superimpose upon a record-disk a second disk, which is preferably loosely secured to the record-disk. During the rotation of the record disk the superimposed disk will be held against rotation, the record disk revolving underneath the superimposed or indicator disk. The superimposed disk is provided with a slot for the passage therethrough of the reproducing needle in order that the needle can contact with the record-disk.

Figure 1 is a top plan view of a record-disk and a superimposed indicator disk, illustrating



one embodiment of the invention; Fig. 2 is an edge view thereof; Fig. 3 is an enlarged sectional view illustrating one way to secure the disks together; Figs. 4 and 5 illustrate modified forms of the invention; Fig. 6 is an enlarged edge view of the device as illustrated in Fig. 4; Fig. 7 is an enlarged sectional view thereof; Fig. 8 is a plan view of still another form of the invention; and Fig. 9 is a diagrammatic view of a phonographic device having the improvement applied thereto.

**Combined Piano and Phonograph.** Elizabeth E. Clark, executrix; Melville Clark, Chicago, Ill., assignor to the Apollo Piano Co., De Kalb, Ill. Patent No. 1,406,441.

The purpose of this invention is to provide an improved construction of a phonograph combined with a piano and contained within the casing thereof.

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Advance RECORD BULLETINS for April, 1922

VICTOR TALKING MACHINE CO.

Table of Victor records including categories like Popular Songs, Dance Records, Vocal and Instrumental Records, and Red Seal Records.

COLUMBIA GRAPHOPHONE CO.

Table of Columbia records including categories like Symphony Records, Popular Selections, and Dance Music.

Table of records from other companies including A3557, A6208, A3552, A3555, A3556, A3558, A3546, A3550, A3542, A3543, A3551, and A3551.

AEOLIAN CO.

Table of Aeolian records including categories like Standard Selections, Novelty Selections, Hawaiian Selections, Yiddish Selections, Italian Selections, Popular Selections, and Dance Selections.

Table of records including Deo Dah Blues (Rose-White) and 14304 Cutie (From "The Blue Kitten").

BRUNSWICK RECORDS

Table of Brunswick records including categories like Twenty-Fourth Release, Vocal and Instrumental Records, and Standard Selections.

EDISON DISC RE-CREATIONS

Table of Edison records including categories like Latest Flashes from Broadway and already released records.

(Continued on page 168)



ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 167)

- 50899 The Rosary You Gave to Me.....Walter Scanlan  
Up in the Clouds (From "Up in the Clouds"),  
Elizabeth Spencer-Lewis James
- 50911 Gypsy Rose—Fox-trot....Phil Ohman's Dance Orch.  
Lalawana Lullaby—Fox-trot..Imperial Marimba Band
- 50912 Don't Leave Me, Mammy—Fox-trot.  
Harry Raderman's Jazz Orch.  
While Miami Dreams—Fox-trot,  
Imperial Marimba Band
- 50928 A Sleepy Little Village (Where the Dixie  
Cotton Grows).....Billy Jones and Chorus
- 50905 Dreaming of You.....George Wilton Ballard  
Dear Old Southland,  
Vernon Dalhart and Mixed Chorus  
Little Town in the Ould County Down,  
Walter Scanlan
- RELEASED ON ORDER
- 50888 Apache Love—Fox-trot.....The Original Piano Trio
- 50889 Bimini Bay—Fox-trot.....The Original Piano Trio
- 50889 Weep No More—Fox-trot,  
Harry Raderman's Jazz Orch.  
A Dream of Your Smile—Fox-trot,  
Harry Raderman's Jazz Orch.
- 50868 Mary O'Brien.....Jim Doherty  
I've Got My Habits On..Al Bernard-Vernon Dalhart
- 50913 The Sheik—Fox-trot.....Broadway Dance Orch.  
Senorita—Fox-trot.....Club de Vingt Orch.
- 50914 Sweet Hawaiian Girl of Mine,  
Waikiki Hawaiian Orch.
- 50915 My Hawaiian Melody.....Waikiki Hawaiian Orch.  
Granny (You're My Mammy's Mammy),  
The Homestead Trio
- 50916 Mammy Lou.....Criterion Quartet  
By the Old Ohio Shore.....Leola Lucey-Charles Hart
- 50917 Play That "Song of India" Again.....Lewis James
- 50917 A Darktown Quartet Rehearsal.....Premier Quartet
- 50918 Operatic Syncopation.....Billy Jones-Ernest Hare  
Dapper Dan.....Billy Jones-Ernest Hare
- 50918 Bow Wow Blues.....Ernest Hare
- 50919 Carolina Rolling Stone.....Vernon Dalhart
- 50920 Boo-Hoo-Hoo.....Aileen Stanley
- 50920 Stealing—Fox-trot.....Club de Vingt Orch.  
Smilin'—Fox-trot.....Phil Ohman's Dance Orch.
- 50931 Pretty Little Honey Lou,  
Al Bernard-Frank M. Kamplain
- 50934 Another Waltz.....Elizabeth Spencer-Lewis James  
No Sweeter Than Than Now,  
Walter Scanlan and Chorus  
Cutie ("The Blue Kitten"),  
Elizabeth Spencer and Male Chorus
- 50935 Little Grey Sweetheart of Mine.....Crescent Trio
- 80719 Indiana Lullaby.....Elizabeth Spencer-Lewis James  
Truth Reflects Upon Our Senses,  
Metropolitan Quartet
- O, My Father.....Criterion Quartet
- 50936 Out Where the West Begins.....Glen Ellison  
When the Bell in the Lighthouse Rings Ding,  
Dong.....Waltzin B. Blix
- EDISON DISC SUPPLEMENT
- 50876 Uncle Josh Takes the Census—A Rural Story,  
Cal Stewart  
Clancy's Wooden Wedding—Comic Song,  
Edward Meeker
- 50877 Easter Carols (Chimes)—Bells of Old Trinity,  
New York.....Wm. B. Murray
- 50878 Stephen Foster's Melodies (Chimes)—Bells of  
Old Trinity, New York.....Wm. B. Murray
- 50878 The Waggle o' the Kilt.....Glen Ellison
- 50878 She's the Lass for Me.....Glen Ellison
- 50879 March-Nasse-Noisette.....Conway's Band
- 50879 Lisztiana March.....Conway's Band
- 50880 Roll On, Silver Moon—Yodel Song,  
Frank M. Kamplain
- In the Sweet Long Ago,  
George Wilton Ballard and Chorus
- 80694 The House of Memories.....Paul Reimers
- 80694 Mother of My Heart.....Jerome Uhl
- 80695 Valse Caprice.....Losey's Orch.
- 80695 Ever Dear.....Losey's Instrumental Quartet
- 80696 Amoureuse—Valse Lente.....Peerless Orch.
- 80696 The Maiden's Prayer.....Reed Orch.
- 80697 The Garden of Sleep.....Betsy Lane Shepherd
- 80697 Alice, Where Art Thou?.....Ralph Errolle
- 82250 (a) Sunday Morning Bells (Hurdy Gurdy Waltz  
From "Etchings")—Violin Solo....Albert Spalding
- 82250 Andante—Concerto No. 2—Violin Solo,  
Albert Spalding
- 82251 Ombra leggiera (Shadow Dance)—Dinorah,  
Frieda Hempel
- 82251 Nemico della patria?—Andrea Chenier,  
Mario Laurenti
- 82252 Traum durch die Dammerung.....Jacques Urlus
- 82252 Die Allmacht.....Jacques Urlus

EDISON AMBEROL RECORDS

- 4481 Judy (You're the Jewel of Them All) ("Irish  
Eyes").....Walter Scanlan
- 4482 Havana Moon—Violin Solo.....Rae Eleanor Ball
- 4483 Liebestraum—Piano Solo.....Walter Chapman
- 4484 He Will Hide Me.....Metropolitan Quartet
- 4485 Wiener Bon-Bons—Waltz..National Promenade Band
- 4486 My Cherry Blossom—Fox-trot.....Lanin's Orch.
- 4487 Boo-Hoo-Hoo.....Aileen Stanley
- 4488 Granny (You're My Mammy's Mammy),  
The Homestead Trio
- 4489 La Cinquantaine—Cello Solo.....Maurice Marechal
- 4490 Love's Ship—Medley Waltz (Intro.: "Say You'll  
Be Mine).....Club de Vingt Orch.
- 4491 Polonaise Militaire.....United States Marine Band
- 4492 Mother of My Heart.....Jerome Uhl
- 4493 My Daddy.....Jim Doherty
- TWO FRENCH SELECTIONS
- 27205 Les Trois Gosses (The Three Gamins)..Paul Dufault
- 27207 Bois Epais-Amadis (Sombre Woods)..Paul Dufault
- LATEST BLUE AMBEROL HITS
- 4507 Up in the Clouds (From "Up in the Clouds"),  
Elizabeth Spencer-Lewis James
- 4508 Dear Old Southland,  
Vernon Dalhart and Mixed Chorus
- 4509 The Rosary You Gave to Me.....Walter Scanlan
- 4511 Tyrol.....Al Bernard-Frank M. Kamplain
- 4510 Monastery Bells Waltz—Piano Solo..Henry W. Lange
- 4512 Cutie (Intro.: "I've Found a Bud Among the  
Roses." From "The Blue Kitten")—Medley  
Fox-trot.....Harry Raderman's Jazz Orch.
- 4513 A Sleepy Little Village (Where the Dixie Cotton  
Grows).....Billy Jones and Chorus
- 4514 While Miami Dreams—Fox-trot,  
Imperial Marimba Band
- 4515 Gypsy Rose—Fox-trot.....Phil Ohman's Dance Orch.
- 4516 Jimmy—Fox-trot.....Club de Vingt Orch.

PATHE FRERES PHONOGRAPH CO.

- STANDARD VOCALS
- 20688 Absent (Metcalf).....Lewis James
- 20688 Barefoot Trail.....Lewis James
- 20689 Darling Nellie Gray.....Elliott Shaw
- 20690 Oft in the Stilly Night.....Elliott Shaw
- 20690 Mother o' Mine.....Charles Hart
- 20690 Mary of Argyll.....Charles Hart
- 20691 Old-time Medley (Part 1).....Shannon Four
- 20691 Old-time Medley (Part 2).....Shannon Four

- SACRED
- 20692 One Sweetly Solemn Thought.....Paul Hardy
- I Need Thee Every Hour.....Paul Hardy
- INSTRUMENTAL
- 20706 Orientale—Violin solo.....Alexander Debruille
- Serenade Espagnole—Violin solo..Alexander Debruille
- POPULAR VOCALS
- 20715 After the Rain.....Billy Jones
- The Sun Will Soon Be Shining,  
Charles Hart & Elliott Shaw
- 20716 Little Grey Sweetheart of Mine.....Crescent Trio
- Time After Time.....Vernon Dalhart
- 20717 Indiana Lullaby.....William Simmons
- Jimmy, I Love But You.....Lewis James
- DANCE RECORDS
- 20718 After the Rain—Fox-trot.....Don Parker's Orch.
- Cutie (From "The Blue Kitten")—Fox-trot,  
Ernest Hussar and His Orch.
- 20719 Lola-Lo—Fox-trot.....Hotel Claridge Orch.
- Old-Fashioned Girl—Fox-trot..Casino Dance Orchestra
- 20720 Angel Child—Fox-trot,  
Ernest Hussar and His Orch.
- The Little Tin Soldier—Fox-trot,  
Casino Dance Orch.
- 20721 No Use Crying—Fox-trot.....Synco Jazz Band
- I've Got the Wonder Where He Went and When  
He's Coming Back Blues—Fox-trot,  
Synco Jazz Band
- 20722 Lonesome Hours (Lucas-Parker-Lange)—Fox-  
trot.....Lange Trio
- Symphonola (Lucas-Parker-Lange)—Fox-trot,  
Lange Trio

All of these records may be obtained in both Pathe (sapphire) and Actuelle (needle-cut). The numbers shown are Pathe numbers. The Actuelle number is the same as the Pathe but prefixed with a cipber, as 020688.

GENNETT LATERAL RECORDS

- 10055 Whispering Hope (Hawthorne)—Tenor and Con-  
tralto, with Orch.....Jack Young-Helen Clark
- Life's Dream Is O'er (Melody of "Alice, Where  
Art Thou?") (Asher)—Tenor and Contralto,  
with Orch.....Jack Young-Helen Clark
- 10056 Schon Rosmarin (Kreisler)—Violin, with Piano  
Accomp. by Thos. Griselle.....Scipione Guidi
- Liebesfreud (Kreisler)—Violin, with Piano.  
Accomp. by Thos. Griselle.....Scipione Guidi
- 10057 Just Awearin' for You (Carrie Jacobs-Bond)—  
Soprano, with Orch.....Edith Gaile
- I Love You Truly (Carrie Jacobs-Bond)—So-  
prano, with Orch.....Edith Gaile
- 4824 Good-bye, Shanghai (Meyer)—Fox-trot,  
Nathan Glantz and His Orch.
- Thrills (West)—Fox-trot,  
Nathan Glantz and His Orch.
- S4825 Mi Noche Trieste—Tango,  
Nathan Glantz and His Orch.
- El Calendario Del Año (From "Los Monaguillos")  
(J. A. Palacios)—Fox-trot,  
Nathan Glantz and His Orch.
- 4826 Stealing (Sullivan)—Fox-trot,  
Lanin's Famous Players
- After the Rain (Kahn-Sibemore-Shirgley)—Fox-  
trot.....Lanin's Famous Players
- 4827 Eddie Leonard Blues (Val and Ernie Stanton)—  
Tenor, with Orch.....Irving Kaufman
- Dear Old Southland (Layton-Creamer)—Tenor,  
with Orch.....Vernon Dalhart
- 4828 Three o'Clock in the Morning (Robledo)—Waltz,  
Specialty Orch.
- Moon River (David)—Waltz.....Specialty Orch.
- 4829 The Flower Song (Lange)—Piano, Violin, 'Cello,  
Taylor Trio
- Woodland Echoes (Wyman)—Piano, Violin, 'Cello,  
Taylor Trio
- 4830 Cutie (From "The Blue Kitten") (Intro.: "I've  
Found a Bud Among the Roses") (Friml)—  
Fox-trot.....Hazay Natzy and His Biltmore Orch.
- Angel Child (Price-Silver-Davis)—Fox-trot,  
Hazay Natzy and His Biltmore Orch.
- 4831 My Mammy Knows (DeCosta-Jerome)—Fox-trot,  
Bailey's Lucky Seven
- On the 'Gin, 'Gin, 'Ginny Shore (Donaldson)—  
Fox-trot.....Bailey's Lucky Seven
- 4832 Easter Hymn (His Resurrection) (Davidica)—  
Orch. Accomp.....Westminster Choir
- Holy, Holy, Holy! Lord God Almighty! (Herber-  
Dykes)—Orch. Accomp.....Westminster Choir
- GREEN LABEL GENNETT RECORDS
- 10044 Coming Through the Rye (Burns)—Soprano,  
Orch. Accomp.....Edith Gaile
- My Laddie (Thayer)—Soprano, Orch. Accomp.,  
Edith Gaile
- 10033 Silver Threads Among the Gold (Danks-Rexford)  
—Vocal, Orch. Accomp.....Knickerbocker Trio
- When You and I Were Young, Maggie (John-  
son-Butterfield)—Tenor, Orch. Accomp.,  
Geo. Wilton Ballard
- 10031 Carry Me Back to Old Virginny (Bland)—Vocal,  
Orch. Accomp.....Knickerbocker Trio
- Darling Nellie Gray (Hanby)—Vocal, Orch.  
Accomp.....Knickerbocker Trio
- 10018 Miserere ("Il Trovatore") (Verdi)—Violin,  
Flute, Harp.....Mozart Trio
- Barcarolle ("Tales of Hoffman") (Offenbach)—  
Violin, Flute, Harp.....Mozart Trio
- 10053 Because (D'Hardelet-Teschemacher) — Tenor,  
Orch. Accomp.....Philip Carson
- At Dawning (Eberhardt-Cadman)—Tenor, Orch.  
Accomp.....Henry Moeller
- 10054 Symphony in E Flat Major—Menuetto (Third  
Movement) (Mozart),  
Gennett Symphony Orch.—P. Florida, Conductor
- Prelude of Third Act ("Traviata") (Verdi),  
Gennett Symphony Orch.—P. Florida, Conductor
- POPULAR RECORDS
- 4823 Ty-Tee (Bibo)—Fox-trot.....Lanin's Famous Orch.
- All That I Need Is You (Santley-Baer)—  
Lanin's Famous Players
- 4818 Blue Danube Blues (Kern)—Fox-trot,  
Nathan Glantz and His Orch.
- Smilin' (Coburn-Rose-Wolohan-Krausgrill)—  
Fox-trot.....Nathan Glantz and His Orch.
- 4815 I've Got My Habits On (Durante)—Fox-trot,  
Bailey's Lucky Seven
- In My Heart, on My Mind All Day Long (Kal-  
mar-Ruby)—Fox-trot.....Bailey's Lucky Seven
- 4820 The Sheik (of Araby) (Snyder)—Fox-trot,  
Lanin's Famous Players
- Just a Little Love Song (Cooper)—Fox-trot,  
Lanin's Famous Players
- 4810 Stars (Alden)—Fox-trot..Nathan Glantz and His Orch.
- Song of India (Runsky-Korshkoff)—Fox-trot,  
Nathan Glantz and His Orch.
- 4822 When Shall We Meet Again? (Egan-Whiting)—  
Orch. Accomp.....Hart-Shaw
- To-morrow Land (Tandler)—Orch. Accomp.,  
Hart-Shaw
- 4821 I Hold Her Hand and She Holds Mine (Rose-  
Ryan)—Baritone, Orch. Accomp.....Arthur Fields
- He's a Panic (Young-Lewis-Akst)—Orch.  
Accomp.....Kaufman Bros.
- 4796 Leave Me With a Smile (Koehler-Burnett)—Fox-  
trot.....Lanin's Famous Players
- Wabash Blues (Ringle-Meinken)—Fox-trot,

- Lanin's Famous Players
- 4772 When the Honeymoon Was Over (Fisher)—  
Tenor, with Orch. Accomp.....Sam Ash
- Tuck Me to Sleep (Lewis-Young-Meyer)—Tenor,  
with Orch. Accomp.....Sam Ash
- 4778 Tuck Me to Sleep (Young-Lewis-Meyer)—Fox-  
trot.....Harry Raderman's Orch.
- Cho Cho San (Puccini)—Fox-trot,  
Falcone's Metronome Orch.

LATEST PURITAN RECORDS

- 11099 Wana (Cliff Friend)—Fox-trot, saxophone sextet,  
vocal chorus.....Arthur Hall
- Bow Wow Blues (Friend-Osborn)—Fox-trot,  
Yerkes' Master Saxophonists, vocal chorus,  
Bee Kerwin
- 11100 Tell Her at Twilight (Will Donaldson-Bernie  
Grossman)—Fox-trot...S. S. Flotilla Dance Orch.
- Smilin' (Coburn-Rose)—Fox-trot,  
S. S. Flotilla Dance Orch.
- 11101 Delia (Irving Caesar-Archie Gottler)—Tenor solo,  
orch. accomp.....Arthur Fields
- Dear Old Southland (Henry Creamer-Turner Lay-  
ton)—Baritone solo, orch. accomp.....Ernest Hare
- 11102 Granny (Joe Young, Sam M. Lewis, Harry Akst)  
—Fox-trot.....California Ramblers
- All That I Need Is You (Lester Stanley-Abel  
Baer)—Fox-trot.....California Ramblers
- 9102 Medley Irish Waltz (Part 1)..Scubert's Dance Orch.
- 9103 Medley Irish Waltz (Part 2)..Scubert's Dance Orch.
- 9103 Kathleen Mavourneen (J. N. Crouch)—Tenor  
solo, orch. accomp.....Hugh Donovan
- Come Back to Erin (Claribel)—Tenor solo, orch.  
accomp.....Hugh Donovan
- 15054 Nobody Knows De Trouble I've Seen—Violin  
solo.....Victor Provisinski
- Swanee River (Stephen-Collins-Foster)—Violin  
solo.....Victor Provisinski
- 11098 St. Louis Blues (Intro.: "Old Miss Blues") (W.  
C. Handy)—Medley fox-trot,  
Handy's Memphis Blues Band
- Yellow Dog Blues (Intro.: "Hesitating Blues and  
Beale Street Blues") (W. C. Handy)—Medley  
fox-trot.....Handy's Memphis Blues Band

GAELIC PHONOGRAPH RECORD CO.

- 1010 Come, My Love—Metro soprano, accomp...Nora Power
- The Pretty Maid Milking Her Cow—Metro so-  
prano vocal accomp.....Nora Power
- 1011 Eileen, My Loved One—Metro soprano, with ac-  
comp.....Nora Power
- The Fair-haired Child—Metro soprano, with ac-  
comp.....Nora Power
- 1031 Jimmy, My Thousand Treasures—Metro soprano,  
with accomp.....Nora Power
- Lament of Deidre—Metro soprano with accomp.,  
Nora Power
- 1001 Foggy Dew—Baritone.....Larry Reilly
- Father O'Flynn—Bass baritone accomp.,  
John A. Crawford
- 1002 I'm Irish—Baritone.....Larry Reilly
- The Kerry Dance—Bass baritone accomp.,  
John A. Crawford
- 1003 Believe Me if All Those Endearing Young  
Charms—Tenor.....George O'Brien
- The Low-backed car—Baritone accomp...Larry Reilly
- 1004 Let Erin Remember the Days of Old—Tenor,  
George O'Brien
- Off to Philadelphia—Bass baritone accomp.,  
John A. Crawford
- 1005 Father Dollard and Hare in the Corn—Violin  
and accomp.....Billy Dacey
- Chris Dalton's Fancy Davis Reel—Violin with  
accomp.....Billy Dacey
- 1006 Medley of Irish Reels—Piccolo and piano,  
P. J. McNamara
- Blackberry Blossom—Irish bagpipes, piano..Tom Ennis
- 1007 Cook in the Kitchen—Irish bagpipes, with accomp.,  
Tom Ennis
- Irish Hornpipe Medley—Piccolo and piano,  
P. J. McNamara
- 1008 The Rights of Man—Accordion accomp.,  
Flanagan Bros.
- Irish Set Piece Jockey to the Fair—Piccolo and  
piano.....P. J. McNamara
- 1009 Cork, and First of May—Irish bagpipes with  
accomp.....Tom Ennis
- Medley of Irish Jigs—Piccolo and piano,  
P. J. McNamara
- 1012 Scholar's Jig—Accordion and with accomp.,  
Frank Quinn
- Sherren's Reel—Accordion with accomp.,  
Conlan and Garry
- 1013 The King of the Jigs—Accordion and accomp.,  
Frank Quinn
- Over the Hills to Peggy—Accordion and accomp.,  
P. J. Conlon
- 1014 Tom Ennis Jigs—Accordion and accomp.,  
P. J. Conlon
- Trim the Velvet—Accordion and accomp.,  
Frank Quinn
- 1015 Around the House—Highland fling, accordion and  
piano.....Frank Quinn
- The Bells of Shandon—Accordion and accomp.,  
Conlon and Garry
- 1016 Laddy Buck o' Mine—Tenor and accomp.,  
John O'Malley
- Irish Medley ("Come Back to Erin" "The Harp,"  
"Killarney," "Minstrel Boy")—Tenor, vocal ac-  
comp.....John O'Malley
- 1017 That's an Irish Lullaby—Tenor, with accomp.,  
John O'Malley
- Erin—Tenor and accomp.....John O'Malley
- 1018 The Connaughtman's Rambles, Paddy Whack—  
Irish warpipes.....Edmund Tucker
- Miss McLeod's Reel—Irish warpipes..Edmund Tucker
- 1019 Kilkenny—Tenor and accomp.....Cris Lalloway
- The Felons of Our Land—Bass baritone and ac-  
comp.....Frank O'Callaghan
- 1020 'Tis a Picture of Erin—Tenor, vocal and accomp.,  
Cris Lalloway
- 1020 The West's Awake—Bass baritone vocal and ac-  
comp.....Frank O'Callaghan
- 1021 Tim Rooney at the Fightin'—Tenor and accomp.,  
Cris Lalloway
- Rising of the Moon—Bass baritone and accomp.,  
Frank O'Callaghan
- 1022 Top of the Mornin'—Baritone recitation..Larry Reilly
- The Dear Little Shamrock—Tenor and accomp.,  
George O'Brien
- 1023 Killarney—Cornet solo and accomp.....Mike O'Shea
- The Blackbird—Piccolo solo and accomp.,  
P. J. McNamara
- 1024 Killarney and the Meeting of the Waters—Piano  
solo.....Ed. F. Geoghegan
- Foggy Dew—Irish march and two-step, piccolo and  
accomp.....P. J. McNamara
- 1025 A Trip to the Cottage—Jigs, piano,  
Ed. F. Geoghegan
- Mountain Dew—Reels, piano.....Ed. F. Geoghegan



ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 168)

- 1026 Swallow Tail—Accordion, violin and piano, Gaelic Barn Dance—Accordion, violin and piano, Conlon, Garry and Geoghegan
1027 The Harp That Once Through Tara's Halls—Tenor, with accomp. .... George O'Brien
1028 Kathleen Mavourneen—Bass baritone and accomp., John A. Crawford
1029 My Love Nell—Baritone and accomp. .... Larry Reilly
1030 Tobin's Jig—Irish bagpipe and accomp. .... Tom Ennis
1031 Delaney's Reel—Irish bagpipe and accomp. .... Tom Ennis
1032 Angels We Have Heard on High—With accomp., Blessed Sacrament Quartet
1033 Adeste Fideles ..... Gaelic Quartet
1034 Ave Marie—With accomp. .... Grace Howard Nash

- Can't Tell You Why I Love You, But I Do," "Mandy Lee," "Eastside, Westside," "On the Banks of the Wabash," "Good Old Summertime"—Waltz....Natz's Biltmore Hotel Orchestra
10507 Bow Wow Blues (My Mammy Treats Me Like a Dog) (Friend-Osborne)—Fox-trot, Plantation Dance Orchestra
10508 Eddie Leonard Blues (Val and Ernie Stanton)—Fox-trot.....Lanin's Southern Serenaders
10509 Who Believed in You? (Friedland)—Fox-trot, Lanin's Southern Serenaders
10510 My Mammy Knows (De Costa-Jerome)—Tenor duet, orch. accomp., Charles Harrison and Everett Clark
10511 Don't Leave Me, Mammy (DeSylva-Conrad-Santly)—Baritone solo, orch. accomp., Ernest Hare

- 4535 What a Friend We Have in Jesus (Scriven-Converse)—Tenor, Organ Accomp. by Justin Ring ..... Charles Hart
COLORED CATALOG
8026 The Memphis Blues (W. C. Handy)—Contralto, with Orch. .... Esther Bigeou
8027 Brown Skin (Who You For?) (C. Williams-A. J. Piron)—Soprano-Baritone Duet, Accomp. by Tampa Blue Jazz Band, Daisy Martin-Clarence Williams
12006 Irishman's Blackthorn—Reel — Irish-Accordion Solo, Piano Accomp. by Nellie Meany, Peter J. Conlon

REGAL RECORD CO.

MID-MONTH RELEASES

- 9189 On the 'Gin, 'Gin, 'Ginny Shore (Walter Donaldson)—Fox-trot.....Erdody and His Famous Orch.
9190 Angel Child (Price-Silver-Davis)—Fox-trot, Lanin's Roseland Orch.
9191 Satanic Blues (Shields-Christian)—Fox-trot, Lanin's Southern Serenaders
9192 Good-Bye, Shanghai! (Johnson-Meyer)—Fox-trot, Regal Dance Orch.
9193 Old Time Waltzes (Part 1, Intro.: "I Can't Tell Why I Love You, but I Do," "Mandy Lee," "Eastside, Westside," "On the Banks of the Wabash," "Good Old Summertime")—Waltz, Natz's Biltmore Hotel Orch.
9194 Sweet Hawaiian Girl of Mine (Sam. A. Perry)—Hawaiian guitars.....Ferera and Franchini

- 10511 Dear Old Southland (Parish-Young-Squires)—Tenor solo, orch. accomp. .... Vernon Dalhart
10512 Boo-Hoo-Hoo (Nelson-Link-Aaronson-Lentz)—Blues novelty ..... Noble Sissle
10513 By the Old Ohio Shore (Earl & MacDonald)—Tenor solo, orch. accomp. .... Sam Ash
10514 America (Smith-Carey)—Male quartet, Criterion Quartet
10515 Sweet Hawaiian Girl of Mine (Sam. A. Perry)—Hawaiian guitars ..... Ferera and Franchini

- 4540 The Woodland Flirt (A Bird Flirtation) (Ring-Hager)—Whistling Solo, with Orch., Sibyl Sanderson Fagan
4524 Granny (You're My Mammy's Mammy) (J. Young-S. M. Lewis-H. Akst)—Contralto, with Orch. .... Aileen Stanley
4525 Georgia Rose (A. Sullivan-J. Flynn-H. Rosenthal)—Contralto, with Orch. .... Vaughn de Leath
4526 When Shall We Meet Again? (R. B. Egan-R. A. Whiting)—Tenor-Baritone Duet, with Orch. .... Lewis James-Elliott Shaw
4527 My Hawaiian Melody (D. Ringle-J. F. Coots)—Tenor-Baritone Duet, with Orch., Hawaiian Guitar Effect by Virginia Burt, Lewis James-Elliott Shaw

BANNER RECORDS

DANCE NUMBERS

- 1042 Cutie—Fox-trot . . . Yerkes' S. S. Flotilla Dance Orch.
1043 Lo-La-Lo (Hawaiian)—Fox-trot, Majestic Dance Orch.
1044 Dear Old Southland—Fox-trot, Yerkes' S. S. Flotilla Dance Orch.
1045 Virginia Blues—Fox-trot, Vocal Chorus, Arthur Hall ..... Lenzberg's Orch.
1046 Marie—Fox-trot ..... Majestic Dance Orch.
2037 Venetian Nights—Medley Waltz, Schubert's Dance Orch.
1047 Blue Danube—Waltz ..... Schubert's Dance Orch.

- ODEON CELEBRITY RECORDS
50303 Villanelle (Dell'Acqua)—Soprano, with Orch., in French ..... Maria Ivogun
50304 Lucia di Lanimermoor—Wahninnsszene (Mad Scene) (Donizetti)—Soprano, with Orch., in German ..... Maria Ivogun
50305 Barber of Seville—Frag' ich mein heklomanes Herz (A Little Voice I Hear) (Rossini)—Soprano, with Orch., in German. Maria Ivogun
50306 Barber of Seville—Sanft lenkt des Weibes Sinn (A Docile Mind I Bear) (Rossini)—Soprano, with Orch., in German. Maria Ivogun
50501 Mignon—Kennst du das Land? (Knowest Thou the Land?) (Thomas)—Soprano with Orch., in German ..... Claire Dux

- 4528 Atta Baby (W. Traagey-H. K. Mohr)—Tenor, with Orch. .... Billy Jones
4537 Ireland Is Ireland to Me (From Musical Play, "Kilkenny") (F. O'Hara-J. K. Brennan-E. R. Ball)—Tenor, with Orch. .... Gerad Griffin
3058 On the 'Gin, 'Gin, 'Ginny Shore—Fox-trot, Bailey's Lucky Seven
3059 My Mammy Knows—Fox-trot...Bailey's Lucky Seven
3060 Virginia Blues—Fox-trot.....Connorized Jazzers
3061 Bootblack Blues—Fox-trot ..... Mardi Gras Sextet
3062 Dear Old Southland.....Vernon Dalhart
3063 Alabama Mammy .....Strand Theatre Quartet
3064 I Want the World to Know.....Criterion Quartet
3065 Memories of Virginia—Waltz Song...Criterion Quartet
3066 Three o'Clock in the Morning—Waltz, Specialty Orch.
3067 Moon River Waltz ..... Specialty Orch.
3068 Angel Child—Fox-trot.....Natz and His Orch.
3069 Cutie (From "The Blue Kitten")—Fox-trot, Natz and His Orch.
3070 Blue Danube Waltz.....Capodifero's Band
3071 Dolores Waltz .....Capodifero's Band

POPULAR VOCAL RECORDS

- 1047 Carolina Rose—Tenor Solo, Orch. Accomp. .... Sam Ash
1048 I've Got the Wonder Blues, Lucille Hegamin and Her Blue Flame Syncopators
2038 Cohen at the Wedding.....Monroe Silver
2039 Kiss Me Again—Soprano Solo, Orch. Accomp., Elizabeth Spencer
10505 Say, Persianna, Say (White)—Fox-trot, Joseph Samuels' Music Masters

- 4521 Old Pal, Why Don't You Answer Me? (Intro.: "Dream of Me") (M. K. Jerome-Art Hickman-Ben Black)—Medley Fox-trot, Glantz and His Orch.
4522 Atta Baby (Wm. Tracy-J. Osterman-H. K. Mohr) Fox-trot, Incidental Solo by Billy Jones, Tampa Blue Jazz Band
4523 Uncle Bud (Tennessee Blues) (Bob Miller)—Fox-trot, Incidental Solo by Billy Jones, Tampa Blue Jazz Band
4524 All That I Need Is You (L. Santly-A. Baer)—Fox-trot.....Ray Miller, Melody King, and His Black and White Melody Boys
4529 The Schoolhouse Blues (From "Music Box Revue") (Irving Berlin)—Fox-trot, Green Bros.' Novelty Band
4531 Ty-Tee (Irving M. Bibo)—Fox-trot—Hawaiian Guitar Effect by Virginia Burt, Blue Diamond Dance Orch.
4532 Say, Persianna, Say (Willy White)—Oriental Fox-trot ..... Markels' Orch.
4533 Gypsy Rose (H. Lodge-E. Rose)—Fox-trot, Markels' Orch.
4534 Who (Believed in You?) (Anatol Friedland)—Fox-trot ..... Blue Diamond Dance Orch.
4535 That Haunting Waltz (Nat Goldstein)—Waltz, Joseph Knecht's Waldorf-Astoria Dance Orch.
4536 To-morrow Land (H. J. Tandler)—Waltz, Markels' Orch.
4537 Great Big Heap Much Bull (Albert Von Tilzer)—Fox-trot ..... Green Bros.' Novelty Band
4538 Carolina Rolling Stone (E. Young-H. D. Squires)—Fox-trot ..... Green Bros.' Novelty Band

- 130 Inno Garibaldi March.....G. Iasilli's Band
131 Marcia—Reale e Fanfara.....G. Iasilli's Band
132 American Aviation March.....G. Iasilli's Band
133 Cuore D'artista—Marcia sinfonica, G. Iasilli's Band

EMERSON PHONOGRAPH CO., INC.

- 10501 While Miami Dreams (Egan & Whiting)—Fox-trot.....Joseph Samuels' Music Masters
10502 Broken Toy (Magine & Flatow)—Fox-trot, Erdody and His Famous Orchestra
10503 Angel Child (Price-Silver-Davis)—Fox-trot, Lanin's Roseland Orchestra
10504 Marie (Motzan-Santly)—Fox-trot, Green Bros.' Novelty Band
10505 On the 'Gin 'Gin 'Ginny Shore (Donaldson)—Fox-trot.....Erdody and His Famous Orchestra
10506 Why Don't You Smile? (Schwartz)—Fox-trot, Bennie Krueger's Orchestra
10507 Everybody Step (From the musical production, "The Music Box Revue") (Berlin)—Fox-trot, Sherho's Club Dansant Ensemble
10508 Thrills (West)—Fox-trot, Sherho's Club Dansant Ensemble
10509 Say, Persianna, Say (White)—Fox-trot, Joseph Samuels' Music Masters
10510 Weep No More, My Mammy (Mitchell-Clare-Polack)—Fox-trot.....Green Bros.' Novelty Band
10511 Old Time Waltzes (Part 1) Introducing: "I

- 4539 Casey Departing to Congress (John Riley)—Talking ..... John Riley and Company
4540 Casey as a Doctor (John Riley)—Monologue, John Riley
4541 Mecca (I Am Dreaming of You) (M. Stark-J. Strouse-R. Cowan)—Oriental Chant, Mecca Temple Band
4542 March Turque (R. Eilenberg)—Masonic March, Mecca Temple Band
4543 Echoes of the Marne (F. W. Hager), Conway's Band
4544 Panamericana (Morceau Characteristic) (Victor Herbert) ..... Conway's Band

- 4545 SACRED
4546 What a Friend We Have in Jesus (Scriven-Converse)—Tenor, Organ Accomp. by Justin Ring ..... Charles Hart
4547 Ninty and Nine (Clephane-Sankey)—Tenor, Organ Accomp. by Philip Hauser...Charles Hart
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4550 The St. Louis Blues (C. W. Handy)—Contralto, with Orch. .... Esther Bigeou
4551 Brown Skin (Who You For?) (C. Williams-A. J. Piron)—Soprano-Baritone Duet, Accomp. by Tampa Blue Jazz Band, Daisy Martin-Clarence Williams
4552 If You Don't Want Me (Please Don't Dog Me 'Round) (Clarence Williams)—Soprano, Accomp. by Tampa Blue Jazz Band.....Daisy Martin
4553 IRISH SELECTIONS
4554 Irishman's Blackthorn—Reel — Irish-Accordion Solo, Piano Accomp. by Nellie Meany, Peter J. Conlon
4555 Kitty's Ramble — Jig — Irish-Accordion Solo, Piano Accomp. by Nellie Meany, Peter J. Conlon
4556 WHISTLING RECORD
4557 The Woodland Flirt (A Bird Flirtation) (Ring-Hager)—Whistling Solo, with Orch., Sibyl Sanderson Fagan
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4567 Little Girl (Don't Say Good-bye) (A. Miller-Al Roberts)—Tenor, with Orch....Lewis James
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4570 Ireland Is Ireland to Me (From Musical Play, "Kilkenny") (F. O'Hara-J. K. Brennan-E. R. Ball)—Tenor, with Orch. .... Gerad Griffin
4571 Little Town in the Old County Down (R. W. Pascoe-M. Carlo-A. M. Sanders)—Tenor, with Orch. .... Henry Burr

CONNORIZED MUSIC CO.

CELEBRATE FIFTIETH ANNIVERSARY

Jacob Weinheimer's Sons, Old Syracuse, N. Y., House, Passes Half Century Milestone—Sonoras Featured in Large Department

SYRACUSE, N. Y., March 9.—Jacob Weinheimer's Sons, furniture dealers, celebrated the fiftieth anniversary of the existence of the firm here this week. The business was founded in 1872 by Jacob Weinheimer and its growth has been steady since that time. A feature of the establishment is a large phonograph department on the main floor of the store where the Sonora line is displayed. This department, under the management of Miss Ella M. Peck, has been built up and it now enjoys the patronage of a large clientele in Syracuse and the surrounding community. The anniversary was featured in the local papers by a history of the company's progress covering more than two pages. Considerable advertising also announced the event.

PLAN SALES DRIVE ON COLUMBIA

Troy, N. Y., March 9.—The music house of Cluett & Sons, Inc., this city, is planning an intensive sales drive on Columbia Grafonolas beginning March 11, according to an announcement by E. A. Russell, manager of the phonograph department. Mr. Russell reports that the company has been enjoying a brisk business in phonographs and records in all its stores.



A C B L A C O F H I K L N P Q S U A X V B D E G I J L N P Q S U V X Z Y C E F H J K W O P R T A C E M P O N Q R S T U V W X Y Z

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- Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
- Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 318 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
- Detroit, Mich., Columbia Graphophone Co., 115 State St.
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- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
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- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 181 South Post St.
- St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
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- Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
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Executive Office

**COLUMBIA GRAPHOPHONE CO.**

Gotham National Bank Building New York

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San Francisco, Los Angeles, Portland, Seattle, Spokane  
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**Wholesale Exclusively**

**EASTERN TALKING MACHINE CO.**

85 Essex Street, Boston

**VICTOR DISTRIBUTORS**

**The Toledo Talking Machine Co.**

Toledo, Ohio

*Wholesale Victor*

*Exclusively*

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After all, the *one* phonograph that can sustain the test of *direct* comparison with living artists is the **ONE** phonograph that ultimately will be in every home.

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

# The NEW EDISON

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE-AMBEROL RECORDS

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San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago—The Phonograph Co.  
Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Bish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.  
Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW JERSEY**  
Orange—The Phonograph Corp. of Manhattan.

**NEW YORK**  
Albany—American Phonograph Co.  
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buchn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.  
St. John—W. H. Thorne & Co., Ltd.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Vancouver—Kent Piano Co., Ltd.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Eabson Bros. (Amberola only).



# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

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



# A Phonograph Built to *Sell*

The selling policy of Sonora begins in the factory. It consists of concentrating the whole force of our organization on making a phonograph only—a phonograph that reflects the pioneering genius and workmanship of Sonora's skilled artisans, and imparts a tone quality heretofore believed impossible.

Hence it follows that Sonora draws out the utmost from all records—indeed, the better the record the more incomparable is Sonora's rendition—a fact which, more than all other Sonora advantages, makes Sonora possession a source of pride to the owner, and the Sonora franchise a prize worth having to the dealer.

The refinements of the new Sonora models, truly astonishing, will make your selling task easier. Write for particulars regarding a Sonora Agency.


**Sonora Phonograph Company, Inc.**

GEO. E. BRIGHTSON, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



*The Highest Class Talking Machine  
in the World*



# The Talking Machine World

Vol. 18. No. 4

New York, April 15, 1922

Price Twenty-five Cents

## INTERDEPARTMENT CO-OPERATION

Talking Machine Departments in Stores Where Varied Lines Are Handled Can Boost Sales Through the Aid of Other Departments

Many departments and general stores are now handling talking machines and the majority of them have installed departments of an up-to-date character. Stores of this nature have an unrivaled opportunity for boosting the sales of talking machines and records through the co-operation of members of other departments on the same floor. For example, if the art department is on the same floor with the talking machine department it is a comparatively easy matter for the salesmen of that department to induce the purchaser of art objects to step into the music department and inspect the line of machines handled and to listen to records. The talking machine salesmen can reciprocate by drawing the attention of customers to the other departments on that floor or elsewhere in the building.

## EDMUND C. DOEL WITH WURLITZER

Becomes Manager of the Victrola Department of Prominent New York Establishment

Edmund C. Doel has been appointed manager of the Victrola department of the Rudolph Wurlitzer Co., 120 West Forty-second street, New York, as successor to Herbert A. Brennan, taking charge March 20. Mr. Doel went to his present post from the Yonkers establishment of Landay Bros., of which he was manager. He was previously manager and designer of the Sonora Melody Shop, of Pittsburgh, and for five years was with Frederick Loeser & Co. in Brooklyn as manager of the music and Victrola departments. His record emphasizes experience and ability in the domain of talking machine merchandising.

## JOINS PEARSALL SALES STAFF

H. Harrison Nye Will Cover Eastern New York and Pennsylvania for New York Jobbers

The Silas E. Pearsall Co., New York, Victor wholesaler, has announced the addition to its sales staff of H. Harrison Nye, who was formerly manager of the Victor department of the Outlook Co., Providence, R. I. Mr. Nye, who has been identified with the Victor trade for a number of years, is visiting the trade in eastern New York and Pennsylvania and co-operating with the Pearsall clientele to excellent advantage.

## OPENS NEW STORE IN COLUMBUS

COLUMBUS, O., April 4.—George T. Cooper, for the past eight years identified with the Goldsmith Music Store in the Victrola department, has opened a talking machine store at 2361-2363 West Broad street. The store will handle a complete line of Brunswick machines and records. Mr. Cooper is a man of long experience in selling phonographs and the shop should prove one of the most successful in the downtown district, owing to his enterprising methods.

## HENRY MOELLER GENNETT ARTIST

Distinguished Tenor Soloist Will Record for Gennett Exclusively—Has Large Army of Admirers in New York and Throughout Country

The Gennett record division of the Starr Piano Co. has just announced that it will soon have new records of songs by Henry Moeller, the well-known concert artist, now exclusively Gennett. His "At Dawning," which was released in March, received a great response among Gennett record



Henry Moeller

lovers. His songs will appear under the Gennett green label and the Starr Piano Co. feels it has made quite an addition to the Gennett list in securing him.

Henry Moeller, whose voice is of unusual sweetness and quality, has filled engagements with the New York Symphony Orchestra and oratorio societies, and at present is tenor soloist of the world's largest congregational church in Brooklyn, N. Y. Wherever he has appeared in concert work the press has spoken in high terms of his musical ability. With his extensive favorable repertoire and his masterly interpretations it is believed by the Starr Piano Co. he will be received with a great deal of enthusiasm by patrons of Gennett records, and his next songs are being looked forward to with very much interest. Two of these, "A Dream" and "The Rosary," will be released on a ten-inch record, and "Good-bye" and "When My Ships Come Drifting Home" will be the twelve-inch size.

Have you noticed that the man who is consistently advertising rarely talks about competition? You will find on investigation that he is too busy serving his customers to give any time to gossip.

## OUR EXPORTS OF TALKING MACHINES

Imports of Talking Machines and Records Show an Increasing Tendency, With Exports Making a Poor Showing—Some of Our Buyers

WASHINGTON, D. C., April 4.—In the summary of exports and imports of the commerce of the United States for the month of January, 1922 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during January, 1922, amounted in value to \$72,478, as compared with \$50,655 worth which were imported during the same month of 1921. The seven months' total ending January, 1922, showed importations valued at \$338,730, as compared with \$474,920 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 2,230, valued at \$87,233, were exported in January, 1922, as compared with 6,194 talking machines, valued at \$281,925, sent abroad in the same period of 1921. The seven months' total showed that we exported 18,174 talking machines, valued at \$828,470, as against 53,467 talking machines, valued at \$2,369,766 in 1921.

The total exports of records and supplies for January, 1922, were valued at \$77,644, as compared with \$222,498 in January, 1921. The seven months ending January, 1922, records and accessories were exported valued at \$1,012,687; in 1921, \$1,919,489.

The countries to which exports were made in January and the values thereof are as follows: United Kingdom, \$2,164; Canada, \$33,883; Central America, \$6,595; Mexico, \$8,837; Cuba, \$1,531; Argentina, \$2,163; Chile, \$3,632; other South American countries, \$4,198; China, \$550; Japan, \$6,378; Philippine Islands, \$1,555; Australia, \$6,938; other countries, \$8,809.

## NEW YORK FIRM INCORPORATES

The Metal Recording Disc Co., of New York City, has been incorporated under the laws of New York State for the manufacture of talking machines. The firm, which is capitalized at \$200,000, was incorporated by L. E. Dresser, E. E. Ennison and A. B. Heermans.

## SUFFER HEAVY FIRE LOSS

The Howard Furniture Co., Port Huron, Mich., Brunswick and Edison dealer, was practically wiped out when a disastrous fire swept its store recently with a loss estimated at \$50,000. It has opened a temporary branch store. Plans for the future have not been fully decided.

## NEW JERSEY CITY STORE OPENED

JERSEY CITY, N. J., April 1.—An attractive new music store has been opened at 491 Central street, this city, by Herbert A. Sylvester and Frank S. Cascia. Sonora and Vocalion machines are featured and, in addition, a complete stock of pianos.

AW, WHAT'S THE USE?

By L. F. Van Zelm  
© Western Newspaper Union

And He Looked Like Such a Good Prospect



See second last page for Index of Articles of Interest in this issue of The World



# Honesty of Statement a Vitally Important Asset in Salesmanship Domain :: By W. Braid White

"The salesman must be honest—he must not lie about the goods to make a sale."

This is a very plain, not to say blunt, statement. It is extracted from an article on salesmanship which appeared in the February number of *The Talking Machine World*. That statement was intended to be plain and blunt. It was also intended to convey a simple, well-known truth. Furthermore, it was intended as a basis for further discussion, some of which is here presented.

If we put aside polite fictions and bring ourselves down to concrete truth, we shall mostly be willing to admit that a good deal of selling is conducted on a basis not highly ethical. That is to say, when it comes to a pinch there are many salesmen who cannot, and therefore do not, resist the temptation to color their facts, to distort inconvenient truths into favorable half-truths and generally, perhaps, in manner more than in words, to convey a subtly false impression calculated to make the prospect believe something that is not so. A great deal of retail selling is done in this way and no one who knows the facts will deny the indictment.

## Lying Is Intolerable

Now, the point to be insisted on is that lying, no matter how subtle, no matter how mild, no matter even if it be to all intents and purposes "harmless," is in reality a fatal habit and therefore not to be countenanced by a salesman who is loyal to his house and to the goods he sells. Lying is not to be tolerated by any house which expects to build for itself a permanent reputation.

As a matter of fact, houses which have already built for themselves permanent reputations do discourage, and discourage as sternly as possible, all manner of misrepresentation among their salesmen. But salesmen themselves are sadly prone to forget these salutary regulations and to fall into the loose and easy habit of saying what they think the customer hopes is true rather than what is actually true.

## The Talking Machine Needs Only Truth

Let us consider a practical example. The whole art of sound recording and reproducing upon which the talking machine is built is in itself so wonderful, so important and so useful to the world that even if it were far more crude and imperfect in its contemporary development than it actually is, after making all allowances, it would still be far above any necessity for mis-

representation, even if misrepresentation were, or ever could be, justified. There is no need to tell about the talking machine or its records anything but the truth.

Yet one hears salesmen telling what is not the truth over and over again, mainly because they hope to make the prospect more pleased than he or she otherwise might become, or because they anticipate some objection and hope to stop it before it has been uttered. It is, for instance, not at all necessary to pretend that any given construction of an incidental part has anything vital to do with tone production. In actual fact it is well known that the general methods of tone

*The Business Confidence Established Between Seller and Buyer Is the Sheet Anchor of Trade Prosperity*

conveyance from disc to atmosphere depend on fixed acoustical principles and are therefore essentially identical in all machines. There are incidental differences, of course, some of which are justified by the tonal results and others of which are apparently quite futile. It is not easy unless one be an expert, as most salesmen are not, to explain these technical points clearly and without exaggeration or misstatement. The honest salesman will be much better advised in leaving them strictly alone.

## The Futility of Technical Talk

And there is another reason for saying this. The object of all such talk is to persuade the prospect that the machine offered is technically better than others. But the prospect does not really care a hoot, as the saying is, about technical points. If he is not told about them he will not care anything about them, for they are not matters of general knowledge and, in fact, are

often, if not nearly always, very obscure. The prospect wants good music and a reliable mechanism that will neither cost too much nor get out of order under use. Give him or her that much and all is well. Nothing more is asked for. Therefore why bother to invent elaborate technical or quasi-technical talk, most of which is incorrect and all of which, rightly considered, must be barred as misrepresentation, since it cannot possibly be made clear to the untutored mind of the average prospect?

## What the Prospect Wants

To put it in another way, the mind of the prospect ought not to be disturbed, upset and muddled. That prospect wants music. The salesman's job is to see that the prospect hears, under proper conditions, the music he or she wants to hear, until that prospect has satisfied himself or herself that the machine and the records together will deliver to him or her at home the musical pleasure, which is the object of the purchase. The question of the machine's technical points would be a pertinent question if all buyers of talking machines and records were technical experts. In the automobile field almost every person nowadays who goes to look at a car (and this includes both men and women) knows something about a car. Engineering talk is therefore quite in order, for most people know what it means when it is indulged in. On the other hand, in acoustical and musical matters, there is so much room for controversy and the boundaries between fact and fancy are so vague that it is easy to say almost anything that does not actually sound like nonsense and "get away with it." Yet nothing could be more dangerous.

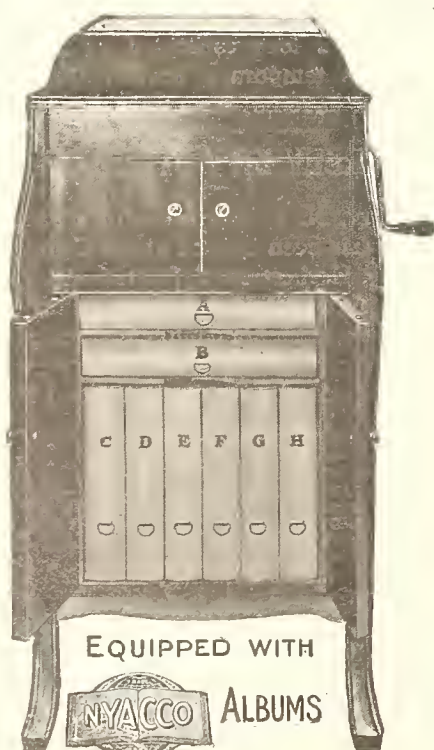
For when one starts to lie there is no end to the process. One does not know when or where to stop and goes on until one is found out. And then the reputation of the house has received a blow from which it may not easily recover.

## A Rule of Conduct

Business confidence established between seller and buyer is the sheet anchor of prosperity.

Sell music, forget talk points, emphasize the house's reputation for fair dealing and for taking trouble to satisfy the customer. Avoid misstatements then. Make no single promise that cannot be redeemed. Leave not a single loophole for a complaint after the sale is made. These should be the salesman's rules of conduct.

THE TALKING MACHINE'S HELPMATE



## INCREASED SALES

Nyacco albums mean increased sales not only in albums but in records as well. The superior quality of Nyacco albums insures entire satisfaction to your customers and encourages them to buy more of the same kind.

Increased album sales mean increased record sales.

*Let Nyacco albums increase your sales.*



**The Only Loose-Leaf Record Album on the Market**

*Quotations and Prices on Request.*

# New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

A. W. CHAMBERLAIN  
New England Factory Representative  
174 Tremont St., Boston, Mass.

CHICAGO  
415-417 S. Jefferson St.

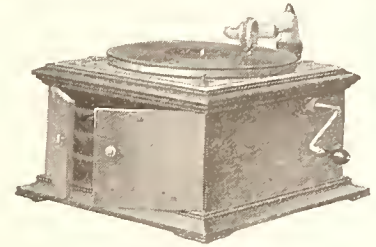


# Victor supremacy is the supremacy of performance

The Victrola stands alone. It meets the supreme test of music—and of business, as every dealer in Victor products knows.

### Victor Wholesalers

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



Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



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



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



"HIS MASTER'S VOICE"

# Victrola

REG. U. S. PAT. OFF.

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

**Victor Talking Machine Company**  
Camden, New Jersey



# Constructive Pointers on the Development of the Instalment Department

:: By J. E. Parsons

The instalment plan has grown to be an important part of the talking machine business and many establishments make a greater percentage of their sales in this way than on the cash basis. Now, it would seem that where so much trouble is taken to gain the patronage of this class of customers an equal effort should be made by the management to retain their friendship with an eye to future business, but in many instances such is not the case.

Following the opening of an account and the purchase of a machine the customer comes in contact with the collector or the cashier of the firm more than with any other member of the business; therefore, it would seem that these two

employees should be selected with particular care, mainly because they possess those qualities of personality and courtesy which naturally appeal to the average customer and enhance the prestige of the firm. A man or woman acting in the capacity of cashier who handles the payments of customers has a wonderful opportunity of making friends and increasing the business of the firm. On the other hand, if the cashier or collector acts in a condescending manner when coming in contact with these people incalculable harm is being done to the business and the friendship of a customer with all that it means in the way of future sales has in all probability been irretrievably lost.

The post of the person coming in contact with these customers is equally as important, if not more so, than that of the salesman, and the person selected for the position should not only possess a courteous and amiable disposition and a pleasing personality, but should also have some real sales ability.

In order to make the necessity for the above qualifications clear, let us analyze by a concrete example their value to the firm. John Jones buys a talking machine on the instalment plan and each week or month, according to the arrangements made at the time of the purchase, he comes to the store to make a payment. He walks up to the desk where the payment is to be made and he is greeted by name, cheerfully and with a smile, and he is asked to sit down. While the payment is being made the cashier, who should be familiar with the record stock, suggests new numbers which are proving popular and requests that he listen to several of them. If the customer is interested the cashier turns him over to the care of a salesman, who conducts him to a booth where the selections mentioned will be played. This plan not only results in sales but it implants in the mind of the customer the conviction that he is looked upon as a friend by the company, and if he does not make a purchase at the moment he will surely do so when he does decide to buy records.

When the contract has been signed and the machine delivered it is up to the management to see that the customer stays sold, and the cashier can be of material assistance in this direction. Many people purchase a new machine and find after using it a short time that minor troubles develop. When such is the case the customer often asks himself whether he received his money's worth and he develops an attitude of suspicion towards the store where the purchase was made. This can be overcome by the cashier by simply asking the customer when he makes his payment if the machine is rendering good service, and if some trouble has developed either instruct the purchaser how to overcome the difficulty or send someone to make the necessary adjustments.

In most establishments where there are instalment accounts the cashier either is behind a screen or looks out at a customer through a small window, takes the payment in a silent, impersonal and sometimes grouchy manner, passes out the receipt and the customer goes away feeling that he has intruded in entering the store. Sometimes, also, under this arrangement patrons are forced to wait in line before they receive attention, and the business is transacted in a semi-public manner which is distasteful to the average man or woman.

A small private office for the cashier will overcome these difficulties and at the same time furnish the means of closer personal contact. A bench or several comfortable chairs may be placed along the outside of the office for the comfort of patrons while they await their turn. The expense of making these arrangements will be amply repaid by the increased sales and the development of that type of customer who does business with only one store.

## DRUG COMPANY FEATURES MUSIC

MONTEREY, CAL., April 1.—The Palace Drug Co., Victor and Brunswick dealer here, has considerably enlarged the space devoted to its music department by adding another large room for the display of talking machines, pianos, player-pianos and music rolls. The department, which is under the capable management of Verita Young, is enjoying a steadily growing business and is now an important feature of this well-known establishment.

## This Sign Will Sell Albums

Album Sales Mean Record Sales



We have designed the above sign to assist you in merchandising albums. Album sales mean record sales, for albums are purchased to hold records, not to stay empty.

This sign is multi-colored and will be a welcome addition to your window display. We are distributing them free of charge. Order as many as you can use from your jobber or advise us and we will gladly send you a supply.



## Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Boston Representative  
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative  
WALTER S. GRAY CO., 942 Market St.



# Victor supremacy is the supremacy of performance



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak

Victor supremacy is not a promise of something hoped for, or something which may be realized. It is an established fact. A thing of definite value to every dealer in Victor products.



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



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



Victrola No. 240,  
\$115  
Mahogany or walnut



Victrola No. 260,  
\$160  
Mahogany or walnut



Victrola No. 280,  
\$200  
mahogany or walnut  
Victrola No. 280, electric, \$265  
Mahogany



"HIS MASTER'S VOICE"

# Victrola

REG. U. S. PAT. OFF.

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

## Victor Talking Machine Company

Camden, New Jersey



# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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NEW YORK, APRIL 15, 1922

## DEVELOPING SALES PLANS AND METHODS

THE many movements in the talking machine trade recently for the purpose of developing sales plans and methods by manufacturers and wholesalers for the benefit of the retailer serve to refute the charge occasionally made that talking machine interests have not developed the selling instinct through lack of necessity. In various sections of the country recently there have been held conferences by wholesalers and retailers with salesmanship as the dominating topic, and, although statistics regarding the results of these conferences are not available, it is quite evident that any effect they may have cannot help but be beneficial. It may be true that for a number of years the talking machine interests have not been called upon to do any very strenuous selling owing to the fact that the demand kept well ahead of the production, but that condition did not interfere with the development and maintenance of sales organizations and sales systems that have proven very practical.

There are probably throughout the country many retailers who are not inclined to take full advantage of the suggestions offered by manufacturers, wholesalers and their representatives, and it is likely that these retailers are suffering as a result. That two heads are better than one applies to talking machine selling as well as to other problems, and the suggestions offered by manufacturers and wholesalers, based either upon the experience of successful merchandisers or upon the results of sales conferences, are in every particular practical. For the retailer who must sell and wants to sell they offer a means of getting results quickly and without costly experimenting.

Those who study retail conditions and the efforts put forth by dealers to boost business, however, are inclined to wonder if many channels for sales promotion work are not overlooked. As an experiment, recently, seven records were purchased in seven different stores in New York City and in no instance was the customer's name asked for the mailing list, and in only one instance was a suggestion made as to other records on the current list or catalog that might have a particular appeal. Perhaps the selection of records from the current popular list may have failed to give the salesman any lead as to the customer's taste, and although he got courteous service it was only in connection with the record he asked for and bought. This must not be accepted as an indictment of retailers generally, but it does indicate that there are too many who are inclined to accept immediate sales without looking to the future.

## EVIDENCE OF BUSINESS BETTERMENT GROWS

DURING the past month there have been many evidences of increasing prosperity and business stability throughout the country. The most competent judges of the situation are a unit in the opinion that dull times are now behind us and that we are marching into the sunlight of better business. This has been manifested in multitudinous ways, and consequently there is a decided feeling of optimism regarding the future.

With the exception of New England, where there are some labor disturbances in the textile mills, the reports of the leading States show an increasing employment of labor, while the steadily advancing value of farm products is of great importance to merchants in every line of business, for the appreciation in prices of the products of the farm means a corresponding increase in the ability of the farming element to buy those things that go to make for culture and better living. There are those who are inclined to decry the paternal attitude toward the farming element shown by the Government, the result of strong action brought by the agricultural interests rather than through any voluntary goodness of heart. Whatever burden may be placed upon the business men of the country through loans made to farmers and to other movements for the benefit of the agriculturist, however, is likely to be more than offset by the increased stimulation of general business. A hog may not be a very impressive animal, but when his value to the farmer doubles he is likely to mean more sales of musical instruments.

There is business being done in this country right now—business that in some sections mounts up to substantial and satisfactory figures—but this condition exists only among dealers who have put into their selling campaigns more energy than some of them believed possible a year ago. Members of the industry who have covered the country thoroughly during the past few weeks, not alone to sell goods at wholesale but to study conditions, came back with the report that they found business where it was least expected and in practically every instance it was because the dealer, or group of dealers, had gone back to the methods of selling that call for extensive canvassing and intensive following up of prospects.

## TAKING ADVANTAGE OF THE RADIO CRAZE

THE question of the radio and its development still appears to be very pertinent to the talking machine trade, for, whether it is a fad or not, the installation of radio equipment is progressing and the interest in broadcasting services is growing. There is no question but that the radio craze can be turned to advantage by talking machine men in a number of ways, particularly in the matter of getting publicity for their products through broadcasting the new records.

A large number of dealers have already tried the experiment of broadcasting the monthly record releases and the response has been satisfactory. In one case a music house received inquiries regarding records broadcasted from distances of from 500 to 1,000 miles. Broadcasting service, however, just now is more or less disorganized and it cannot be expected that the wireless companies are going to render this service without charge indefinitely or that the prominent artists or musical organizations are going to give their services without charge once the novelty has worn off. In fact, the broadcasting service promises to develop into a pay-as-you-go proposition, the wireless companies paying for the services of the artists and those seeking publicity in turn paying for the radio service.

The unfortunate angle seems to be that the use of talking machines and records in broadcasting has centered attention upon them and the radio enthusiasts who voice their opinion through the public press, almost without exception, make comparisons with the talking machine, and in many cases flamboyantly predict that "the radio will replace the talking machine eventually as a means for musical entertainment in the home." This is a ridiculous assertion and weakens any argument radio advertisers or advocates may make in calling attention to their product. Fortunately, the thinking members of the industry have not become panicky over the situation and the consensus of opinion has been, and is, that the ability of the talking machine owner to arrange his musical programs according to his own desires through the medium of records and to have the kind of music he wants and when he wants it, will insure the permanency of the talking machine regardless of how radio service develops.

Meanwhile, the hooking up of radio to the talking machine is



not likely to do any great harm to this industry, in fact, for some time at least it is likely to prove of benefit. The broadcasting of news has not interfered with the sale of newspapers, nor should the broadcasting of music interfere with the sale of musical instruments.

#### WHY MUSIC WEEK SHOULD COMMAND SUPPORT

THE Music Week idea has unquestionably done much in a constructive way to advertise music—to emphasize its importance and essentiality to the ordinary citizen who is not inclined to give music the consideration it really deserves as a missionary for good and as a civilizing and cultural factor. The Music Week idea has now developed to a point where it is nation-wide, and its development was most clearly reflected in the State-wide celebration in Michigan some time since.

It was in the Metropolis that Music Week had its birth, hence a great deal of interest is being manifested in the third Music Week celebration which is to be held in this city on April 30 to May 6. The program is practically completed, and the committee, headed by Hon. Otto H. Kahn as honorary chairman, is doing very effective work. The success of the two previous Music Week celebrations in New York made a deep impression on those who, for one reason or another, are keenly interested in music, its exploitation and its advancement. Judging from the interest being displayed in the coming Music Week, it is evident that a larger number of people than ever before are realizing the tremendous value of this campaign as a means of stimulating activity of a practical kind in the cause of music.

The talking machine trade, in fact, the entire music industry, should be keenly alive to the possibilities that center in this Music Week program and should manifest an active and enthusiastic participation to the end that the coming Music Week should transcend all previous celebrations, not only in its scope but in achievement of substantial results.

It is not a time for the music profession, the music trade, or anybody interested in music as an uplifting factor, to overlook its importance and value. The cause is a noble one and a big, hearty spirit of co-operation should be manifested. Talking machine men should prepare definite programs for the week. Through their adver-

tising, through their windows, and through their personal letters, and by every other means, they should sell the Music Week idea, and in this way inspire a new interest in the value of music in the community.

From a purely selfish standpoint, this move is wise because it will act as a stimulus in reviving business and awaken the general public to the value of music in the home. Therefore, let us all get together to make this occasion worthy of New York and worthy of everybody who loves music and who is working for its advancement in America.

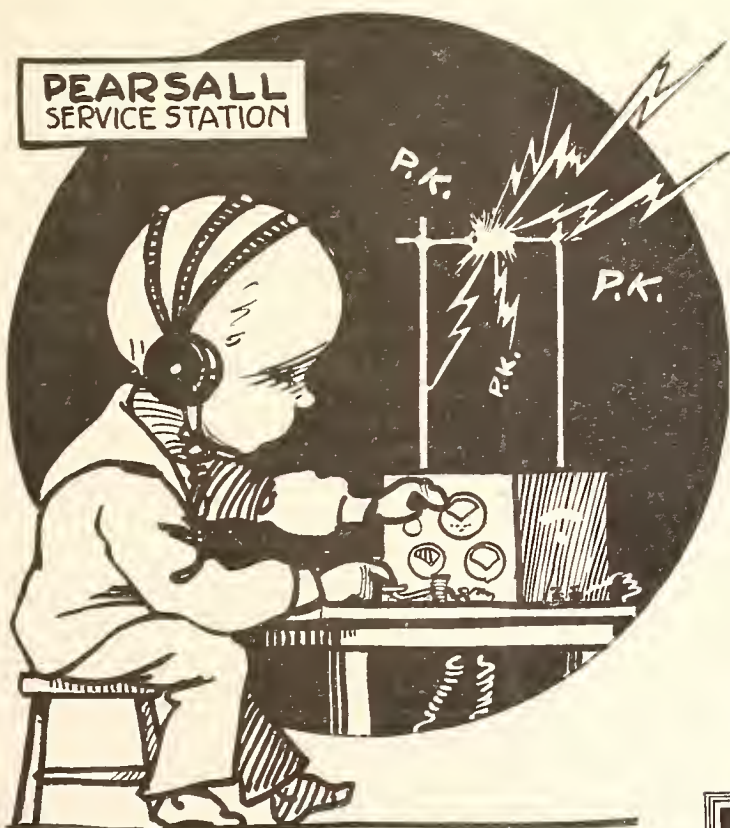
#### CREDIT MEN KEEP TAB ON INSTALMENT SALES

A LARGE number of New York retailers engaged in selling on instalments, including piano and talking machine houses, as well as dealers in furniture and other articles, have organized a bureau under the auspices of the Associated Retail Credit Men of New York City, Inc., for the purpose of exchanging information regarding instalment purchases, and the move appears to be one in the right direction.

The new bureau will not confine itself simply to checking up first credits, i.e., giving information regarding the ability of the customer to pay a certain fixed sum weekly or monthly, but it will be utilized primarily to check up his other instalment obligations, a point that has been realized for many years, but regarding which definite action has not been taken before.

A man making \$200 a month may be considered a fairly good risk on an instalment account calling for the payment of \$10 a month, but if that same individual has gone and obligated himself to pay similar sums to a half-dozen other houses for goods purchased, then he does not represent a good credit risk. It is along this line that the new bureau is working and its progress should be watched with interest by those that sell on instalments in other cities of the country.

It is a more or less new departure in credit service, but it gives added protection and by providing for the interchange of information saves the individual dealer a heavy expense that would otherwise be incurred by his credit department in checking up each account separately.



## VICTOR DEALERS

You can't judge real  
Victor Service until you  
have used Pearsall's.

Ask any Victor Dealer—he will tell you

“Desire to Serve Plus Ability”

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



# Arranging a Patriotic Program and Window Display for Decoration Day

By W. Bliss Stoddard

Memorial Day now comes with an added significance, for not only are the heroes of 1861 commemorated, but the brave boys who fell in France in the great world war. The flag they fought to save has always been regarded as the most appropriate symbol for the Boys of '61, so the American Legion has adopted for its departed brothers the scarlet poppy, taken "From Flanders' fields where poppies bloom."

There are very few lines that can be advertised with good taste on Memorial Day, and in most instances it will be found more effective to have simply a patriotic trim. But there is always one line that can be played up to good advantage, and that is talking machines and records. Stirring martial music and hymns of thanksgiving for peace will be rendered in thousands of homes, so it is entirely proper to suggest the purchase of talking machines or records for the 30th of May.

The Lion Co., Toledo, O., gave a regular patriotic concert the Saturday preceding last Memorial Day. They distributed to all a program bordered with red and blue, and had previously announced the concert in the newspapers. The program was divided into three parts, featuring the songs of '61—"Marching Through Georgia," "Tenting on the Old Camp Ground," "Rally Round the Flag"; songs of the Spanish war—"Down in the Harbor of Havana," "Break the News to Mother," "Just as the Sun Went Down," and those of the World War—"Keep the Home Fires Burning," "Over There," "It's a Long, Long Way to Tipperary" and "Flanders Field." As each record was played on the machine the young woman in charge of the concert gave a short talk on the origin of the song and some-

thing of the composer. At the conclusion the entire audience was invited to join in the singing of "America." Copies of all the pieces played were kept in a small cabinet near the machine and at the conclusion salesmen were on hand to attend to any customers who wished to make purchases, and to demonstrate other patriotic records which had not formed a part of the concert. They naturally arranged a window to assist in giving publicity to the concert, and this had a

## Talking Machines and Records Offer Excellent Opportunities for Interesting Patriotic Displays in Windows

large flag covering practically all the rear wall. In the center was a tripod formed of guns, backed with a flag and topped with a wreath of black foliage and red poppies, with a card "Decoration Day Offer—Five Dollars Cash will place any Victrola in your home now—Balance in small monthly payments." Across the floor extended a long white mat with border of red and blue, on which a number of patriotic records were laid. Here, too, were a number of small Victor dogs

with a card: "You have heard of the 'Dogs of War'—Here are the Dogs of Peace." An interesting collection of battle relics, helmets, field glasses, boots, card cases, etc., were shown, as well as the Vernon McCune Post flag presented to the company by the Women's Volunteer Relief Corps.

Several other interesting Memorial Day displays of talking machines were shown by firms in widely separated parts of the country. The Byron Mauzy Co., San Francisco, Cal., showed on a platform draped with a deep blue cloth three machines, to the central one being attached a large wreath of glossy leaves and palm branches, from which extended long, broad streamers of red, white and blue ribbon. Against the platform was a gilded card lettered in black: "War Songs Are Memorials—They are preserved for all time on Victor and Columbia records." Behind the card was placed a couple of American flags. At either side were records arranged in a rack in pyramid form, back of the topmost record in either rack being placed a pot of Easter lilies. At one side, on the floor, was a Victrola with a motor attachment, which rendered over and over one of the patriotic songs, the music being wafted through the open doorway to the crowds passing by.

Goldsmith's, Columbus, O., was another merchant who featured Memorial Day talking machines. On the pearl gray wall were applied eagles and shields. At one end was a talking machine draped with a large flag, beside which was a Victor dog and a basket of ferns and red and white carnations. A card beside the machine suggested: "You will find many records here suitable for Decoration Day." At one end were several portable machines topped with small flags, and a card suggested: "No camping trip, outing or vacation is complete without music—A portable talking machine will furnish you with all music at all times." Forming a border around the floor were scores of the tiny Victor dogs, used as desk weights.

Schmelzer, Kansas City, Mo., had a display that appealed especially to those who had lads in the American Legion. On the wall in the center was a gilded eagle holding a red, white and blue shield, with smaller shields on either side. Below them hung the pennants in the form of American Legion badges, while on the floor were replicas, nearly two feet in diameter, of the American Legion button. Bunting was draped throughout the window.

Back to the Pacific Coast again: The Bon Marche, Seattle, Wash., had a window backed with a large flag. At either side were placed Victrolas and in the center was a pedestal draped with a flag and topped with a gilded eagle. Strown over the floor were a number of patriotic records—"America," "Star Spangled Banner," "God Be With Our Boys To-night" and others. Tall cards of green lettered in gold, leaning against the Victrolas, contained the slogans: "Let's Keep the Old Songs Alive," "These Songs Gave the Boys Their Fighting Spirit That Won the War" and "You Should Have These Records in Your Collection." A large card in the center bore a score of martial songs and marches, and a vase filled with red, white and blue flowers gave a finishing touch to the display.

### BRUNSWICK MUSIC SHOP OPENED

ALLENTOWN, PA., April 1.—An attractive Brunswick establishment, to be known as the Brunswick Music Shop, was opened here recently at 49 North Tenth street by L. C. Clark. The room for the display of the Brunswick line of machines is fitted out in a modern manner and several sound-proof record demonstrating booths have been installed.

## SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

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

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

*YOUR ad inserted without extra charge.*

## KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City





# The Profits from this - Popular New Idea are Quick, Steady and BIG !!

**WALTER CAMP'S "DAILY DOZEN" Exercises on Phonograph Records Have Taken the Country by Storm—Prove the Fastest-Selling Record Proposition.**

**T**HE famous "Daily Dozen" Exercises set to music on phonograph records have taken the buying population of the country by storm. Everywhere you turn there has been created a tremendous demand for these exercises, which are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as a demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the

"Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Col-

lier's, Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instruction given in a clear voice.

These Health Builders Records are sold in sets, each set comprising five ten-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. Our National Advertising Campaign brought the Health Builder Sets in demand the country over.

Where the "Daily Dozen" window strips are on display there you will find the crowded shop. Keep

your store crowded—don't let business languish for want of a novel attraction.

Remember, the movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

### Be the First Dealer in Your Locality

The Health Builder System is a quick-selling, profitable phonograph record proposition. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that is making good everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

**Health Builders, Dept. M**  
334 Fifth Avenue New York

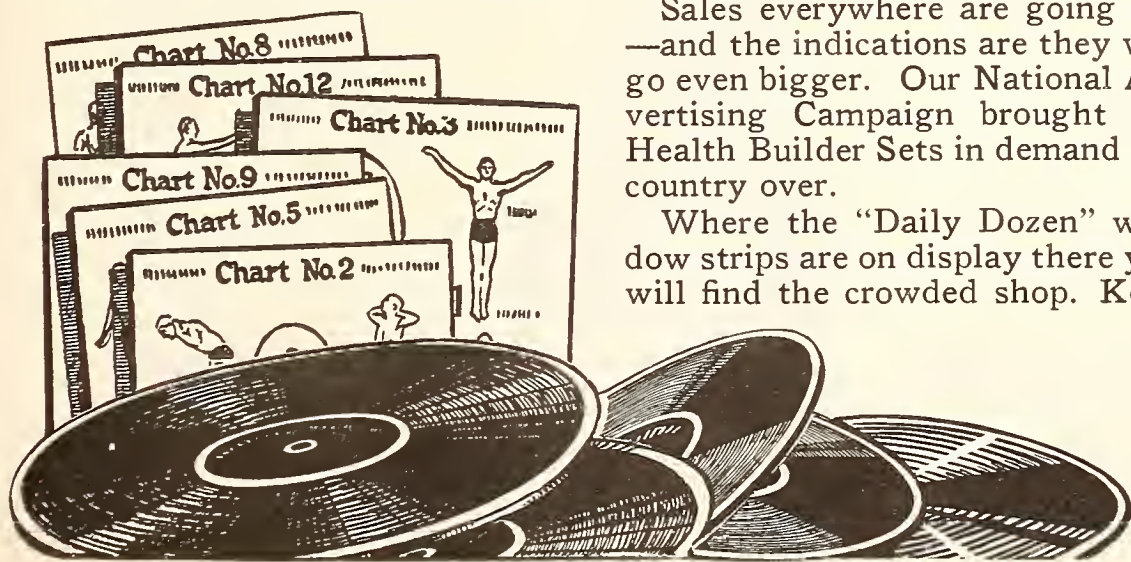
Health Builders, Dept. M.  
334 Fifth Avenue, New York

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

Name .....

Address .....

City ..... State .....





# Increasing Sales by Analyzing Records and Playing Up the Beauty Spots :: By Arthur S. Garbett

"Here's a record that ought to go better than it does," said the dealer. "Galli-Curci's 'Maids of Cadiz.' Can you suggest a way of popularizing it?"

"Yes," answered the advertising expert, who was a bit of a musician in his way. "Beat time to it with a pencil."

"Huh?"

"Beat time to it with a pencil. Galli-Curci has a fine voice; everybody admits that. But she has also a wonderful sense of rhythm which fewer people realize. She used to be a pianist, remember, and possesses a fine sense of 'tempo rubato'—"

"Steady on there."

"I mean she has a delicate sense of time. No stiff one-two-three, one-two-three for her. Put the record on and I'll show you. There! Notice how she speeds up, slows down and always with a perfect sense of balance. It is like a bird's flight. Even that high note at the end. Listen!"

While the high note was in progress the advertising man beat a steady one-two-three, at the average speed of the music. He did this four times. On the word "one," beginning the fifth measure, the singer's voice sank down to the key-note in the most charming way.

"There! You see. She wasn't holding that note till she ran out of breath, the way some of them do. She was perhaps unconsciously counting time all the while and gave the note a perfectly proportioned rhythmic period. Moreover,—"

"'Nough said, old man. Thanks for the tip."

That same idea can be applied to a great many records, but not to all. There are some artists

specially gifted in rhythmic expression. Galli-Curci is certainly one of them and Fritz Kreisler is another. The late David Bispham had it, too, and much of the power of his "Danny Deever" is due to the "punch" he puts into the rhythm of it. There are few records of the same number which have that quality to so high a degree—none known to the writer.

As a matter of fact, interpretative artists vary

*There Is a Story Connected With Every Selection Which Can Be Turned Into Profit by the Clever Salesman*

enormously in their rhythmic faculties. Many of them seem to specialize on tone-quality to such an extent as almost to ignore the rhythmic side of the art. Names cannot be mentioned without suggesting comparisons of an odious kind, but a case can be given of an artist who has plenty of rhythmic sense, yet in whom the tone-quality is perhaps preponderant. That is Mischa Elman. Few violinists will deny that for richness of tone-quality he is unequalled. The "pencil test," however, will reveal that in his desire

to make the most of the tonal qualities of a piece of music he sometimes stretches out the rhythmic proportions in a way peculiar to himself. Compare his record of "Humoresque" with that of Fritz Kreisler (also a master of lovely tone-quality). There is a marked difference in the rhythmic conception. Elman draws the piece out like a love-song, while Kreisler treats it lightly, crisply. The choice between the two is purely a matter of taste, but it certainly will do the salesman no harm to be able to point out the difference to a customer without necessarily giving his own opinion on the matter.

Every salesman will admit that a record sells better if the piece has a "story" which he can tell the customer. Not many compositions have "stories" attached to them. Few salesmen realize, however, that to a man with alert ears, every record has a "story" of its own germinating from the music itself, or resulting from the artist's interpretative methods. Half the battle in selling a record is to get the customer interested in listening for something that he cannot help noticing when it is pointed out to him, but which he cannot readily find for himself without aid.

"That's fine dope," says the salesman, scornfully. "All you need to put it into practice is four years in a music conservatory and a few more as a music critic on a newspaper!"

Not a bad equipment for any phonograph salesman, that. But not absolutely essential. All that is really needed are a sharp pair of ears and a little practice in analyzing the sounds or the rhythms heard. The principle is really the same as that used by a Boy Scout in training his

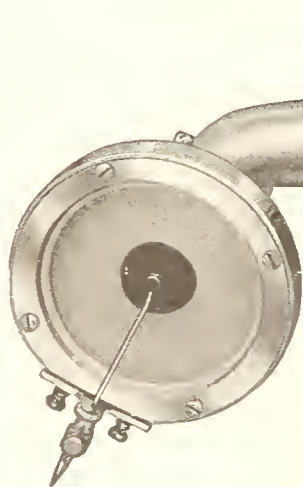
(Continued on page 14)

## THE EMPIRE UNIVERSAL TONE ARMS

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

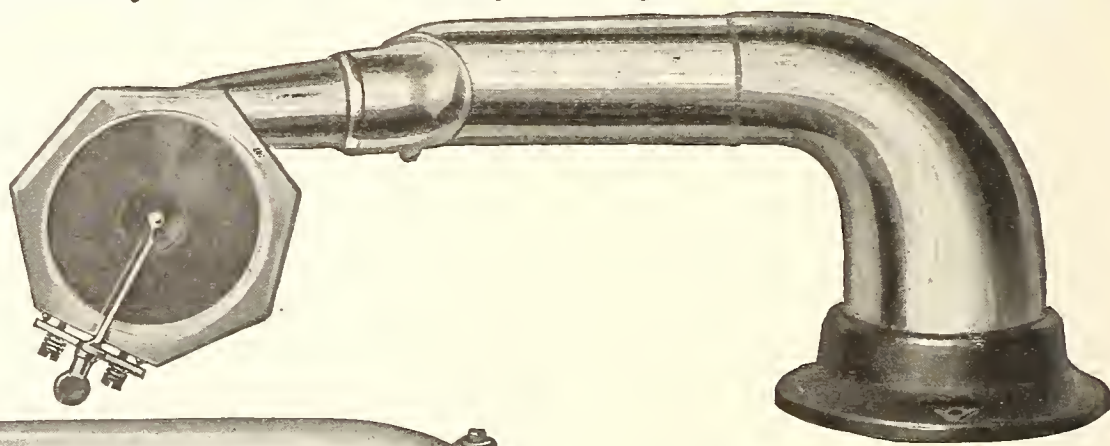
### Ball-Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.



### Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

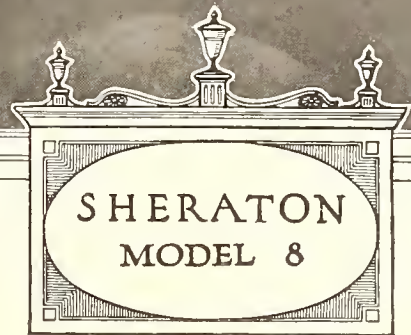


# Widdicomb

PHONOGRAPH  
*The Aristocrat of Phonographs*

Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.



## Why discriminating buyers choose the Widdicomb

PEOPLE of taste and refinement select the Widdicomb as *their* phonograph for two reasons:

**First**—Because of its unusual tonal qualities and its surpassingly faithful reproduction of every subtle mood and varied expression of the artist, whether vocal or instrumental.

Every note of the chromatic scale from the high, clear tones of the upper register to the deep, rich bass notes, is given just the proper emphasis, without metallic harshness or “blasting.”

**Second**—Because the Widdicomb is an exquisite article of period furniture, fitted to take its place harmoniously—really to “belong”—among the furnishings of the most tastefully appointed home.

Into Widdicomb cabinets is built the experience of three generations of master craftsmanship in the building of fine furniture.

To a few merchants who are really interested in attracting a discriminating class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

*Fine Furniture Designers Since 1865*



## RECORD ANALYSIS INCREASES SALES

(Continued from page 12)

eyesight. A Boy Scout is taught to look into a store window containing many small objects. He looks into the window for perhaps thirty seconds and at the end of that time closes his eyes and specifies just how many things he saw, describing them as nearly as he can remember. At first he makes many mistakes, but he soon develops astonishing skill.

Precisely the same thing can be done with a record, save that one uses ears instead of eyes. It doesn't make the slightest difference whether the piece is popular jazz or a classic.

Take, for instance, such a number as "O, Sole Mio," which everybody "knows," or thinks he does. How many sales people are aware that there are two rhythms employed in this piece: one in the melody, the other in the accompaniment? Whenever the melody has a long note, as on the word "mio," the accompaniment is busy, and when the melody is divided into short notes the accompaniment has long ones.

Surely this would give the unobservant cus-

tomers a new interest in a song he has heard over and over again.

A tremendous possibility of opening up fresh interest in even a jazz number is by noticing details of the orchestra and pointing them out to the customer. For instance, a year or so ago "Whispering" was all the rage. There were dozens of records issued, but no two were alike, owing to the great variety of instrumentations employed. In this number, as in all popular numbers, the principal melody was repeated, but usually a different group of instruments was used for each repetition. In this respect some records of "Whispering" offered far greater variety than others.

How many salesmen listening to that or any other popular favorite among the dance records could tell just how often the refrain is repeated and just what instrument or group of instruments is employed at each repetition? Ability to do this very simple thing means ability at any time to get and to hold the customer's interest. Not only does such analysis make the popular best seller of the moment more interesting, but it offers an invaluable means of getting rid of

slow sellers, many of which lag in their sales simply because neither the salesman nor the customer knows just what to listen for.

The only danger in such a method is that the salesman, in developing his critical faculties, may find himself more alert to detect faults than to find the good points. It is far easier, for example, to detect a flat note or a bit of "bad" instrumentation (as when the flute sticks out far louder than it has a right to do—which it often does) than to find virtues. Strange as it may seem, many a sale has been lost because the salesman, eager to display his little stock of knowledge, has pointed out some slight discrepancy and failed to notice very obvious virtues. That is simply a bad application of a good sales principle. Look for the merits of a record, not the faults.

While the foregoing relates specifically to the sale of records, it applies as well to the sale of talking machines themselves. After all, the final test of a good instrument is the music it reproduces, whether "jazz" or "classic." The salesman who has learned to use his ears in listening to a record can often find clinching arguments which are far more impressive than long technical discourses as to the mechanical virtues, or the appearance of the machine he wants to sell. If he knows a few quite ordinary things about a violin, for instance, he can often volunteer such information as this: "The violinist is now playing on his G string—a few bars later he will play the same passage again, but on the D string; notice how faithfully the talking machine reveals the difference in tone." As only the really standard makes of machines will reveal fine points of this kind the salesman promptly eliminates many of the competitive arguments used by purveyors of some of the jerry-built affairs which now clutter up the market—remnants of the war period, when instruments thrown together in the hurried scramble of boom-times made their appearance and still remain on the market, though their makers have gone down in the economic slump.

The development of the talking machine business has been so rapid that there has been little time for salesmen to study the fine points of the game. From now on, however, every salesman is up against increasing competition. Not only are there more makes of reputable machines on the market, but there are more dealers and salesmen. The odds are on the man who uses his brains. Both records and phonographs have hitherto "sold themselves" in a way that has not been wholly beneficial to the development of the trade as a staple industry. Salesmen have sold thousands of records whose merits they could only dimly appreciate to customers little if any better equipped. Such records have sold by virtue of the artist's name, the familiarity of the title, or the prestige of chance popularity. The time is now at hand for some intelligent methods of salesmanship and a better understanding of the musical qualities of the goods we are selling.

## JENKINS TO REMODEL TOPEKA STORE

TOPEKA, KAN., April 2.—Plans have been practically completed for the enlargement and remodeling of the local branch of the J. W. Jenkins' Sons Music Co., at 833 Kansas avenue, according to Clyde R. Faris, local manager. The improvements include the addition of the second floor to the quarters of the establishment and the possible construction of a third story to the building. Victrolas and Victor records will be featured on the first floor, together with sheet music, music rolls and small goods. The second floor will be given over to the piano department. When completed this store will be one of the largest in the State and one of the finest in the Jenkins' chain. The work will cost approximately \$20,000.

The Hecht Co., of 513-517 Seventh street, and the Walker & Thomas Furniture Co., 1013 Seventh street, N. W., Washington, D. C., have secured the agency for Regal records in that territory.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

## Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

### Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

### Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

### Sample Cards

#### FREE

With every initial order we give cards (three Tonepens to each card) FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.



# THE TONEPEN CO.

217A Center Street

New York



# How Much to Spend for Retail Advertising and When and Where to Spend It :: By D.G. Baird

A man of the "live-wire" type went into the talking machine business in a large mid-West city several years ago. He had one of the best machines made and he had a good location. Business was good. People were coming in and asking for talking machines without being asked to do so and many of them had the cash to pay for their machines on the spot.

As already said, this dealer was aggressive. He bought big space in the local papers and ran attractive advertisements of his business. Business improved. The public went on a buying spree such as had never been known before and our dealer advertised all the more. He became intoxicated on prosperity and the more his business grew the more he advertised. There came a time when he actually bought a whole page in a newspaper having a circulation of approximately a quarter of a million—space that cost him more than \$500—and ran seven words in that space; not a thing except his slogan in all that space.

This dealer sold an almost unbelievable number of talking machines and records, and yet he went broke. He had to sell out at a time when he was doing more business than any other talking machine dealer in the city. He had gone wild on expansion and undermined his capital.

Was all the money that this man spent for advertising lost? Or perhaps we should ask, rather, was any of it lost? It was not. True, this wild advertiser was bankrupted, but a company was organized and his business was taken over, and to-day that company is still reaping the benefits of his advertising. The present head of the company showed me his books about the end of the past year. The company had done more than three times as much business in December, 1921, as it did the same month of 1920.

Everyone knows very well that business was not what one would call good last December. And yet this company had done more than three times as much business during that month as it had done one year before. The reason? In addition to profiting by the heavy early advertising that had established the business this company spent several times as much for advertising in 1921 as it did in 1920.

## Why We Have Business Depressions

Business experts are generally agreed that depressions in business are caused by too much

prosperity, or, rather, that the unbusinesslike methods used in business during prosperous times brings on the depressions. When the public begins buying freely business speeds up. The factories increase production. They expand, build, hire, borrow, work overtime and advertise. The merchant does the same. He pours oil on the already well-oiled selling machinery in an endless stream of advertising. When the public are buying of their own free will and accord the merchant advertises his head off in order to persuade them to buy. Business overreaches itself. Money becomes tight. Interest rates soar. Those who have undertaken too much go to the wall and take those who are implicated

## Some Reasons Why One Should Advertise More Heavily When Business Is Bad Than When It Is Active

along with them. There is a general movement toward conservatism, and the depression is started. As some one has expressed it, business first curtails advertising, then it curtails production, then it curtails advertising, then it hacks at overhead, then it further curtails advertising, it hacks again at overhead, it stops advertising, then—it tries to explain the situation to the bank.

In other words, when times are good the merchant feels optimistic and he spends freely for advertising, much of which is not necessary. When times are bad he curtails his advertising, or even ceases advertising at all.

People are not very much interested in advertising when times are good, when their pockets are bulging with money that they are determined to spend. They are intensely interested in advertising when times are bad, when they must

carefully husband their meager savings. Then they buy what they can afford, and they know that advertising tells them where to find it.

The year 1921 was one of general advertising shrinkage. Business was dull and the majority of advertisers curtailed their appropriations. A few, however, took the opposite course. To take a very well-known example, the Chicago Evening American spent about ten times as much for advertising last year as it had ever spent in any one year before. The result was that this paper gained more than 500,000 lines of advertising, while it is said that every one of its competitors lost more than 500,000 lines.

When a train is speeding along over level road at sixty miles an hour the engineer shortens his valve stroke and partly closes the throttle. It doesn't take very much steam to keep the train going at the fast rate of speed. But when he approaches a heavy grade he lengthens his valve stroke and opens the throttle wider and wider. His engine must have more power to negotiate the grade without too great loss of speed. It would probably stall if not given this added power.

Merchants adopt opposite tactics. When their business is going along at top speed, against little resistance, they put on the full steam of advertising. They increase overhead. They are prodigal in their expenditures. Then when business hits a hard grade they cut down on the advertising, their overhead, their expenditures of all kinds, and hope to make the grade on less power than they have been consuming on the level stretch. They slow up, of course, and many of them stall dead still.

All of which is meant to emphasize the fact that one should advertise more heavily when business is bad than when business is good. It is very true that the returns will not be so great, but that is to be expected. Much of the business enjoyed during prosperous times comes of itself, while it takes advertising to pull it in during times of depression. Therefore, now is the logical time to advertise.

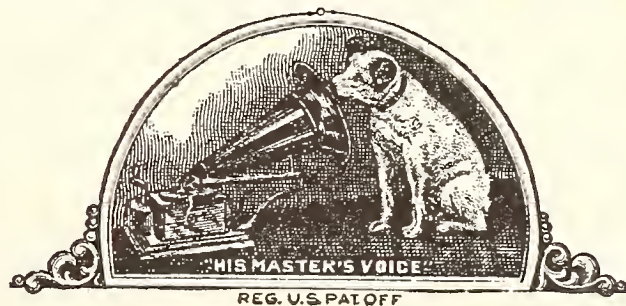
## Where to Advertise

There are almost unlimited numbers of advertising mediums nowadays, but for the retail dealer there is nothing to compare with the local newspapers. Direct mail is good, if properly

(Continued on page 18)



TELEPHONE NUMBER  
FITZROY 3271—3272—3273



## A SAFE INVESTMENT

The value of an investment is judged by—first, its security; second, its yield. The Victor retailer who places all his efforts behind the Victor line *exclusively* has the safest investment in the world and the yield is always proportionate to the efforts expended.

Ormes Service is ideally qualified to assist you in gaining a *maximum* yield from your Victor investment.

# ORMES, Inc.

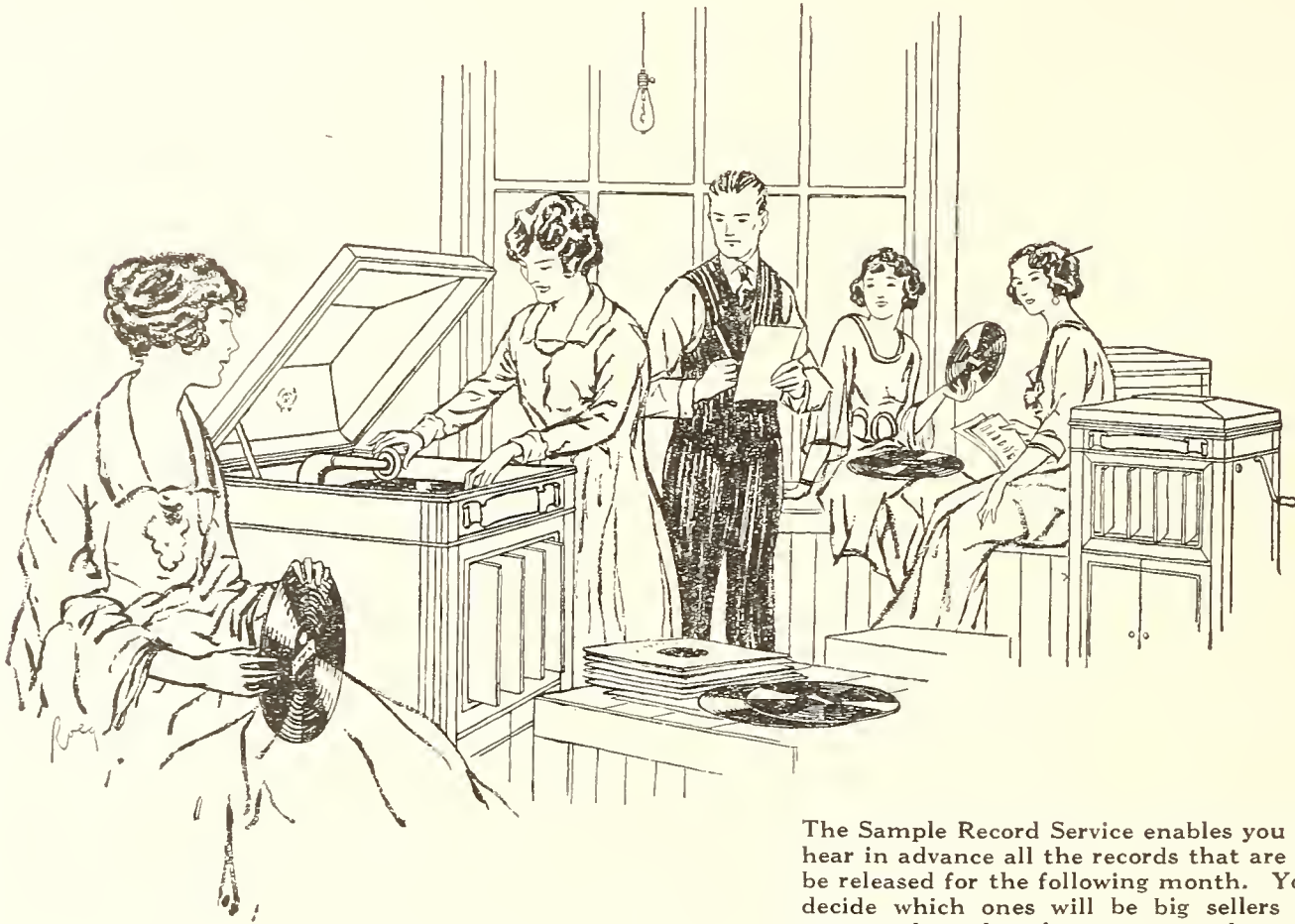
Wholesale Exclusively

15 West 37th Street

New York



# Helping you turn your



The Sample Record Service enables you to hear in advance all the records that are to be released for the following month. You decide which ones will be big sellers to your trade and make up your orders accordingly. All guesswork as to new record releases is eliminated.





# record stock faster

**I**F you, a Columbia Dealer, will bear in mind that you and the Columbia Graphophone Company are in partnership, you will realize that we are not merely concerned with selling you records, but are anxious to help you sell them, speed up your turnover, and increase your profits.

Some of the greatest selling helps offered by us to Columbia Dealers are the Monthly Display Service, Hearing-Room Hangers, Monthly Record Supplement, and the Mid-month postcards. Dealers who use intelligently and consistently these aids to move records quickly find their sales going up and selling costs coming down each month.

Advertising operates in the same way for dealers as it does for other advertisers. The dealer who spends \$10.00 for advertising gets more than double the return that another dealer gets who spends \$5.00 for advertising.

### *Intelligent buying is 50% of intelligent selling*

You know that's true, of course. The more intelligently you buy, the easier you can sell.

Now if you could hear, long in advance, the records that are to be brought out later, how easy it would be for you to pick the winners that would go big for your trade.

That is just what we are enabling you to do with our Sample Record Service.

The plan is this: We send you a complete set of the sample records that will be released during the following month.

That gives you plenty of time to play this confidential set of advance releases, consult with your salespeople, and decide which ones will prove fast sellers in your store.

When you have picked the records that your past experience tells you will move fast, make up your order.

This plan relieves you of all guesswork in the ordering of records. You know in advance just what the new releases are, how they are rendered, the technique—everything that contributes to the sale of the record.

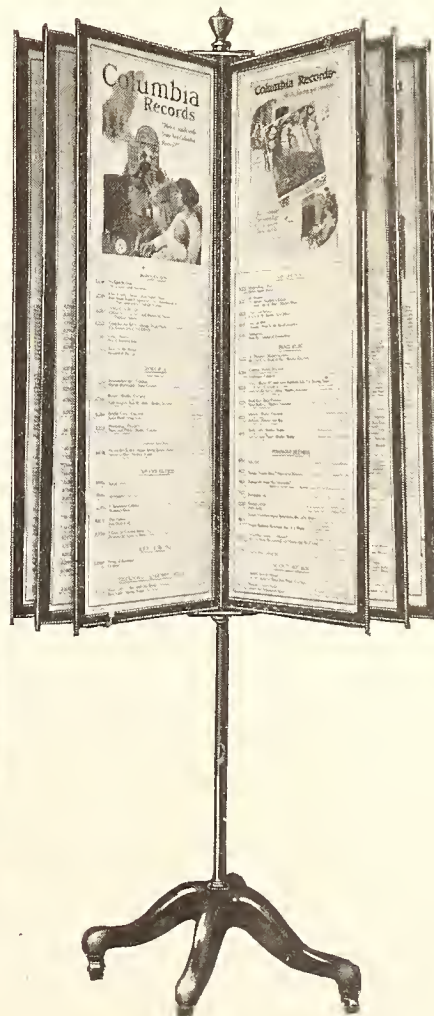
### *Business is there for dealers who go after it*

The man who sits back and waits for business to come to him in these days has a long wait. The man who by aggressive selling methods, good, timely advertising, and real salesmanship goes after business, finds plenty of it.

Take advantage of every selling help that is available to you. Remember, we are behind you, ready, willing, anxious to help you keep your record stock moving quickly.

Write your regular Columbia Branch at once for complete information concerning the Sample Record Service.

COLUMBIA GRAPHOPHONE COMPANY  
New York





## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

### To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

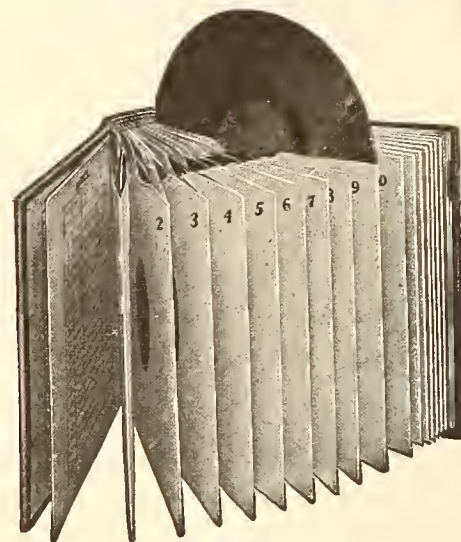
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

### AMOUNT TO SPEND FOR RETAIL ADS

(Continued from page 15)

handled, but much direct mail advertising lands in the waste basket without a friendly glance. Billboards, car cards, catalogs and programs are all more or less valuable advertising mediums and these should be used some, but the wise advertiser to the general public will devote at least 75 per cent of his publicity to the local newspapers.

Use liberal space, and by all means use cuts. I know a dealer who began running very small advertisements and who lost money on his business for more than a year. His friends advised him to sell out and try something else, but he had studied the situation very carefully and decided that he knew the cause of his lack of success. He doubled the size of his ads and business improved. He added on a few more inches to his space and business improved still more. To-day he is one of the leading men in his line. His first ads had been too small to attract attention.

There are, of course, many things that enter into determining the amount of space one should use, and it is therefore hard to say just how much even the average talking machine dealer should buy. Then, too, one should use larger space in a paper that has a small circulation than in one that has a large circulation. The cost of the space depends on the circulation of the medium and, while it seems pretty expensive

business to advertise in some of the larger mediums, it is always advisable to choose them in preference to the cheaper ones that reach only a few readers. The back page of a certain national weekly magazine costs \$10,000 per issue, besides the cost of preparing the ad and the cuts, yet California fruit growers find that it pays to buy this space to advertise their raisins that sell for 10 or 15 cents a package. Why? Because their ad in this magazine is seen by about ten million people.

Use cuts. If it is worth while to spend any money at all for advertising it is worth while to spend a little more and prepare such ads as will do the best work. A cut adds immeasurably to the pulling power of an advertisement. And it is far better to get people interested in illustrations. Just a cut of a talking machine, while better than no cut at all, is not of very great attractiveness. People are interested in people, especially if those people are doing something. Therefore, put people into the ads and have those people doing something. Dancing is very good, though it has been used a great deal. One manufacturer has adopted a figure of a beautiful woman adoring the instrument. Another has a woman seated on the floor, leaning her head against the machine. One successful dealer features a deliveryman just arriving before the door of a happy purchaser, who is standing on the porch wearing a happy smile. All of these are good, but if you can get something original, so much the better.

It is seldom that a dealer asks, "How much can I spend for advertising?" The question usually is, "How little can I spend and get any returns from my investment?" He really fears that advertising will not bring him returns as it does others, and he doesn't wish to lose any more on it than he can help.

#### How Much to Spend for Advertising

There are five different methods commonly used in determining how much to spend for advertising. There is, first, what may be called the spasmodic method. It is usually adopted by the little, one-man store, where the proprietor does everything and not much of anything. He plans no advertising work and he works no advertising plan. He pays his advertising agency for what it knows, but he doesn't let it know anything. When he feels optimistic he runs an ad, when he feels pessimistic he wishes he hadn't run it. This plan is practically worthless.

Another plan is to spend the same amount for advertising as for rent. This is a rather queer plan on which to base an advertising budget, but it is at least a plan, and the dealer who thinks as much of advertising as he does of rent is on the road to acquainting the public with his store. It is an easy plan, because he can divide his yearly rental by fifty-two and arrive at his weekly expenditure for publicity. The objection to this plan is that it is not based on common-sense merchandising.

Remember, rent is rent and advertising is advertising, and the two are quite different. The amount of rental is the same each week or month, whereas the amount spent for advertising at different seasons should vary. Then, too, the appropriation based on rental may be entirely too small, or even too large.

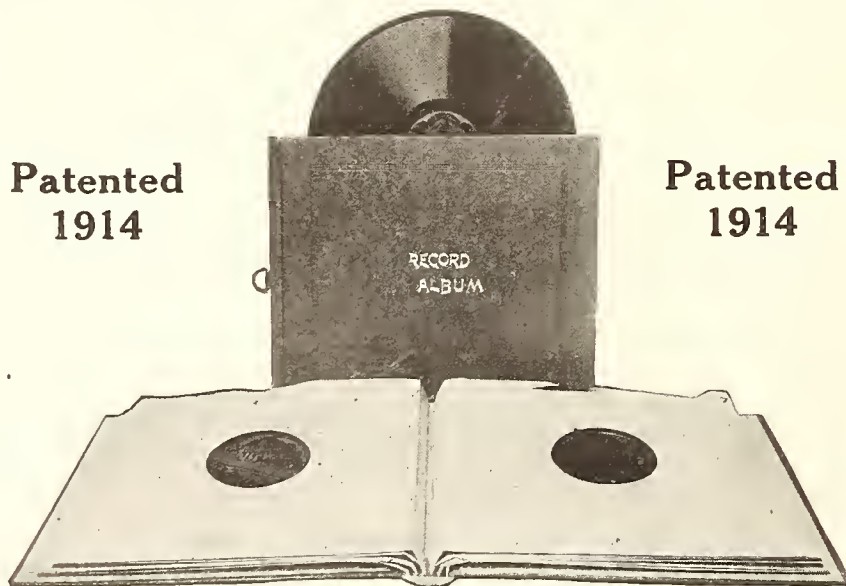
Some firms, particularly large ones, set aside all trade discounts for advertising. These houses also receive advertising allowances from the manufacturers, in many instances, but this frequently leads to disagreements. One of the worst features about this method is the temptation to overbuy. The manufacturer offers a little better discount, or a little larger slice of advertising, with a big order, and the dealer falls. Statistics show that more than 50 per cent of retail establishments that fail do so because of overbuying.

Last year's record is very commonly taken as a basis for figuring the advertising budget for this year. This is particularly inviting to the dealer who has had a bad year and really fears to invest anything at all in advertising for the new year. The method is faulty because last year may have been vastly different from what this year will be. Not only so, but it assumes exactly the same basis as does the rental plan, inasmuch as it is arbitrary and makes no allowance for conditions that may arise.

Probably the most common-sense method in common use is that of taking the average sales volume for a period of five or more years and appropriating from 2 to 5 or more per cent of

(Continued on page 19)

## DOES IT MEAN ANYTHING TO YOU?



TO SELL ALBUMS THAT SATISFY YOUR CUSTOMERS? If it does it will pay you to investigate the product of the BOSTON BOOK CO. BOSTON albums with their Patented Wooden Backs, Interchangeable Leaves, scientific construction and workmanship, are built to satisfy your customers. Satisfied customers mean a crowded store. Four new BOSTON models to choose from. All made right and priced right.

**BOSTON BOOK COMPANY**  
501-509 Plymouth Court CHICAGO, ILL.



**"Get Thin to Music"**



# Wallace REDUCING Records

**Now Selling Through Dealers!**

**T**HIS famous reducing course is now available to the trade. It has been advertised on a scale that made it known throughout America. The results it accomplishes have done the rest.

Display a single window strip or wall sign announcing that you have Wallace Reducing Records, and you will feel the full voltage of the demand which has been established.

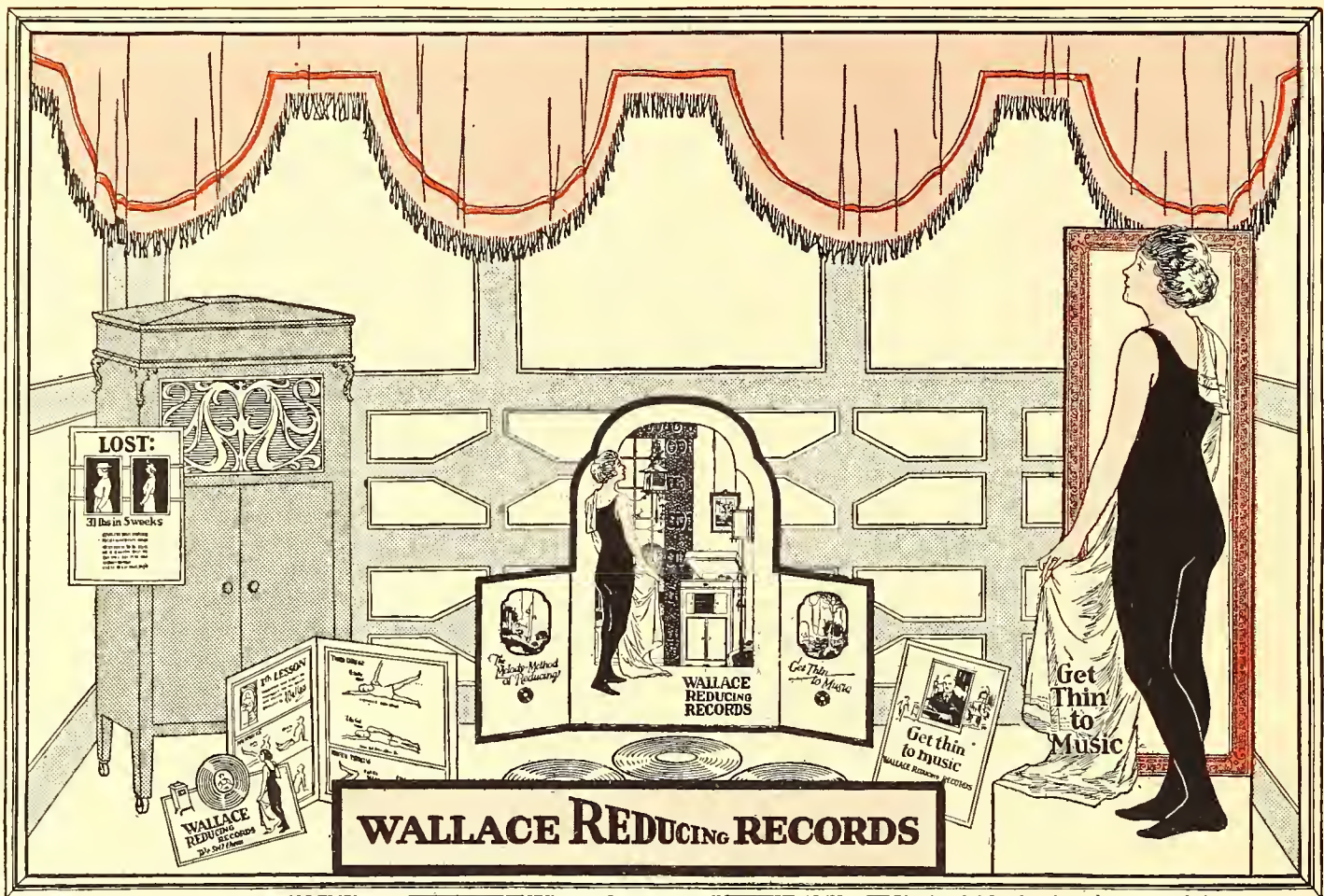


More than fifty thousand sets of these records have been sold direct while we have been building to a

production basis which could handle dealer volume. What people will write for, send money for, wait for, *they want*. The Wallace course is sold with less trouble, in shorter time, and at smaller cost than attends the sale of one or two amusement records. *And each course sold means six dollars profit for the store.*

There is satisfaction in handling a proposition of this high grade. Quality is apparent in the Wallace course. The value is obvious. It appeals to discriminating people. It is novel, of sparkling interest, and it does all that is said of it. See following pages for particulars, prices and terms.





## This Window Keeps the Cash Drawer Busy

**I**N Wallace records you are offered something of wide interest, on which the pioneering has all been done. The Wallace reducing course has already been advertised stronger than many things which have been on the market for years. We give you many sales helps; store and window material of unusual attraction; tested plans for selling.

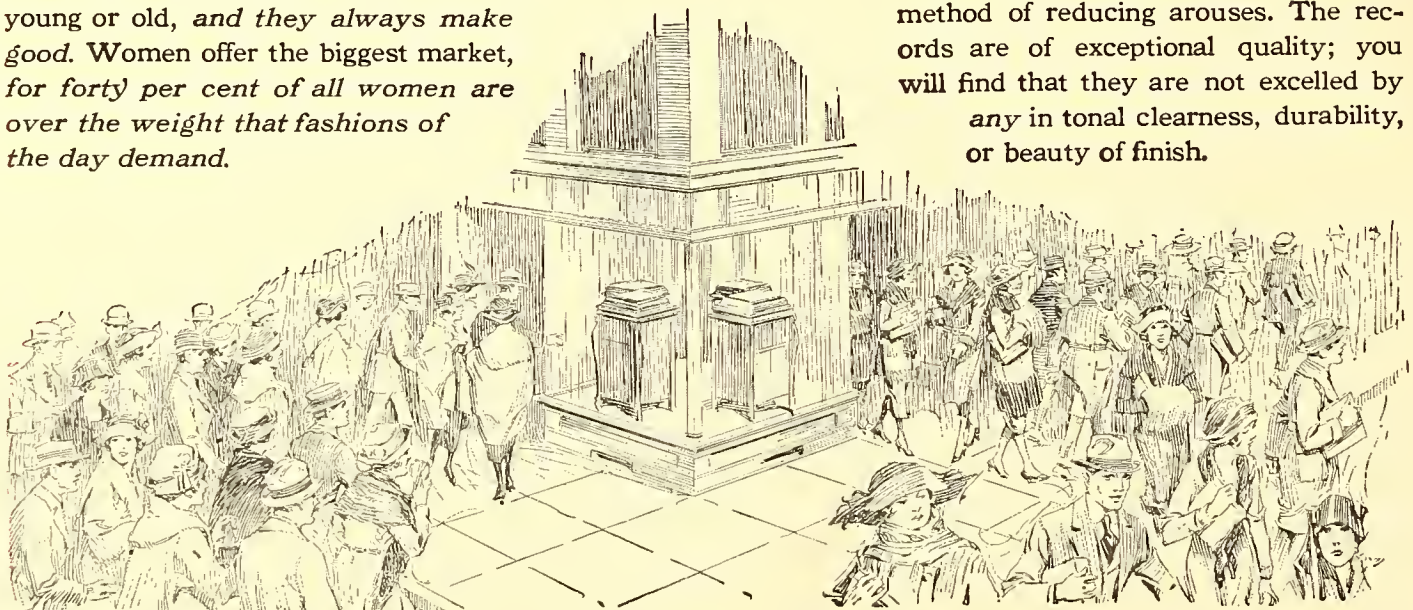
One day's results from a Wallace window will surprise you. A small announcement sold 100 sets in a Chicago department store. In an outlying Chicago record shop where a window demonstration was made, fifty sets were sold within the week. In a town of 6,000 population the dealer sold twenty-six sets in four days.

You will find it true of Wallace Reducing Records that they almost sell themselves. People have read about them; heard them at their friends' houses. They reduce men or women, young or old, *and they always make good.* Women offer the biggest market, *for forty per cent of all women are over the weight that fashions of the day demand.*

Bear in mind the ease with which sales of these records are made. No need to play them over. No bewildering list of numbers from which to choose. No numbers out of stocks nor overstocks. The set is a unit; there is just one kind; five records with charts and full instructions in one, compact, sealed box. Wallace records are ready sellers — *hand out the box, and ring up \$15.*

For the customer who asks questions, we supply you a record that tells all about the course and answers every query. The same full explanatory record is on the back of the first lesson in every box. There is nothing left for the dealer to do but *sell the courses*, and each one represents six dollars' profit.

The lessons themselves are intensely interesting. Wallace, originator of the method, commands and counts the full lesson through, and the full orchestral accompaniment makes them irresistible. You will have to hear a lesson played to appreciate the enthusiasm the melody-method of reducing arouses. The records are of exceptional quality; you will find that they are not excelled by *any* in tonal clearness, durability, or beauty of finish.





# Everybody Knows Wallace

**H**UNDREDS of thousands of dollars have already been invested in advertising Wallace Reducing Records—and campaigns now under way are even larger than all that has gone before. As dealer distribution is developed, local pressure is

brought to bear, connecting up the Wallace dealer with national advertisements.

Full-page advertisements of these records have appeared, and are now appearing, in almost every big magazine of national circulation. They have made Wallace

known wherever people are proud of appearance and concerned for their comfort and health.

We reproduce some recent page advertisements that have caused thousands of persons to write and inquire for the course. No doubt scores of these are from the territory you serve, and would purchase Wallace Reducing Records from the store that has them conveniently at hand.

**GETTING THIN TO MUSIC**  
HOW WOMEN EVERYWHERE HAVE LEARNED TO PLAY OFF POUNDS  
By WILLIAM E. DUNN  
The French Is Kind

**It's EASY to Get Thin to music!**  
To show you how easy it is, I'll reduce you five pounds FREE. I will do it in five-days' time: in your home—and with your own phonograph.

**My Method Lets You Eat**

**Food Does Not Cause Fat**

**PLAYING OFF POUNDS**  
THE AMAZING STORY OF A WOMAN WHO GOT THIN TO MUSIC

**Wallace**

**WALLACE 428 N. Dearborn Chicago**

- Full-Page Wallace Ads Have Appeared in These Publications:**
- Pictorial Review
  - American Magazine
  - Ladies Home Journal
  - The Delineator
  - The Designer
  - McCall's Magazine
  - Photoplay
  - Good Housekeeping
  - Shadowland
  - Woman's Home Companion
  - Fashionable Dress
  - Harpers Bazaar
  - and many other magazines, and newspapers.





## In Every Set of Records \$6 or more Profit

**W**ALLACE reducing courses retail for \$15, and the discount to the dealer is 40% and more. So, there is a substantial profit in the sale of each course. When the number of courses you can sell every month is considered, what you can make handling them is seen to be well worth while. We believe it quite conservative to state that any dealer can readily realize enough through the sale of these records to cover his rent and light; perhaps the salary of a clerk or two.

Remember, the course is in ideal form for a store sale. It is complete in itself, requires no explanation except the one in the box, takes hold and gets results so quickly that your customers are fully "sold" on it before the next visit to your store, and this novel method of reducing is one which is invariably talked about, and its use spread far and wide

through word-of-mouth. Whole communities take up Wallace soon as one set is introduced.

Send today for Wallace Reducing Records, and window and store material for featuring them. You need not place a large order; we prefer that you first experience the real demand so sure to develop from your first announcement that you have them. We are prepared to handle your re-orders with dispatch, and can fill orders same day of their receipt. We will include a selling record for store use.

List price \$15 with discounts to dealers as follow:

6 sets	40%	\$9.00
12 sets	40% - 5%	8.55
25 sets	40% - 10%	8.10
100 sets	50%	7.50

Less TWO percent 10 days, net 30, FOB Chicago

Address all orders to *W. C. ECKHARDT, Sales Manager.*

**WALLACE INSTITUTE, 630 South Wabash Ave., Chicago, Ill.**

NOTE: Wallace is the originator of the music-method of physical exercise. Similar records are imitations which will all be prosecuted with vigor. Dealers are urged—in their own interest as well as ours—to decline to handle any of the pitiful substitutes being offered. Wallace reducing records are scientifically sound. Wallace reducing records reduce. Each bears the signature "Wallace."



# OUT FIRST ON

# Okeh

## *The Record of Quality*

These sensational hits, the season's big successes, were out first on Okeh Records. Okeh dealers get the hits while they are hits! That's why Okeh dealers turn their stock over so quickly. They have what the public wants when it wants it.

### CANARY ISLE

First introduced at the Winter Garden in New York, this selection is now being played by dance orchestras all over the country. It is coupled with ROSEMARY, another big fox-trot hit. These selections are the first recordings by Albert De Martini's Dance Orchestra.

Okeh Record No. 4555

### ATTA BABY

One hundred vaudeville acts from coast to coast are featuring ATTA BABY, the tremendous song hit. This is a comedy song—and a good one—sung as only Billy Jones can sing it. It is coupled with AIN'T NATURE GRAND (I Hold Her Hand and She Holds Mine), another big comedy song hit, sung by Elsie Clark, famous Vaudeville Star.

Okeh Record No. 4528

### MUSCLE SHOALS BLUES

Muscle Shoals is much in the public eye nowadays. So is the MUSCLE SHOALS BLUES, the sensational dance number that has taken the country by storm. Orchestra leaders are daily receiving requests to play this popular selection. It is played by Harry Raderman's Jazz Orchestra, and is coupled with I'VE GOT MY HABITS ON by Joseph Samuels' Jazz Band.

Okeh Record No. 4477

Okeh dealers are the dealers who get the most rapid turnover on their record stock. Ask us for the address of your nearest Okeh distributor. It pays to be an Okeh dealer.

## General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City







**AMOUNT TO SPEND ON RETAIL ADS**  
(Continued from page 18)

this for the advertising budget. By basing the appropriation on the sales volume for a period of years one arrives at the general average during both good times and bad and by allowing a margin of 3 or more per cent variance in the appropriations one is prepared to meet such conditions as may arise. Are we actually entering upon a period of assured prosperity? Are people beginning to buy without being urged? Then cut down the advertising gradually, reaching as low a level as 2 per cent when business is at the peak. Are we in the midst of a business depression? Are people shopping around and buying reluctantly? Then increase the advertising budget to 5 per cent or more.

For example, what was the outlook on January 1 of this year? Very gloomy. Professional optimists were assuring us that prosperity was just around the corner, that we would be enjoying good business by Spring, but we knew better. We knew that business conditions were improving, but that they would not be good for some time to come. Then on January 1 we should have set the advertising budget for the year at the maximum.

It may seem hard to pour money into advertising when there seems to be little or no business in sight, but that is the way to get business and to keep the grand total somewhere near an even level. When business is good and one feels prosperous and doesn't mind spending for advertising is the very time to ease up on the expense and to "salt away" some profits for the dull times that are sure to follow later on.

Now is the time to advertise for all you're worth. Keep that in mind!

**ECLIPSE CO. TO BUILD FACTORY**

KEYPORT, N. J., April 2.—Plans are under way for the establishment of a talking machine factory here by the Eclipse Phonograph Co. Inglis M. Upperco, president of the Cadillac Motor Co., is to be one of the directors of the new concern.

**Selling the Talking Machine as a Musical Instrument**

Written for The World by L. C. FOSTER

From the early days of the talking machine those members of the industry with vision and definite ideas regarding the probable development of the industry have emphasized particularly the point that talking machines should be sold as musical instruments—in other words, that the public be impressed with the music the machines produce, or reproduce, rather than with the general character of the mechanism itself. The steadily growing interest being exhibited in talking machine cabinets of various designs, those that follow period styles and the other general forms of cabinet construction such as console or table models, make the reiteration of the suggestion that talking machines be sold for their musical qualities particularly pertinent.

The talking machine, first and last, is a musical instrument, and its attractiveness lies in the entertainment it is able to offer rather than in the fact that it adds to the appearance of the apartment in which it is placed. There is no question but that an artistic cabinet will have an effect upon the ultimate sale of the instrument, but the cabinet should by no means have the first appeal. There have been and are being produced most elaborate cabinet designs that reflect great credit upon the artistry of the cabinet or furniture maker, but these artistic designs, so far as the talking machine is concerned, are incidental. The first thing to do is to sell the customer the musical instrument and let second consideration be given to the physical form of the cabinet.

It has happened quite frequently that beautiful examples of the cabinet maker's art have proven unsatisfactory from a musical standpoint, more attention being given to the outward appearance of the machine than to the quality of its music-producing equipment. There are, perhaps, manufacturers who will differ on this viewpoint, who will declare that the public is tired of the set form of cabinet construction and demands some-

thing that is both artistic and exclusive, but these manufacturers fail to take into consideration the fact that the basis of the talking machine business to-day and all of its further development lies primarily in record sales.

There can, as a rule, be sold only one machine to a customer, but the opportunity for selling that customer records is unlimited. If, therefore, at the outset he buys simply a piece of furniture without musical quality he soon becomes disgusted and ceases his record purchases. If, on the other hand, he is able to secure an instrument that is of high quality musically, he is likely to remain a record customer for an indefinite period while at the same time enjoying the possession of an artistic piece of cabinet work.

The value of the high-class period cabinet lies in the ability of the dealer through featuring such cabinets to increase the money volume of his machine sales. When a customer is finally sold on the music-producing qualities of the talking machine it is up to the dealer to persuade him to buy a period model at \$200 or \$300 in place of a regular model at \$100 or less, but the chief idea is to sell music first, then will come the adornments.

**STAGE GRAFONOLA SELLS ON SIGHT**

WILKES-BARRE, PA., April 4.—The Snyder Music Co., Columbia dealer in this city, recently loaned an H-2 Grafonola to a local stock company appearing in this city, the Grafonola being used in the production of the play and a Columbia record being played in the second act. The day after the show opened a prospective customer walked into the Snyder Music Co.'s store and insisted on buying the instrument used at the theatre. A similar one would not do, and the dealer was thereupon obliged to accompany the customer to the theatre, where the H-2 changed ownership at once.

**YOU WON'T BE DISAPPOINTED**  
If You Always Insist on Getting  
**DE LUXE NEEDLES**

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

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*  
ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

**Perfect Reproduction of Tone No Scratchy Surface Noise**

**PLAYS 100-200 RECORDS**



Full Tone



Medium Tone

**Three for 30 cents (40 cents in Canada)**



**S. KAMINSHINE IS SALES MANAGER**

Of Greater New York Novelty Co.—Appointment Announced by President Cohen

N. Cohen, president of the Greater New York Novelty Co., manufacturer of Wall-Kane needles, Brooklyn, N. Y., has announced the appointment of S. Kaminshine as sales manager of the company. Mr. Kaminshine is an energetic young man of marked sales ability and was connected with the Liggett Co. for the past four years.



S. Kaminshine

Mr. Kaminshine has a double relationship to Mr. Cohen. In addition to being his right-hand man in the selling of Wall-Kane needles he will, in a short time, be his son-in-law as well. The engagement of Mr. Kaminshine to the daughter of Mr. Cohen was announced at a reception held on March 25 at the Park Mansion, in the Borough Park section of Brooklyn.

Immediately after this affair Mr. Kaminshine left on a trip which may possibly carry him as far as the Pacific Coast. During the early part

of March he covered the New England States and Pennsylvania and reported having found a marked increase of business and an optimistic feeling in these respective territories.

**ARTIST HELPS RECORD SALES**

Kiraly Erno, Columbia Artist, Helps Dealers Sell Records—"Open House" Attracts Thousands

On his recent concert tour in this country Kiraly Erno, popular Hungarian artist, recording for the Columbia library, was the guest of L. Fazekas, Columbia dealer, 1463 First avenue, New York, who featured him in a special sales effort. From ten in the morning until six in the evening Mr. Erno held open house at Mr. Fazekas' store, autographing his photos and presenting one to every record buyer. Over 2,000 people visited the store, and at times the crowd became so great on the sidewalk in front that it was necessary to have the police clear the way.

As a result of this sales effort Mr. Fazekas sold 450 Kiraly Erno records during the day. At noon a luncheon was served in honor of the artist, at which a number of Columbia sales representatives were present. Mr. Erno expects to return to the United States very shortly on another concert tour, and at present is under contract to appear in Berlin and other European capitals.

**SPRAVKA & TEBOREK ENTER FIELD**

BERWYN, ILL., April 1.—A combination talking machine and electrical store has been opened at 6224 Roosevelt road here, on the site formerly occupied by the Gift Shop, by the firm of Spravka & Teborek. While the concern handles both musical and electrical goods, these two lines have been separated in such a manner that the store is in effect two establishments.

A branch store has been established in Yuba City, Cal., by the Wiley B. Allen Co. A stock of talking machines and pianos has been installed.

SUPERIOR STEEL  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

Uniform  
Hardness  
Uniform  
Points  
Uniform  
Length  
Guaranteed

**BRILLIANTONE**  
STEEL NEEDLE CO., of AMERICA, Inc.  
*Selling Agents for W. H. Bagshaw & Co.*  
Factory, Lowell, Mass.  
347 FIFTH AVENUE, NEW YORK

**IMPROVED QUARTERS IN OAKLAND**

Recital Hall and Additional Booths Installed by Oakland Phonograph Co.

OAKLAND, CAL., April 3.—The Oakland Phonograph Co., 473 Twelfth street, has just completed extensive alterations to several departments of its store and now has one of the finest talking machine establishments on the Coast. The changes were carried out under the personal direction of Bernhard S. Goldsmith, proprietor of the company, and include the installation of a commodious concert hall on the lower floor with a seating capacity of 200, which is to be devoted to educational work. Free lectures and musicales will be given in the hall under the direction of Pierre Marvin and a feature will be a series of twenty-minute noonday concerts. A number of new demonstration rooms have also been installed, bringing the number of rooms up to fifteen. The rooms are all of sound-proof construction and provided with special ventilating apparatus.

**Jewel**  
TONE ARM & REPRODUCER

**FEATURES**

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

**PLAYS  
ALL  
RECORDS**

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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

**NOM-Y-KA**

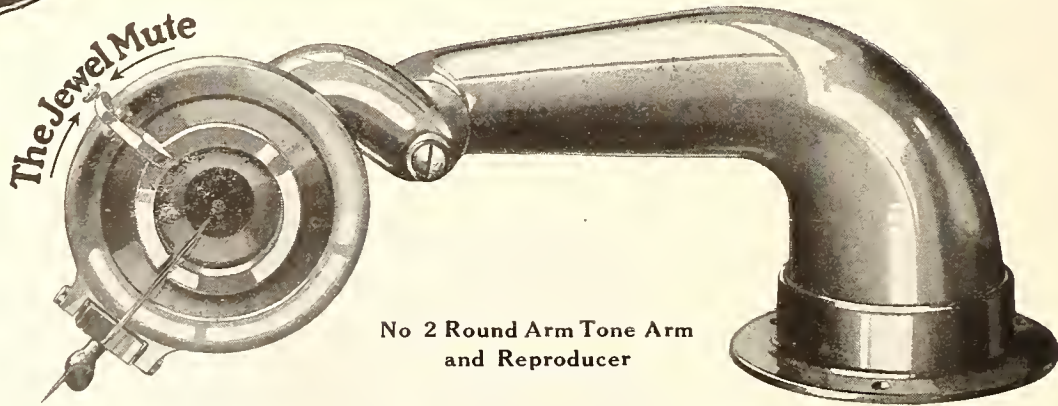
diaphragm.

**THE JEWEL MUTE**

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



No. 2 Round Arm Tone Arm and Reproducer

**JEWEL PHONOPARTS COMPANY**

154 Whiting Street

Chicago, Ill.



**“She’s a Mean Job” and “If You Knew,”  
two wonderful fox-trots on one record for  
May. Played by Frank Westphal and His  
Rainbo Orchestra—a new addition to the  
Columbia staff. Oh boy, can they play! A-3571**

**Columbia Graphophone Co.  
NEW YORK**



**OKEH FOREIGN LANGUAGE RECORDS**

**Important Activities Announced by A. Thallmayer—Now Issuing Records With Okeh and Odeon Labels—Three Hundred Records in Catalog—Sung in Several Languages**

The foreign language record division of the General Phonograph Corp. is making rapid progress in the introduction of these records to the dealers throughout the country, and A. Thallmayer, head of this department, states that during the past few months Okeh dealers have evinced unusual interest in the sales possibilities of foreign language records.

Since taking over the extensive Odeon library, the General Phonograph Corp. has arranged to



The Okeh Label

The Odeon Label

issue its foreign language records in two labels, similar to those shown herewith. Okeh and Odeon label records are now being issued in the following languages: Bohemian, German, Hebrew-Jewish, Hungarian, Mexican, Polish, Russian, Scandinavian and Slovak. French, Turkish and Greek records will be added to the library in a few weeks bearing both labels. In the Italian library three labels are used, as, in addition to the Okeh and Odeon labels, the Fonotipia library is included in this language.

At the present time over 300 records are listed in the foreign language catalog of the General Phonograph Corp. and new lists will be issued the first of each month. Advance lists are going out one month ahead of the releases so that the dealers may have ample opportunity to anticipate their requirements.

In a chat with The World, Mr. Thallmayer stated that there was a very heavy demand for the Jewish and Italian records in the catalog, especially those records applicable to the Easter season. One of the most popular records that has been introduced in the foreign language record field recently is the German record of “Bum-mel Petrus,” which has been one of the sensations of the General Phonograph Corp.’s foreign language catalog, and which has met with a sale far beyond all expectations.

**RAINBOW MUSIC STORE OPENS**

LEBANON, IND., April 2.—The Rainbow Music Store is the name of a fine new establishment recently opened on Meridian street, this city, by Armond R. Akers. Rainbow records and Starr phonographs, as well as a complete line of pianos and sheet music, are handled.

Among the things which make a man stand out from his fellows in the business world are grit, effort, the power of concentration and a willingness to work incessantly.

**WHY CREDITS SHOULD BE WATCHED**

**Beware of the Prospect Who Has a Poor Reputation With the Butcher and Grocer**

There are many people in the average community who lack responsibility and the talking machine dealer should exercise every possible precaution to avoid losses by making sales to irresponsible prospects. As a matter of fact there are enough worthy prospects in any community to warrant the avoidance of making sales on the credit basis to such people as these.

The danger of losses by making sales to people of such character can be avoided in a great measure if the dealer or credit man has a knowledge of human nature. Probably the most effective way is to prevent the salesman or canvassers from approaching these people. When the prospect list is made up every available bit of information concerning the character of the prospect should be noted beside the person’s name. Such information as the salary of the head of the house, etc., is important, but of far greater importance to the dealer is information as to whether the prospect is living above his means and to find out if possible if there is another source of income which would justify the mode of living of the prospect. It certainly is extremely poor policy to extend credit to a prospect who lives a hundred-dollar existence on a fifty-dollar income and who has a poor reputation with the grocer and butcher. If a householder fails to meet the bills of the butcher and grocer he surely

will be just as lax, if not more so, in making payments on a musical instrument.

On the other hand, the size of income does not enter into the situation so much in the case of a man whose reputation for integrity is sound. The laborer who earns twenty dollars per week and the business man whose income is one hundred dollars per week are both good risks only in proportion to their honesty and desire to meet payments promptly.

**BRING NOTED ARTISTS TO AKRON**

**Work of Windsor-Poling Co. Much Appreciated by Music-loving Public**

AKRON, O., April 4.—The Windsor-Poling Co., exclusive Victor store here, has made possible the appearance of some of the world-renowned concert artists in Akron recently. The Eight Famous Victor Artists appeared at the city armory under auspices of the music firm. Sousa and his band appeared here on March 29 and Schumann-Heink April 1. Mr. Poling told The World representative that the people of Akron were giving the concerts splendid support and in all probability other artists would be brought here next season.

**FILE PETITION IN BANKRUPTCY**

The Master Tone Phonograph Corp., of Cohoes, N. Y., has filed a petition in bankruptcy, listing liabilities at \$57,575 and assets of \$48,443.

**Topham’s Record Cases**

**are the Original and Standard**



made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. Metal trimmings, corners, lock bolts, lock and handle.

Index cards for fifty records and printed list in lid.

Two sizes, 10 and 12 inches.

Cases for any purpose.

*Write for New Prices*



**TOPHAM’S FACTORIES**

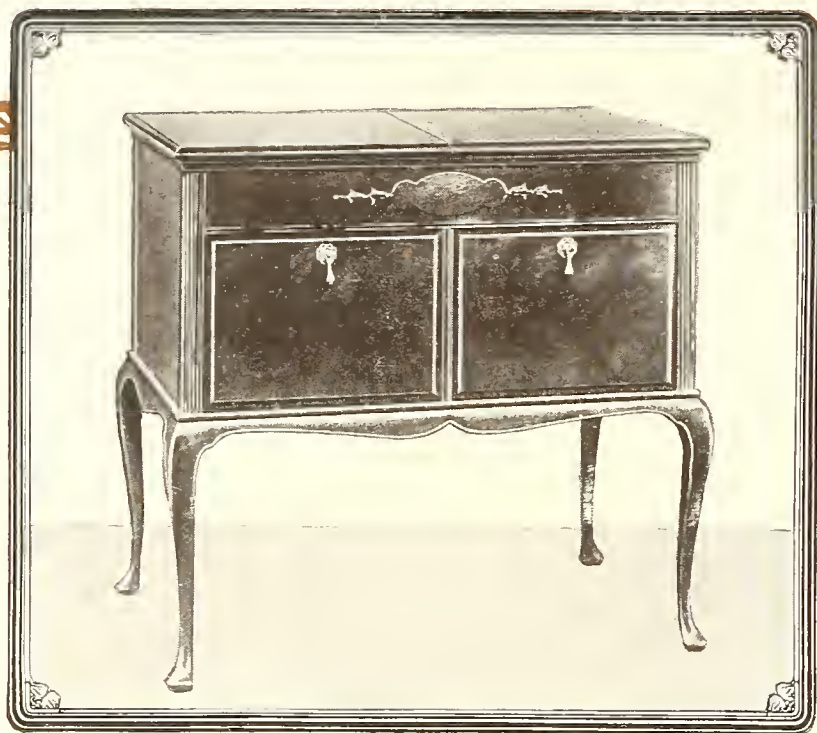
**80 L STREET, N. E.**

**WASHINGTON, D. C.**



# VOCALION

## Phonographs



*Queen Anne Period Model of the Vocalion*

### *Three Graceful, New Period Models*

Period Vocalions are noted for faithfulness to period detail. In the forty-five styles represented, every characteristic is reproduced with expert care.

The attractive Queen Anne model illustrated is one of three new types just completed. All Vocalion period models are equipped with the wonderful Graduola tone control.



### ADVANTAGES AVAILABLE TO REPRESENTATIVES OF THE VOCALION LINE

The *Prestige* that Aeolian-made instruments command.

*Pre-war Prices* on all 1922 Vocalion models.

Unequaled *Tone Quality* and distinctive *Case Designs* in Conventional and Period types.

The advantages of the *Graduola*, exclusive tone-controlling device.

And the timely release of popular hits and tone-brilliance of *Vocalion Red Records*.

*Complete information on the VOCALION line furnished upon request*

*The* A E O L  
NEW YORK CINCINNATI



# VOCALION

## Red Records

### ROSA RAISA

*The Great Dramatic Soprano makes*

### VOCALION RECORDS

*Exclusively*

PLAYABLE ON ALL PHONOGRAPHS

Rosa Raisa's voice is one of the most remarkable dramatic sopranos in the world. This famous artist has been a brilliant success in the Chicago Opera Company's current season of opera



ROSA RAISA  
*The Great Dramatic Soprano*

### THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.  
37 E. 18th St., New York City  
THE VOCALION CO., 190 Boylston St., Boston, Mass.  
WOODSIDE VOCALION CO.  
154 High St., Portland, Me.  
LINCOLN BUSINESS BUREAU  
1011 Race St., Philadelphia, Pa.  
GIBSON SNOW CO.  
306 West Willow St., Syracuse, N. Y.  
*Vocalion Record Distributors*  
CLARK MUSICAL SALES CO.  
324 N. Howard St., Baltimore, Md.  
CLARK MUSICAL SALES CO.  
505 Liberty Ave., Pittsburgh, Pa.  
PENN-VOCALION CO. Lancaster, Pa.  
O. J. DE MOLL & CO.  
12th & G. Sts., N. W., Washington, D. C.  
VOCALION CO. of OHIO  
328 W. Superior St., Cleveland, Ohio  
VOCALION CO. of OHIO  
420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.  
THE AEOLIAN COMPANY  
529 S. Wabash Ave., Chicago, Ill.  
LOUISVILLE MUSIC CO.  
529 S. 4th St., Louisville, Ky.  
HESSIG ELLIS DRUG CO. Memphis, Tenn.  
*Vocalion Record Distributors*  
THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.  
GUEST PIANO CO. Burlington, Iowa  
D. H. HOLMES CO. New Orleans, La.  
STONE PIANO CO. Fargo, N. D.  
STONE PIANO CO.  
826 Nicollet Ave., Minneapolis, Minn.  
CONSOLIDATED MUSIC CO.  
Salt Lake City, Utah  
COMMERCIAL ASSOCIATES  
754 N. Spring St., Los Angeles, Cal.  
THE MAGNAVOX CO.  
616 Mission St., San Francisco, Cal.  
*Vocalion Record Distributors*

*Your correspondence is invited*

# I A N Company

CHICAGO ST. LOUIS BOSTON



# A Fair Knowledge of Music Is a Big Factor in the Success of the Retail Record Salesman

The salesman who aims to succeed in the retail department of the talking machine business can aid himself materially by acquiring a knowledge of the music from the standard records, both operatic, concert and popular, which he is handling. The customer never fails to be impressed with the standing of the salesman who knows something about the history of the music on the record, its composer and the artist who records it. To acquire this knowledge necessitates some time and concentration, but it is a valuable acquisition to any salesman no matter how competent he may be in the domain of merchandising.

There is a fascination, anyway, in learning to grasp music's full meaning, and the salesman has a rare opportunity in this connection, because he has at hand vocal and instrumental photographs, so to speak, of the work of the great masters as well as the popular hits of the day rendered by great orchestras, singers and instrumentalists. It is not necessary for him to attend concerts, or to hear or see in person the great artists—although he should do so whenever he possibly can—but his knowledge of music is no longer limited.

On this subject the writer came across a very

good article in the New York American the other day in which the writer discoursed on an analysis of the method of association that makes for a better understanding and appreciation of

## An Acquaintance With the History of Selections Appearing on Standard Records Can Be Turned Into Profit

music. It is worth reading by the salesman, and by everyone who is interested in the talking machine business, because, as we said before, the salesman who has a knowledge of music is best equipped to do a successful business. The article follows:

"Hanging over my phonograph is a beautiful landscape painted by a certain Rudolf Wilde. It represents an approaching storm; the trees in the background are wind-blown. In the right foreground stands an old and stalwart oak tree clothed in the florid beauty of Autumnal color. A patch of sunlight floods golden yellow on the greensward that carpets the earth like a thick covering of velvet.

"The phonograph and a painted canvas! The mediums of two interpretations of the beautiful. The magic landscape that grew from under the painter's brush; the liquid melody of music, that gift to posterity of an inspired composer. Both breathe their message with equal conviction, but with a difference.

"This difference lies in the individual's understanding of the story each tells. If we take two people and play the same selection for each and then ask them to write down their impressions the probability is that they will be at a loss to properly describe them. The layman cannot, as a general rule, understand and interpret the theme of a composition that is new to him.

"In the case of the painting one is almost certain to describe it clearly, even in detail. This is simply because it has familiar associations with something else he has seen. We readily recognize a painting of a tree, a house or an approaching storm because they are familiar objects to our vision. The rare beauty of color and composition get their message across because they are associated with and take on forms that we know and understand.

"Music is an art more in the abstract as compared with that of painting and does not take on such well-defined and easily recognizable forms. Much is left to the imagination, and unless we use this faculty it is difficult to grasp the meaning of a composition. If we learn to identify the distinguishing characteristics that mark one form of composition from another it will be of inestimable assistance.

"Perhaps the easiest way to learn is to follow this rule of association. If we wish to take the full measure of enjoyment from music we must, by one system or another, learn to analyze and classify its different forms.

"Let us liken a musical composition, in structure, to a tree. The trunk is the predominant theme or motif; the branches are the variations of this theme and the secondary movements; the leaves are its color. The tempo may be likened to the movement of the wind-blown branches as in a storm, or the gentle swaying as in a balmy Summer breeze, to the rhythm of a lullaby.

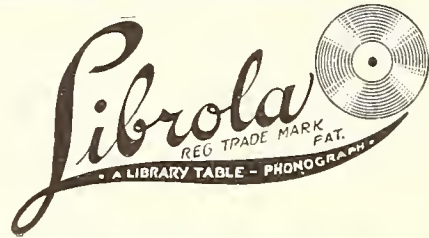
"In a general sense this will give us a good conception of musical construction. There should be a certain adherence to form in music, and this comparison illustrates their relative importance simply.

"When you listen to music, try to pick out the predominant theme and classify it as romantic, dramatic, descriptive, poetic, and so forth. Then distinguish the secondary movements and the by-plays in its narrative. Note its tempo for changes in the action or as a key to the general character and disposition of the composition. Appreciate its color in the fine gradations of expression, the contrasts and the effectiveness of its arrangement.

"There is much more, very much more, but if you will try to understand, and it is easy enough, you will soon be rewarded by a keener pleasure and a consequent broader horizon of vision. The happiness we get out of life is measured largely by our ability to appreciate the beautiful, and appreciation is confined entirely within the limits of our understanding."

Isn't this admirably presented?

**The best value on the market. Look at the price; then write for particulars**



**A few valuable sales agencies and jobbers' territories still available**



**Seaburg Mfg. Co.**

Jamestown, N. Y.

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

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





## A Message To Real Phonograph Merchants

There is room in the Jewett organization for the very best phonograph merchant in each locality.

Are you that man?

We want men who are real merchandisers—

Men who can do justice to a quality line—

Men who appreciate the wonderful sales possibilities in a line that combines beauty of design, superior tone quality and the very best of workmanship at an amazingly moderate price.

Never were dealers more carefully chosen than those who are entrusted with the Jewett franchise.

If you are interested in tying up with a permanent, profitable business—if you are looking for an organization that offers complete dealer service—if you wish to have a demonstration of the Jewett in your store—

Just write and say: "I'm interested" and we'll lay the proof before you.

### JEWETT PHONOGRAPH CO.

General Sales Offices: 9th Floor, Penobscot Bldg.  
DETROIT

Style No. 7  
\$175



Mahogany  
or Walnut





Here's one for your fox-trot customers. "Love Days" and "Little Thoughts," both dances on one of the new records for May. Paul Biese's Orchestra at the bat. A-3572.

Columbia Graphophone Co.  
NEW YORK

## Some Essential Points in Record Salesmanship

By MARK W. DUNCAN

The three essential points in record salesmanship—in fact, in any salesmanship—are confidence of your merchandise speed in selling and knowing when to close the contract. I never consider that I have made a sale if my customer leaves the store with only the record he asked for. When he came into the store and asked for a certain record it was nothing more than an invitation to me to sell him something else. At least, I always try.

Now, to make these real sales it seems to me that the whole secret is to inspire the customer with lots of confidence in my ability to judge good records. I do not consider the selling of records any different from other lines of merchandise in this respect. The psychology of the thing is the same whether you are selling peanuts or automobiles or records. The customer must be led to have faith in my word first, last and all the time. To get this result it is necessary to make the customer feel that I have a personal interest in him and his welfare. I honestly believe that a salesman has not only to pretend but to be actually interested in each individual customer. Make it as real as possible, however. Some folks are very quick to detect insincerity, so be careful. As soon as you can make him feel that you are really interested in him and what he wants the situation is in your hands.

Then get him in the habit of saying "Yes." Make positive statements and follow them with questions that will produce affirmative answers. Don't talk dollars and cents any more than is absolutely necessary, and don't pay any attention to unfavorable remarks on his part until you are forced to. Keep him in the affirmative mood, for as long as he says "yes" to you he is feeling that you are right. I have often noticed that the very person you might imagine oversold is more likely to come back for more than the man who simply got what he asked for.

With regard to the more mechanical side of record selling, my main suggestion would be to make it snappy. Don't waste your time and the customer's patience, or vice versa, in a long-drawn-out history of the record. Tell just enough to inspire curiosity and interest and let the record do the rest. Don't bore him by playing the record until the end if he does not give you a favorable idea of it. Make him think that he is getting a "sample taste" of a future pleasure, and it is only logical that he will want more.

Finally, close your sale definitely. When the customer has reached the "boiling point"—to quote the cook-book—pour at once; don't let him cool off gradually. Take advantage of the confidence he now has in you and make up his mind

for him without hesitation or any appreciable delay.

To summarize, be sincerely interested; work fast and close with decision. Above all and throughout all remember that the customer wouldn't be there at all if he hadn't at least slightly wanted to be sold. Convince him that you are satisfying his wants to the best of your ability and his interest.

### PEDDLING RECORD MUSIC

Enterprising Individual in New York Carries About a Small Machine and Several Records and Furnishes Three Tunes for One Dime.

In the Bronx section of New York City a rather aged individual has found a new way for luring the nickels from the pockets of those who are known to be careful of their expenditures. This particular man travels about with a small talking machine hanging suspended from a strap around his neck while in a box below are a half dozen or so of the latest records. He makes his way into the numerous bake shops and restaurants and when some generous-hearted soul contributes a dime all the patrons of the place are entertained with three talking machine selections. There must be money in the scheme for the music peddler has been at it for some time.

### SECURES QUARTERS IN COLUMBUS

New Goldsmith Music Co. Leases Store at 25 East State Street, That City

COLUMBUS, O., March 21.—The Goldsmith Music Co. has leased the storeroom and basement and part of the second floor at 25 East State street for a term of years, expiring July 1, 1927. S. W. Goldsmith, who was formerly vice-president of the Goldsmith Music Store Co., is president of the new corporation, which will carry a complete line of musical instruments of all kinds, sheet music, rolls, player rolls and pianos. The specific lines which the company will carry will be announced later. Mr. Goldsmith also announces that the new store will carry a complete radio department. The premises leased will be extensively remodeled.

### CENTURY PLANT DESTROYED BY FIRE

Business Recently Sold to Abe Chasin, of New York City, Who Had Planned to Add Wireless Apparatus to Output

LINDEN, N. J., April 1.—The plant of the Century Phonograph Co. was completely destroyed by fire recently. The business was housed in a two-story frame structure on Linden avenue, and damage is estimated at \$10,000. Only partial insurance was carried on the plant. The business was recently purchased by Abe Chasin, of New York City, with the intention of starting operations on a large scale by adding wireless apparatus to the output. The plant has not been in operation recently, pending the carrying out of these new plans.



**BRUNS MADERITE**

One Man Delivery Cover



A. BRUNS & SONS  
50 RALPH AVE.  
BROOKLYN  
N. Y.

## "BRUNS MADERITE"

### Rubberized Phonograph Dust Covers

Dealers have found it advantageous to advocate the sale of BRUNS Rubberized Fleece-lined Phonograph Dust Covers to their customers.

BRUNS MADERITE Dust Covers offer a means of protecting phonographs from dust, finger-marks, bruises incident to house-cleaning and other unforeseen accidents to the highly polished surface of the talking machine cabinet.

Send to us for complete details regarding BRUNS MADERITE Phonograph Moving Covers and Rubberized Fleece-lined Dust Covers or consult your jobbers.

It will pay you to investigate.

*If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.*

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas





# Okeh Records

GRANBY PHONOGRAPHS  
MASTER-TONE TALKING MACHINES  
OUTING PORTABLES

### NEEDLES

Okeh — Truetone — Wall Kane  
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service

IROUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St. BUFFALO, N. Y.

## NEW POST FOR CLARENCE HAYES

Clarence Hayes, who was formerly connected with the recording staff of Thomas Edison, Inc., for a period of ten years, is now acting manager for the Newark Recording Laboratory, 15 West Park street, Newark, N. J. This latter company specializes in individual recordings as well as commercial work.

## "TALKER" SENDS MESSAGES BY RAIL

A European inventor asserts that he has constructed an electromagnetic talking machine on the combined principles of the amplifying tube and the telegraph, by which a message may be "spoken into" a rail and picked up by the engineer of the following train.

## EXCHANGE HOUSE TO OPEN BRANCHES

WICHITA, KAN., April 1.—The Fuller Phonograph Exchange, which has its headquarters in this city, is planning to open branches in Newton, Hutchinson, Emporia and Salina in the Spring if suitable locations can be secured. This concern operates an exchange business in talking machine records and music rolls.

## PROS AND CONS ON THE CIRCULATING RECORD LIBRARY

Recrudescence of Interest in the Circulating Record Library Despite the Fact That Many Dealers Hold the Plan Impracticable—Some Developments in a Western City

The record library idea has again cropped up in the West, this time in Fort Wayne, despite the fact that various experiments made during years past have demonstrated that the library idea is not practical either from the standpoint of the individual operating the library, in the matter of profits, or from the standpoint of the machine owner who is desirous of having records that reproduce properly and are not worn.

In this case a department store has opened a record library through which subscribers may change their old records for new ones, each subscriber being called upon at the outset to provide three new records for the library. The service charge is \$1 per annum. The scheme does not show any features that may be considered new and, judging from past experiences, both the store and the customers will be tired of the plan before it progresses very far. Dealers in the past have given thought to the record library idea, but the chief drawback has been that the records are bound to wear, and where they are not the permanent property of the subscriber are likely to be subjected to careless treatment. In case of the early libraries it was found that after a record had been into ten or a dozen homes its musical qualities were not such as to prove a very strong advertisement for the talking machine.

In the early days of the player-piano the library question was tried out very extensively, and even in the case of rolls, which are so made that they can be played hundreds of times without showing wear, it was found that the cost of operating the service was out of all proportion to the income that could be obtained from rental or service charges.

It is probable that in the case of the Fort Wayne department store the library plan idea is being tried out for the purpose of bringing people into the store on the assumption that once in they will make purchases in either the talking machine or some other department, but even under such circumstances it is likely to be found that the advertising will prove costly.

While the record library question is under discussion, the following rules adopted by the Fort Wayne institution may prove of interest:

1. A nominal charge of one dollar (\$1) per annum is made to each member to help defray the expense of handling the exchange service. These membership dues are used to put new records into your library.
2. Each member agrees to furnish three (3) playable records from his home to start the library. Each record furnished must be subject

to the approval of the secretary before it will be accepted.

3. Each club member is entitled to remove three (3) records from the library and keep them in his possession for a period of twelve (12) days. A penalty of three (3) cents per day per record will be charged for each day over the twelve days that the records are kept.

4. No telephone or mail selections will be allowed.

## TO RECORD FOR COLUMBIA CO.

Frank Westphal and Rainbo Orchestra to Record Exclusively for the Columbia Library

The Columbia Graphophone Co. announced this week that arrangements had been completed whereby Frank Westphal and his Rainbo Orchestra would record exclusively for the Columbia library. Mr. Westphal's organization made several records for the company on the recent visit of the recording executives to Chicago, and these records were successful beyond all expectations. Plans are being made to feature Frank Westphal and his orchestra as one of the leading dance organizations of the country, and an intensive sales and advertising campaign will be inaugurated very shortly.

Frank Westphal and his Rainbo Orchestra constitute the principal attraction at the Rainbow Gardens in Chicago, one of the leaders in Chicago's amusement world, and since the installation of this orchestra at the Rainbow Gardens the patronage has increased by leaps and bounds. Frank Westphal is well known to theatre-goers throughout the country, as for many years he was a vaudeville headliner on the Keith circuit.

## WANTS CRACKED RECORD FIXED

The United Talking Machine Co., Victrola and piano dealer of Willimantic, recently received a letter from a resident of West Wellington, Conn., which emphasizes that the old tradition of Yankee thrift is still translated into fact in Connecticut. The letter reads: "Dear Sir—I would like to know if a Victor record could be fixed. I have one cracked on one side, and I'd like to have it fixed if it could be done, and send me your list of records. Yours truly."

Louis I. Brown, Columbia dealer at Broadway and Thirty-seventh street, Bayonne, N. J., has opened a branch store at Avenue C and Twenty-fourth street, that city.

## THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

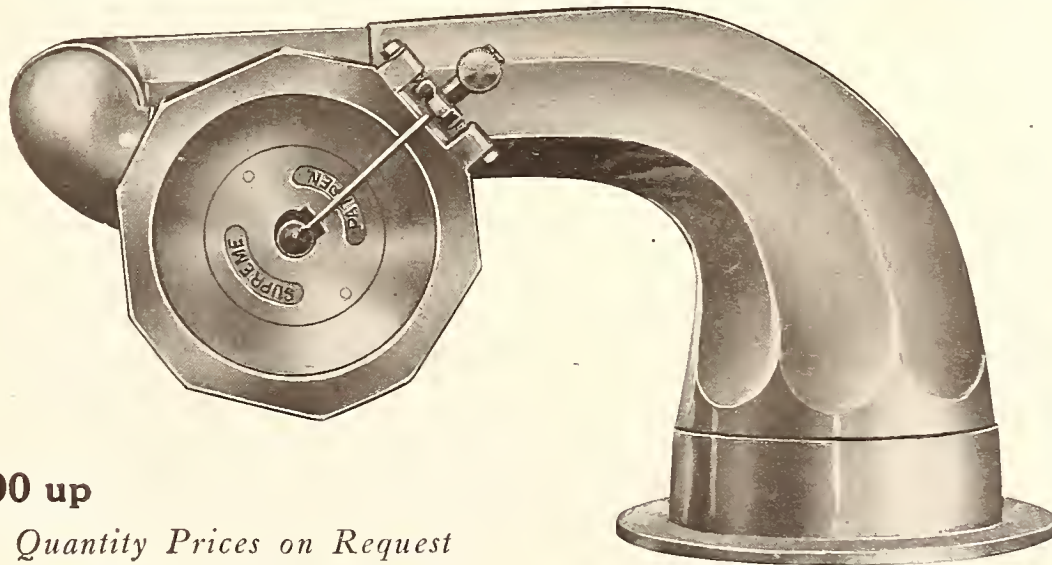
Pleasing to the Eye  
and  
Pleasing to the Ear

Also equipped with our regular  
No. 3 Reproducer if desired

Tone Arm measures 8½ in., and  
9 in. from centre to centre

Tone Arms and Sound Boxes  
complete from \$2.00 up

Quantity Prices on Request



## The William Phillips Phono Parts Corp.

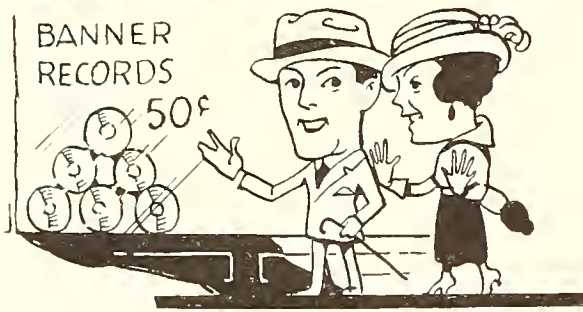
Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City



# They're ALL like John and Jane



They're all record buyers who want their money's worth! They all consider price! They all buy when they can buy for less—quality for less!

Give them that! Give them the same fine records—the same widely known artists—the same of everything that goes into the making of a good record. GIVE IT TO THEM FOR ONE-THIRD LESS!

Play BANNER for them! Let them hear how good a record it is. Show them that the hits are the biggest and the latest—that the artists are all "Broadway-known!" Tell them that the price is 50c.

You will know then, why BANNER, though practically a newcomer, was big enough to arouse a tremendously favorable interest from a great music-buying public.

We suggest that you test the BANNER proposition.

*Write Us Today!*

## BANNER 50c. RECORDS

### *A Few Fast Moving Hits!*

Pick Me Up and Lay Me  
Down in Dixie  
An Old Fashioned Girl  
Bygones  
Little Grey Sweetheart  
Georgia  
By the Sapphire Sea  
'Gin, 'Gin, 'Ginny Shore  
Tell Her at Twilight

California  
Moon River  
She's A Mean Job  
Sweet Man o' Mine  
Swanee River Moon  
Carolina Rolling Stone  
Cutie  
After the Rain  
Lo-La-Lo

Venetian Love Boat  
Dear Old Southland  
Angel Child  
Virginia Blues  
Boo-Hoo-Hoo  
Marie  
Just A Little Love Song  
Carolina Rose  
In Bluebird Land

[IN ADDITION:—A complete list of Standard, Sacred, Concert and  
Military Band, Instrumental, Comedy, Hawaiian and Operatic Records]

## PLAZA MUSIC CO.

18 West 20th Street

New York City



# How Events of Current Interest Can Be Turned Into Profits by Merchants :: Arthur A. Young

By Arthur A. Young

The final argument in getting business is to arouse the customer's interest. The headline of all effective advertising aims primarily on getting the customer so interested that he will naturally read the rest of your advertisement. Show windows that display a stunt of novel appeal invariably attract the crowd.

Interest may be artificially stimulated by repeated presentation of the same article before the public's eye. In many instances interest may not be stimulated, as it will be found that the public is already greatly interested in your particular article. When the crest of such interest is at its height it is time for you to seize the opportunity and capitalize on it. Current events can be made to bear fruit in money returns if you will only take the trouble to look out for them and time your advertisements and window dressing in harmony with their appeal.

When Edison's lists of questions were played up all over the country publishers of encyclo-

pedias and dictionaries were alert to possibilities and metropolitan papers carried miles of advertising which showed how Edison's questions could be answered. When musical comedies and operas are in season interest in these amusements has led dealers in talking machines and musical instruments to invent novel methods of attracting the public's attention to their wares.

One of the shops on Michigan Boulevard, Chicago, presented a very beautiful display of talking machine records in the show window during the opera season. In the background was a graceful bamboo arch, from the ends of which hung colored Chinese lanterns. To these were fastened artificial sunflowers with a talking machine record in the heart of each. The floor was covered with matting and there were several boxes on which records were displayed. A talking machine in front bore a card which invited passers-by to step inside and listen to the particular opera singer to be starred in the evening. The

card, which listed the number of records the singer had made, was changed every day in accordance with the opera program.

Another merchant appealed to his customers in another way. He placed an advertisement in the papers which said that records of the singers could be heard through the telephone and thus a selection made without any inconvenience. A telephone is installed in close connection with a talking machine. Whenever a request is made the record is placed upon the instrument and the horn is turned towards the transmitter. The sound travels over the wire as perfectly as the human voice.

Radio telephony is now very popular. Some of the city newspapers have even started a department in which radio programs are printed. A number of talking machine stores have broadcasted their record lists by means of radio, and in this way have cashed in on their progressiveness. Capitalizing this craze brought business.

## PROVED RECORD COULD BE SOLD

C. C. Baker and His Staff Give Demonstration of Concentrated Effort in Disposing of Record Believed to Be Slow Seller—Some Conclusions

COLUMBUS, O., April 4.—"There is always a certain satisfaction in winning a bet," said C. C. Baker, Victor dealer, 43 South High street, in commenting on the wager recently placed on his salesmanship by two friends, also Victor dealers. During one of his recent trips East Mr. Baker was ascertaining the relative sales possibility of a number of records. In coming across the record "Moto Perpetuo" (Perpetual Motion), a Heifetz record, Mr. Baker was told that it would not sell well. That did not "listen good" to Mr. Baker and he immediately said, "I'll show you that it can be sold."

It happened that Mr. Baker had another friend there who was listening in on this challenge and who put up the bet.

Coming back to Columbus Mr. Baker called his sales force together and asked them to concentrate their efforts on this particular record until every last one was sold, but to sell it on its merits only. He allowed them one week for the work.

Every person in the sales force listened to this record and wrote out the outstanding qualities about it. Later they compared notes. Finally they decided the best points about it and began calling this record to the prospective buyers' attention. To make a long story short, every one of the forty-seven records that Mr. Baker had in stock was sold inside of four and one-half days, with additional orders to be filled.

"I learned a big lesson from this wager," said Mr. Baker. "First of all, I am convinced now that this is a popular record and that the public can be educated to like it. Secondly, any record can be sold provided the salesman knows what he is selling to his customers. In other words, he must know the qualities of the goods he is asking his patrons to buy. Last, but not least, I found out that it takes a sales force that is intelligent and co-operates with you to put a thing across. My friend probably would not have won the bet had it not been for the excellent co-operation I received from my people. The credit, if any is to be given, should go to the young men and women in my store."

## DELAWARE CONCERN CHARTERED

The Keystone Recording Laboratories have been granted a charter of incorporation under the laws of the State of Delaware, with a capital of \$20,000. The new concern will engage in the manufacture of records for talking machines.

## ANOTHER KREISLER IN THE FIELD

One of the many interesting numbers featured in the Victor Co.'s advance list of records for May is the first recording by Hugo Kreisler, of the "Serenade Espagnole" by Chaminade-Kreisler. Hugo Kreisler is a brother of the more famous (at least in America) violinist, Fritz Kreisler. Meanwhile Hugo has won great fame abroad as a violoncellist. This record demonstrates that his popularity has been worthily won. It is interesting to note that in this first record of Hugo Kreisler he is accompanied on the piano by his brother Fritz.

## DYER EMPLOYES HONOR OFFICERS

ST. PAUL, MINN., April 3.—An interesting special souvenir musical program was recently prepared by the Employes' Social Club, of W. J. Dyer & Bro., Northwestern distributors of Victor talking machines, as a compliment to the retiring officers of the club—Bernard T. Mertens, president, and Patrice Barrette, secretary. The program included vocal and instrumental solos.

## LARGER QUARTERS IN ALLIANCE, O.

J. H. Johnson's Sons Music Co. Prepares to Enlarge Its Music Department

ALLIANCE, O., April 6.—Expansion of business has resulted in the acquiring by the J. H. Johnson's Sons Music Co. here of additional floor space, which has been given over exclusively for display and salesrooms for pianos and talking machines, records and rolls.

This firm is one of the oldest in the city, starting as a furniture business in October, 1905.

In January, 1913, was added a line of pianos and phonographs as a sideline. So fast has this department grown that additional floor space became necessary and the owners decided several months ago to make it a separate department, under the supervision of W. B. Johnson.

In January, 1920, A. C. and W. B. Johnson bought out their father's interest in the concern and have since that time conducted business under the name of J. H. Johnson's Sons. The concern features many of the leading makes of pianos and talking machines.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

### EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment  
Personal Appearance of  
**Eight Popular Victor Favorites on One Program**  
A live attraction for live dealers and jobbers  
Bookings now for season 1921-1922  
Sample program and particulars upon request  
**P. W. SIMON, Manager**  
1658 Broadway New York City

FRANK CROXTON

MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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



# :: SELFISHNESS ::

By EDWARD FRASER CARSON

In the world there are two unforgivable sins. They are Selfishness and Ingratitude.

And the basest of these is Selfishness, for Selfishness is the base of Ingratitude.



Edward Fraser Carson

If you are an employe, don't expect to be paid in cash for every time you turn your hand. If you do, you will get nothing but cash—and cash is cold. The youth who starts life determined to do nothing for nothing will find he is paid in his own coin and the measure of his payment will be generous.

Sometimes Selfishness may seem to put a dollar in your pocket, but when the dollar gets there it crowds out everything else. For a man who only works to make money will find that others will work for him only for the same wages, and the greatest work of the world is not done for money.

The worst thing you can say about a man is that he is "close-fisted," for a miser never has a friend and the friendless man is poor indeed, whatever his wealth in dollars may be. The business founded on Selfishness is as a house built on sand, but the business that aims to help the other fellow stands as on a rock.

All that money is for is to spend—but spend it wisely, young man, and you may live in happiness and comfort. Cling to it and these things will shun you. For Unselfishness in business is

as bread upon the water. It is the secret of prosperity, and only upon it can be built real success in life.

As you advance in years you will come to realize more and more that in business a good name is better than riches. It will bring Riches.

The Selfish man must haul his own load. Remember the wheel which turns. That which was at the bottom becomes the top and what was at the top becomes the bottom.

Remember, too, the story of the Lion and the Mouse. The Boy you help to-day may be the Man to whom you may have to look for help yourself to-morrow.

With thy customer be fair, but better it is to be generous. Hold thy head high and stand straight—until you lean over backward if need be. For a little more than a "Square Deal" will be remembered by your customer long after you have spent the few dollars you would otherwise make. But a little less than a "Square Deal" will never be forgotten.

Don't promise your customer more than you can perform, but so guard your tongue that when you are called upon to make good your word you can do just a little more than that which you promised. And when called upon to make good your promises, act promptly, cheerfully. To do justice grudgingly is but one step this side of not doing it at all.

Therefore, I say unto you: Young man, Give. Give of your time and of your experience. Give sympathy. Give encouragement. Give a helping hand. Help the other fellow. It is the greatest, the only real joy in life.

And if there be no other reason, you will find

that it pays, for the day may come when you yourself may need these things, and as a man soweth so shall he reap.

Therefore, be not as the man who so closely follows the cent that he cannot see the dollar that is just ahead.

## EIGHT VICTOR ARTISTS IN OHIO

Increased Record Sales Follow Appearance of Artists in Various Cities

CANTON, O., April 4.—Record sales were stimulated at the stores of the George C. Wille Co., W. R. Zollinger & Co. and the Klein-Heffelman-Zollars Co. as the result of the personal appearance here recently of the Eight Famous Victor Artists in the City Auditorium. The entertainers, who have made an annual visit here for many years, made good again, and their program included many recent Victor releases. It is estimated that fully 4,000 people heard the artists. The Victor Artists appeared later in Akron and Youngstown, and were also scheduled for a concert in Wheeling, W. Va.

## L. M. COLE VISITS NEW YORK

L. M. Cole, sales manager of the Iroquois Sales Corporation, was a visitor to New York last week, calling upon some of his friends in the trade. Upon leaving New York he visited dealers in several of the important up-State cities where important deals were pending for Granby and Okeh record agencies. Mr. Cole stated that conditions were showing a steady improvement and that the dealers were generally confident regarding their future activities.

## DUO APPLIANCE CORP. CHARTERED

A charter of incorporation was recently granted to the Duo Appliance Corp., of New York City, for the manufacture of talking machine record protectors. It is capitalized at \$5,000 and incorporated by E. B. Raymond and P. M. Boesen.

# Sherman, Clay & Co.

## Pacific Coast Distributors



### Victor Victrolas Victor Records Victor Accessories

*Main Wholesale Depot:*

741 Mission Street, San Francisco

*Branch Wholesale Depots:*

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.,  
Seattle, Washington

427 West First Ave., Spokane, Washington



# COLUMBUS

*Dealers Tie Up Publicity With Artists' Concerts — White's Store Expands—Other News*

COLUMBUS, O., April 4.—An event of much local interest during the past month was the first appearance here of Jascha Heifetz, the prominent violin virtuoso and Victor artist, under the auspices of the Women's Music Club, and although no official "Heifetz Week" was declared the local Victor dealers arranged elaborate window displays to mark the event. One of the most attractive of the displays was that arranged by the C. C. Baker Co., and in practically every instance an increased sale of records was reported. Some excellent newspaper publicity was obtained as a result of the visit of the artist.

## White Department Is Remodeled

With the change of ownership of the Z. L. White Department Store, the Victrola department has been completely changed and remodeled. F. J. Connor, who for the past seven years has been interested in the Victor trade, is the manager of this department. At an expenditure of approximately \$50,000 for remodeling and equipment one of the most modern salons of music has been created. There are ten sound-proof booths, each nine feet by twelve feet, and because of the spaciousness of these booths four different sizes of Victrolas have been placed in each. This, according to Mr. Connor, was done for the purpose of enabling the prospective buyers of records to listen to them on the same type of machine they have in their homes. The entire woodwork in the department is in ivory finish.

Throughout the department, which occupies the major portion of the fifth floor of the Z. L. White Co., there prevails the home atmosphere. The fact that the picture and furniture departments are also on this floor adds greatly to the attractiveness of the Victrola department.

Just as soon as all the details are completed an innovation in presenting concerts will be inaugurated by this firm. Twice each week, on afternoons desirable to the local public, records produced by the more famous artists will be offered. The afternoons will be designated by the names of the artists. Among the first artists whose records will be demonstrated are Caruso, Alma Gluck, McCormack and Heifetz. On some afternoons only dance music will be featured; on others music characteristic of certain nations will be given. These concerts are to be so arranged that there will be distinct variety, and to add to their popularity on frequent occasions artists in person will come to entertain the audiences.

## To Utilize Radio for Concerts

Business conditions are considerably improved in the East, according to Leslie I. King, manager of the Victrola department of the Morehouse-Martens Co., who has recently returned from New York City. Mr. King is particularly interested in radio apparatus, a receiving set having been installed by the Morehouse-Martens Co. During his stay Mr. King visited the larger firms in New York and was very well pleased and encouraged with the successful results of the radio in presenting concerts. In the near future Mr. King intends to offer radio concerts to the patrons of the Morehouse-Martens Co.

## To Give Victrola to Charity

On April 1 the Morehouse-Martens Co. gave away a Victrola to the club, hospital, charitable institution, fraternity, school or aid society receiving the largest number of votes in the Morehouse-Martens contest. Customers coming to the store, by signing their names, indicated their preference of the above organizations which they desired to win the Victrola. Men prominent in Columbus business will count the votes at an early date and will award the Victrola to the organization receiving the greatest number of votes.

## W. F. Davisson at Association Meetings

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., wholesale

Victrola distributor, 211 North Fifth street, went to Chicago last month, where in the capacity of secretary of the National Association of Talking Machine Jobbers he met with the executive committee of the Association. Mr. Davisson also went to New York City, following the Chicago meeting.

## Interested in Music Memory Contest

Word comes from Portsmouth, O., that much interest is being shown in the music memory contest now being conducted there.

## LAUNCH BIG ADVERTISING CAMPAIGN

The study course in salesmanship evolved by William Maxwell, who recently resigned as head of the phonograph division of Thomas A. Edison, Inc., to devote his time to this project, has been formally launched by a big advertising campaign in Printers' Ink and other mediums. The course is known as the William Maxwell Orientation System of Scientific Salesmanship. The headquarters of the school, known as the William Maxwell Institute, are at 353 Second National Bank Building, Orange, N. J.

## DON C. PRESTON OPENS BRANCH

Well-known Bakersfield, Cal., Music Merchant Opens New Store in Center of Oil Fields With John Macdonald in Charge as Manager

BAKERSFIELD, CAL., April 3.—Don C. Preston, who met with great success in opening his music store here two years ago, handling a number of well-known makes of pianos and players, together with Victor and Sonora talking machines, musical merchandise, sheet music, etc., has just announced the opening of a new branch store in Taft, the center of the West Side oil fields. The new branch will be in charge of John Macdonald, who has had long experience in the Victor talking machine field. Mr. Preston, before opening his store, traveled for several years for the Chicago Talking Machine Co. and Sherman, Clay & Co., representing the wholesale departments.

The Utica Phonograph & Supply Co., of 261 Genesee street, Utica, N. Y., has secured new quarters in the Kenmore Building, which it will occupy in May.

# The Phonograph with the "Golden Voice" HARPONOLA

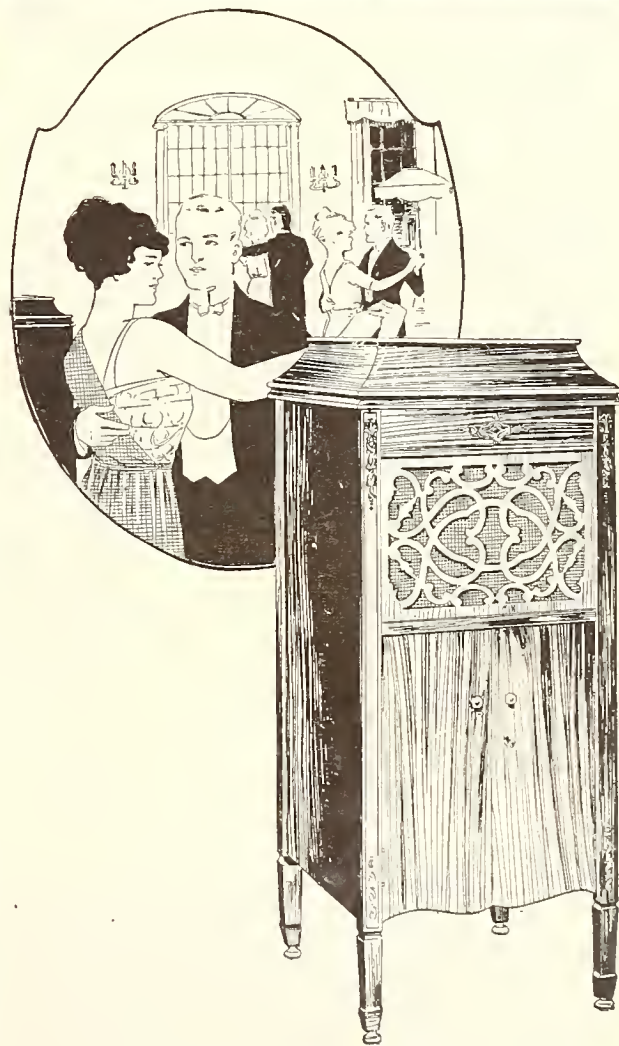
## No Limit

There is no limit to the amount of business available on HARPONOLAS, and no limit on territory, for any jobber who will go after business aggressively—in territory not already assigned. Consequently there is no limit on the profits to be made.

We deal with the jobber on the basis that his success is our success. We are not independent of him. The more territory he can handle effectively, the more we want him to handle.

Our restrictions are based only on the interest of jobbers already with us, and to safeguard the future operations of all. Where territory is open, we go the limit with a jobber to make a deal that will be continuously and increasingly profitable.

Write for the Harponola proposition today.



Harponolas have a wonderful tone, are splendidly constructed and finished, and are equipped with the finest mechanical units. The golden spruce horn is a real asset as a sales getter.

## THE HARPONOLA COMPANY

101 MERCELINA PARK  
CELINA, OHIO

Edmund Brandts, President





Style 901  
SHERATON  
\$85.00



Style 903  
HEPPLEWHITE  
\$90.00



Style 905  
QUEEN ANNE  
\$95.00



Style 907  
LOUIS XV  
\$100.00



ANNOUNCING NEW  
**PERIOD CONSOLES**

Priced to meet the 1922 Business of  
**PHONOGRAPH SALES**

*Consider—*

1. Exclusive Designs.
2. Perfect Cabinet Work and Finish.
3. Unsurpassed Tone Quality.
4. Popular Prices.
5. Exclusive Territory.
6. Liberal Discounts.
7. Big Profits.

*Specifications*

Height 34 Inches  
Width 36 Inches  
Depth 22 Inches

Phillips Universal Tone Arm and Reproducer, Large No. 33 Heineman Motor, 12-Inch Turntable, Automatic Stop, Tone Regulator, Nickel-plated Hardware, Including Automatic Cover Support, Continuous Hinge, Domes of Silence, Needle Rest, All-Wood Sound Chamber, Five Shelves for Records.

Furnished in Mahogany Only.

Finished Dark Brown Dull.

*Write for Catalogue and  
Dealer's Discount*

**Saginaw Sectional Book Case Co.**

Saginaw, Michigan

U. S. A.



## CREATING SALES FROM THE BROADCASTING OF RECORDS

How Thomas K. Henderson, of Munger & Long, of Camden, N. J., Hooked Up Profitably With the Radio Craze—Gets Many Orders and a Flood of Letters From Near and Far

In contrast to those members of the industry who regard the radio as a certain menace to the talking machine business there are many who take the other viewpoint and have made every endeavor to see how they may hook up profitably with the radio craze and get some publicity for themselves and the products they handle.

Among those who have taken advantage of the radio for publicity purposes is Thomas K. Henderson, manager of the Victrola department of Munger & Long, Camden, N. J., who some months ago responded to a request from John L. Hill, of the Federal Institute of Radio Telegraphy, in that city, to co-operate with him in the broadcasting of record music, providing for that purpose a small Victrola and some records.

The demonstrations proved successful and aroused a great amount of interest, with the result that the Camden Daily Courier, one of the progressive newspapers of the city, began to take notice of the opportunity and opened a radio department, publishing the various broadcasting programs. At the suggestion of the newspaper Mr. Henderson has for some time past been preparing regular musical programs for each day, featuring Victor records. These programs are published each evening with the exception of Saturday and are strictly adhered to. The operator announces that the records are furnished by the talking machine department of Munger & Long and at the end of the selection announces the number of the record for the benefit of those who may desire to obtain it. As a matter of fact, the practice of announcing record numbers started at the suggestion of a radio fan who held the opinion that many people might be interested in purchasing the records they heard broadcasted.

### Good Advertising Results

In discussing the publicity value of the broadcasting of the record lists Mr. Henderson said: "I am convinced that this is splendid advertising and that the use of the radio will help rather than retard our business. As evidence of this I might cite the fact that one day recently a gentleman wrote us to send him the records of the entire program he had heard the evening before. Shortly before that we had a 'phone call from a lady who wanted the Caruso record that had been broadcasted the previous evening. She had forgotten the title, but, of course, we knew what she wanted. These are only two of many similar instances and show that a record demonstrated by the radio will catch a customer just as it would if demonstrated in a store in the regular way. Demonstrations sell records, ergo, the more demonstrations the more sales. It must be remembered that the radio receiver will not play a record, and if the fan likes the records he has heard he will, in many cases, buy them.

"In constructing our programs I have endeavored to strike the happy medium in music—nothing too high-brow and nothing trashy. The popular selections and dance music are not included in the printed programs, but are added numbers.

So far our efforts seem to have given satisfaction.

"In our newspaper advertising we make known the fact that all of the records used in the 3-Y-Q programs from the Courier station can be obtained at our store. We also have copies of the programs in our books and they are good salesmen. 3-Y-Q, which broadcasts on a 400-meter wave, is one of the most powerful stations in the East, having a radius of 1,000 miles. At times our concerts have been heard at much greater distances, in one instance in the Saskatchewan district in the Canadian Northwest, about 1,700 miles from the broadcasting station.

### Record Business Is Helped

"While our own record business has been helped materially by these radio concerts, I have no doubt but that dealers in other New Jersey cities and towns have also been helped through our efforts, and if such is the case all I can say is that it is, in my opinion, a splendid way to tell the world what you've got.

"The radio is here to stay. Some think it will injure our business, but I do not. The talking machine as a home entertainer is a fixture, and with the improvements which are bound to come will prove even more popular in the future."

The following program, selected at random, is indicative of the caliber of the records selected by Mr. Henderson:

1. Waltz—"Blue Danube".....Philadelphia Orchestra
  2. "Where the Morning Glories Grow,"  
Spencer and Sterling Trio
  3. Bass Solo—"Till the Sands of the Desert Grow Cold,"  
Glenn
  4. Tenor Solo—"In Sweet Inniscarra".....Miller
  5. Monologue—"Virginia Judge".....Kelly
  6. Barcarolle (Tales of Hoffman).....Gluck and Homer
  7. March—"General Mixup".....Pryor's Band
- Added Popular Selections

Since the broadcasting of the Victor records has been under way there has been received a flood of letters from various sections commenting enthusiastically upon the various programs or numbers found therein. These messages come from Walkerville, Ont., in the North, and Wadesboro, N. C., in the South, and from as far West as Buffalo, affording some idea of the broad territory covered by the radio service as a regular thing.

## PLAN SPRING BUSINESS DRIVE

Outside Piano Salesmen of Hahne & Co. to Co-operate With Talking Machine Staff—Sales Crews Will Take Weekly Trips

NEWARK, N. J., April 3.—The talking machine and piano departments of Hahne & Co., Broad street, this city, under the management of J. Blake and W. O. Black, respectively, are planning a co-operative campaign to boost the sales of talking machines and pianos. Extensive advertising will be part of the campaign to stimulate the Spring business and crews of salesmen will cover outlying communities on trips covering a period of one week. In this manner it is hoped to cover a much larger territory than formerly. The piano salesmen will endeavor to sell talking machines where the sale of a piano is impossible. The Victor and Widdicomb machines are featured by Hahne & Co.

## MISS JOHNSON IN CHARGE

Miss Christine Johnson, for some time past hostess at the Vocalion Recording Studios of the Aeolian Co., has been placed in charge of the repair adjustment department of that company, succeeding Miss Mazie Hurley, who left recently to make her home on the Pacific Coast.

Many a man admits defeat and lies down on the job before he is really finished, when, if he had exerted just a little more effort, worked just a little harder and held on with grim determination for just a little while longer he would have achieved success.



## LATEST RELEASES

### SONGS - DANCES - COMICALS

- 00987x E Sbocciano Le Rose, Cav. Uff. G. Godono  
Addio Mia Bella, Addio, Cav. Uff. G. Godono
- 00991x L' Altalena.....Cav. Uff. G. Godono  
E L' Ammore.....Cav. Uff. G. Godono
- 00993x Venerdi' .....F. Rondinella  
'E Ssignurine D' 'O Palazzo,  
R. Ciaramella
- 00997x Serenatona.....R. Ciaramella  
Vipera.....J. Baroni
- 00999x 'O Guarracino—Part 1.....P. Mazzone  
'O Guarracino—Part 2.....P. Mazzone
- 001007x Un Balbuziente In Tribunale  
(Scena Comica)  
Cozzolino-Di Napoli-Mazzone  
Pulcinella Ad Una Festa Da Ballo  
(Scena Comica)  
Cozzolino-Di Napoli-Mazzone
- 001009x Dolores, Valzer..Orchestra Napoletana  
Joupe Goulotte, Two-Step,  
Orchestra Napoletana
- 001013x Il Musicomane, Polka,  
Orchestra Siciliana  
Focchi Di Neve, Gavotte,  
Orchestra Siciliana

WITH EVERY RECORD WE GIVE THE WORD SHEET SONGS FREE

We Are Also Manufacturers & Distributors of  
**Italian Popular Music Rolls**  
New Hits Released the 15th of Each Month

## JUST OUT

- x195—L' America, Versi e Musica di E. A. Mario. (World Roll).....\$1.25
- x169—'A Celiu' Bella D' 'O Sole, Versi di S. Baratta, Musica di R. Falvo. (Word Roll).....1.25
- P67—Arrivano A Nnapule, Versi di G. Camerlingo, Musica di F. Pennino. (Word Roll).....1.25
- x178—Napule Ca Se Ne Va, Versi di E. Murolo, Musica di E. Tagliaferri. (Word Roll).....1.25
- x189—Baciami Ancora, Instrumental, Waltz by H. Ciauri......90
- P41—Siciliana, Instrumental, Mazurka by J. Gioè......90

## ITALIAN BOOK CO.

Music Dep't  
145-47 Mulberry St.  
New York City

DISCOUNT TO DEALERS—ASK FOR CATALOGUES

SUPERIOR STEEL  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

Extra Loud  
Tone  
Opera Tone  
Full Tone  
Half Tone  
Light Tone  
Dance Tone

**BRILLIANTONE**  
STEEL NEEDLE CO., of AMERICA, Inc.  
Selling Agents for W. H. Bagshaw & Co.  
Factory, Lowell, Mass.  
347 FIFTH AVENUE, NEW YORK





Another home run for May! For waltz-lovers. "Out of the Shadows," introducing "Southern Memories" and "Rio Nights"—all on one record. Played by Prince's Dance Orchestra. Stock it! A-3576.

Columbia Graphophone Co.  
NEW YORK

**G. K. LORD NEW OKEH ARTIST**

Prominent Singing Organist Will Make Okeh Records Exclusively

It was announced this week by the General Phonograph Corp., manufacturer of Okeh records, that Gene Kenneth Lord, who is known as



Gene Kenneth Lord

the singing organist, has signed a contract to record exclusively for Okeh records. Mr. Lord has gained distinction through the skill with which he has played some of the world's largest

pipe organs and in addition displayed his ability as a baritone singer.

A few years ago the secretary of the Pennsylvania State Spiritualist Association, while in Los Angeles, was attracted by the quality of Mr. Lord's voice and immediately arranged to have him sing and play the organ during the Spiritualist conventions since held in various cities throughout the United States. At the Spiritualist convention held in Detroit last Fall Mr. Lord was appointed by Dr. Geo. B. Warne, president of the National Spiritualist Association, as the first and only "International Evangelistic Singer and Organist."

Through the efforts of A. J. Heath, of Philadelphia, Mr. Lord arranged to record for the Okeh library, and his first record is now being offered to the trade. It features the following two selections: "Gentle Angels, Pilot Me," Spiritualistic hymn, and "Only a Thin Veil Between Us," Spiritualistic hymn.

**DROP PLAN TO CHANGE LIEN LAWS**

LOUISVILLE, KY., April 8.—Music dealers here who had been planning to introduce a bill before the State Legislature providing for changes in the lien laws have dropped the project. Under the present laws instruments can be taken up immediately following neglect to meet payments, and the full amount paid is retained. A number of dealers objected to paying the filing charge on chattel mortgages. The tentative plan had to do with changing this phase of the laws.

**PRACTICAL DEALER CO-OPERATION**

Sales Promotion Department of Jewett Phonograph Co. Well Equipped to Serve Dealers—Miss Agnes Nelson in Charge of This Important Work—How the Department Operates

DETROIT, MICH., April 5.—One of the most important departments in the organization of the Jewett Phonograph Co., of this city, is the sales promotion department, which is under the direction of Miss Agnes Nelson, who has been associated with the talking machine industry for a number of years.

In a recent chat with The World Miss Nelson gave some interesting data regarding her activities, as follows:

"This department was established mainly for our dealers; to supervise each dealer's advertising which is done locally; to give them selling ideas, make suggestions for more attractive arrangement of stores and help them make sales, which is often accomplished by a dealer writing this department and giving the name of a prospect who is really interested in a Jewett, but needs something which the dealer feels that he is unable to say to decide him. They want us to write some sort of a letter, and then a letter goes out from this department to the dealer's prospect, saying that we are glad to learn of his interest and so forth and we then proceed to tell him why we feel that he would be making no mistake to buy a Jewett. Several of our dealers have actually made sales, they tell me, wholly on the strength of letters from us direct. We urge our dealers to give us the name of every person to whom they sell a Jewett phonograph and a personal letter of appreciation for their patronage goes out from this department. This, we feel, makes the customers feel that we are as interested as the dealer in the fact that they have bought a Jewett and that we want the good will of every Jewett owner.

"Very often dealers write in for a sample letter which they would like to use in circularizing their territory, or their collections are a little poor and they would like to find out some way to ask for collections without offending their customers and want us to help them out. This is a service which this department also handles.

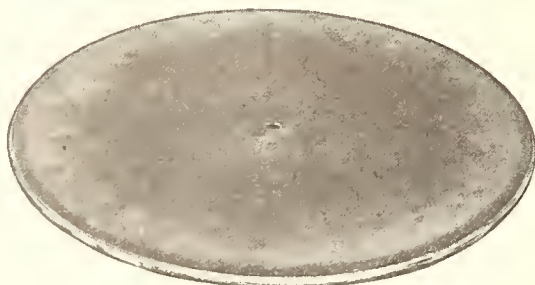
"This department is so closely in touch with the Jewett dealers that they feel that it is the natural thing to do to bring their troubles here. We tell them new fields to sound out for business, they tell me certain methods which they are using successfully and which might help another dealer.

"Booklets, posters, window trim and store cards are all planned and bought by this department, because this is material used by our dealers and it is given special attention in order to give them material they can use to best advantage."

Attractive new display rooms have been opened in the music department of the Tull & Gibbs store, Spokane, Wash. Victor, Columbia and Edison machines and records are handled here.

**VELVET COVERED TURNTABLES**

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

**A. W. B. BOULEVARD VELVETS**

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845





BRONISLAW  
**HUBERMAN**  
Violinist

Exclusive  
Brunswick Artist  
Now on

**GOLD LABEL**  
DOUBLE FACED  
**RECORDS**

Following a long series of European triumphs, his recent American tour was a sensation of the musical season.

More than eight thousand people crowded the New York Hippodrome to hear him play.

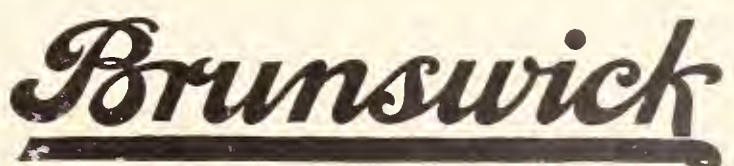
He has divided the world of critics into two parts—those who say he is the greatest violinist of all time, and those who say he is one of the greatest. Like other great artists of today, Huberman records exclusively for Brunswick.

His recordings on Gold Label (double-faced) Records are another Brunswick contribution towards Better Music in Every Home.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

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



© B. B. C. Co., 1922

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

- RICHARD BONELLI
- ELIAS BRESKIN
- MARIO CHAMLEE
- GIUSEPPE DANISE
- CLAIRE DUX
- FLORENCE EASTON
- LEOPOLD GODOWSKY
- DOROTHY JARDON
- THEO KARLE
- ELIZABETH LENNOX
- ELLY NEY
- TINO PATTIERA
- IRENE PAVLOSKA
- VIRGINIA REA
- MAX ROSEN
- RICHARD STRAUSS
- MARIE TIFFANY
- IRENE WILLIAMS
- WILLEM WILLEKE
- ELSHUCO TRIO







**JEWETT DEALER'S ATTRACTIVE STORE**

**Walker Jewett Shoppe, of Detroit, Meeting With Success—Using Aggressive Up-to-date Sales Methods in Development of the Business**

DETROIT, MICH., April 8.—One of the latest additions to the retail talking machine fraternity is the new store recently opened by the Walker Jewett Shoppe, of this city. T. B. Walker, owner of this establishment, is an enthusiastic Jewett dealer, and his thorough knowledge of the talking machine business has enabled him to build up a profitable clientele that is steadily increasing. The store is open until ten o'clock every night, and, although it is a neighborhood store, it has customers every night. The furnishings are comfortable and restful and Mr. and Mrs. Walker are always on hand to give a hearty welcome to the neighborhood visitors.

In a recent chat regarding business conditions Mr. Walker stated that he does not by any means depend upon transient visitors as the foundation for his trade, but has established a competent outside sales staff that is constantly "on the job." This attractive store is meeting with a considerable measure of success, which may be attributed to the progressive sales methods that are utilized and Mr. Walker's ready understanding of the importance of utilizing the most up-to-date merchandising methods.

**ONE DEALER LEARNS HIS LESSON**

**Woman Obeys Instructions to Buy Ten Dollars' Worth of Records in Order to Get Machine at One Dollar Down, but Buys Them at Another Store, According to Story by Frank E. Edgar**

Frank E. Edgar, of the wholesale department of the Aeolian Co., and one of the best known



Partial View of Interior of Walker Jewett Shoppe

travelers in the music trade, recently brought back from the West the following interesting story, for which he vouches.

According to Mr. Edgar an extensive advertising campaign on talking machines was being featured by one of the leading stores in Columbus, Ind., which boldly offered to sell them at "One dollar down and the machine is delivered to your home."

One morning a well-dressed, middle-aged woman came in and was met by the proprietor in person. "Is it true," she asked, "that one can have a talking machine for a dollar down?"

"Yes," he answered. "We do exactly as we advertise." She then looked around at the various styles displayed and, indicating one, said, "I like that one very much," at the same time opening her hand-bag to extract the dollar.

Whereupon the proprietor said, "The only other thing that is necessary for you to do is to purchase ten dollars' worth of records." "Oh, really?" she asked, then hesitated a moment and finally walked toward the door. "I'll be back later, then."

Assuming that the lady had changed her mind about the proposition, the manager concluded the deal was off. However, about an hour later she returned, her arms full of flat packages. "I have the records," she said, "and would like to have the machine sent up to my home, please." In a word, she had gone down the street to another store and had "purchased ten dollars' worth of records"—from a competitor.

What happened? Just this: The proprietor sent the machine to the lady and made good his advertising.

Moral—Because you know all the details and apparent curves in your sales or your goods, do not expect the customer to be a mind reader. The next customer was told "You must buy ten dollars' worth of records from us."

It is possible for you to know your story so well that you take it for granted everyone else knows as much about it. Be specific and every party to the deal gains, even the customers.

**PARTICIPATE IN STYLE WEEK**

CANTON, O., April 4.—Retail music stores of Canton joined with a hundred other merchants in staging the annual Spring Style Exposition and Spring Sales Week. All downtown shops offered special window displays, resulting in many sales.

**Collings & Co. And You**

"Collings Service" means little to a Victor dealer outside of New Jersey and Northeastern Pennsylvania.

But in this territory, to which it is confined, "Collings Service" means to Victor Dealers everything that close convenience, skill and ample resources in Victor Merchandising can afford.

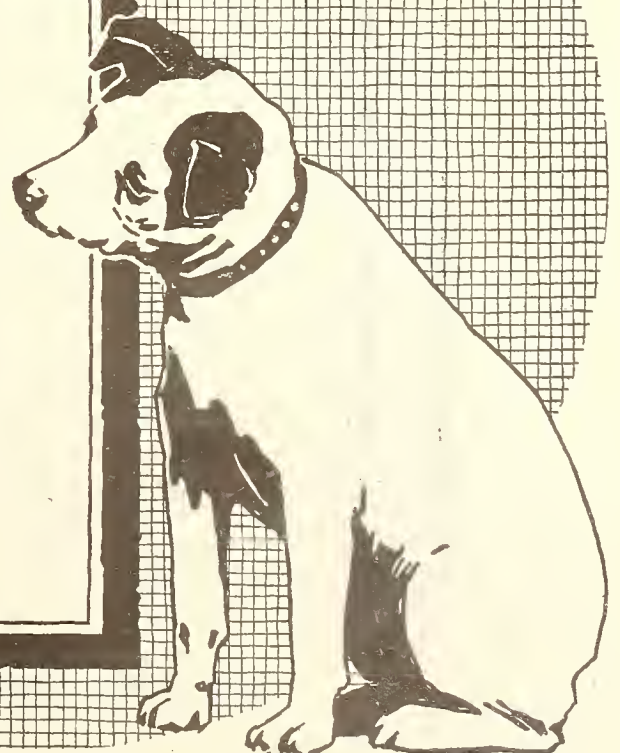
*"Buy Where You Sell."*

*"Collings Covers Your Wants."*

**COLLINGS & COMPANY**

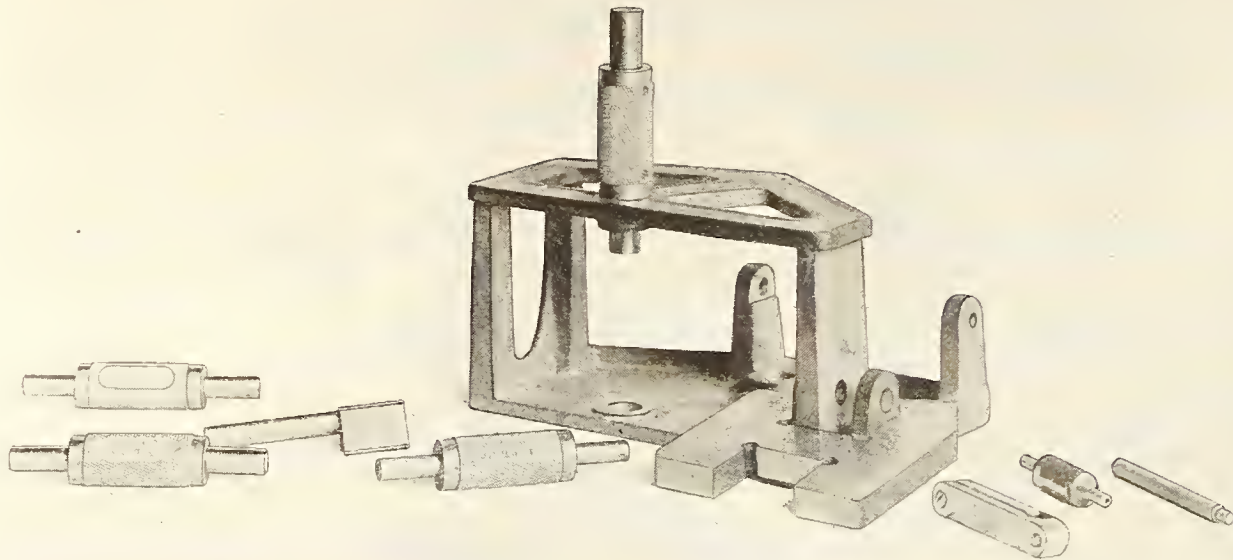
Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.





*"The longer you play it, the sweeter it grows"*



GENIUS IS BUT THE CAPACITY FOR TAKING INFINITE PAINS

## It Takes Eight Gauges Just to Test Holes in the Cheney Motor Frame



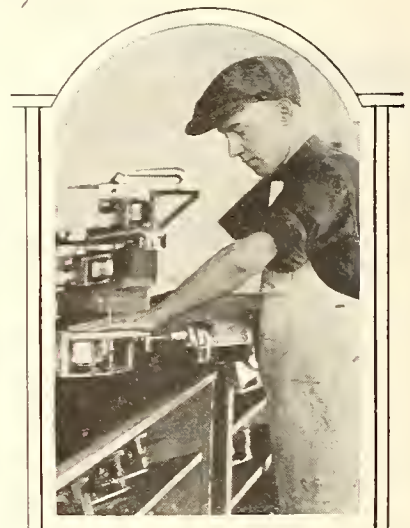
Considering the quality of workmanship and materials, Cheney prices are remarkably low. Regular models retail from \$11 to \$325. Console models in a variety of styles.

THERE are fifteen holes drilled in each Cheney motor frame, and it is absolutely essential that there be no variation in excess of  $5/1000$  of an inch from the standard for each hole. More allowance than this would result in loose bearings, noise and pulsations—far from the standard of excellence set up and rigidly protected in Cheney motors.

Accordingly, eight gauges, as shown in the above illustration, are required to test the holes in this frame. There is only  $5/1000$  of an inch difference in the diameter of the ends of each of the gauges above. *One end must go into the hole, the other may not.*

Such care is characteristic of the whole process of Cheney manufacture. It explains why The Cheney is the "master instrument"—a profitable selling opportunity for every dealer.

THE CHENEY TALKING MACHINE COMPANY  
CHICAGO



This is the third test of the Cheney motor, and is made under actual playing conditions. Every requirement of strong pull and endurance is present to which the motor will be subjected when in use, and the motor must meet a rigid standard of uniformity of speed and duration of pull.

The first Cheney motor test is the stethoscope test, to make sure that it is free from unnecessary noise; the second test, on a specially patented Cheney testing device, makes certain that the motor will pull for a given time at proper and uniform speed. A fourth and final test is made in a sound-proof room after the motor has been installed in the cabinet.

# The CHENEY

THE MASTER INSTRUMENT





(NO. IV)

Dear Bill:

I am extremely glad that your business has now reached the stage where you find it necessary to secure the services of several salesmen. The selection of salesmen is of the utmost importance to the continued success of your enterprise and, since I have had considerably more experience in that line than has fallen to your lot, I hope you will not take it amiss if I endeavor to give you some pointers which I have found to be essential in choosing the right men.

In the first place, it is best to always bear in mind the fact that the constant hiring of salesmen, similar to the labor turnover in any industry or business, is an expensive proposition. No matter how clever a man is he must consume considerable time, for which you pay, in which to become acquainted with the trade which you cater to and, if he is an out-of-town man, the various conditions under which you operate.

The second point which you should determine upon is that the men you hire must be efficient salesmen. They must possess all the qualifications which go to make up a live-wire. They must be enthusiastically "sold" on the line of machines and records handled by you or for heaven's sake don't let them lose customers for you. You may as well refrain from securing any salesmen at all if you are not prepared to get the right kind. It is obvious that a man who is not "sold" on the line he represents certainly will not have any great amount of success in "selling" prospects on it. Enthusiasm and sincerity are vital assets and no salesman can hope to become successful if he does not possess them.

There is absolutely no economy in hiring a cheap man. By cheap I mean a man who is willing to work for a few dollars less per week than a first-class salesman. A man usually asks a salary commensurate with his own opinion of his worth and you will find that a good man demands, and is entitled to, a good salary. On the other hand, the salesman who is lacking in ability is invariably willing to work for considerably less. The first-class salesman will be instrumental in increasing the profits and prestige of the house and the second will lose money and customers for the firm hiring him.

Another class of salesman to steer clear of is the "floater"; the type of salesman who jumps from one job to another; the type of man who soon sickens of a job, becomes restless and clears out suddenly. As mentioned before, labor turnover is a costly proposition and no business can afford to hire a man of this type.

It is a comparatively simple matter to determine if the applicant is of this type by his credentials. And right here I want to warn you to be sure that you thoroughly investigate the references of anyone applying for a position. It is much better to be safe than sorry, and a few days' delay involved in "looking up" an applicant is time well spent. You cannot afford to make any mistake in the quality and ability of the man you hire.

This does not mean, however, that simply because a salesman has made several changes that he is a "floater." It is up to the prospective employer to analyze and verify his record. If it is found that a man has rendered faithful and efficient service wherever he has been employed and has only made changes where he improved his position, or for wider experience, a dealer is safe in hiring him. Wishing you all kinds of success, I am

Your friend,

Jim.

**KIRKMAN CORP. ADDS RADIO LINE**

Manufacturer of the K-E Automatic Stops and Kirkman Record Cleaner Will Soon Place on Market Tele-Radio Sets and Supplies

The Kirkman Engineering Corp., New York City, manufacturer of K-E automatic stops and the well-known Kirkman record cleaner, will shortly place on the market Tele-Radio sets in a wide range of models equipped with both head sets and amplifying horns. The electrical line is not new to the Kirkman Engineering Corp., as it has for many years supplied the electrical trade with fuses, switches and other parts. It is, therefore, well equipped to embark on this new undertaking. Besides the radio sets it is the plan of the Kirkman Engineering Corp. to also produce radio parts. In order to take care of the large demands incidental to this new phase of its business the corporation has secured the entire fourth loft in the building in which it is situated, and this extra loft is rapidly being equipped. Thomas Kirkman, head of the organization, reports that business is continuing in a very satisfactory manner and looks for steady betterment.

**M. S. WILSON CO. CHARTERED**

The M. S. Wilson Co., Inc., of Providence, R. I., has been granted a charter of incorporation under the laws of that State to deal in talking machines, records, etc. The capital of the concern consists of 500 shares of non-par stock. Mather S. Wilson, George C. Clinton and James O. McManus are the incorporators.

**FRED CARBERRY CO. INCORPORATED**

The Frederick Carberry Co., of Milwaukee, Wis., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000 common stock and \$500,000 preferred stock. Incorporators are F. Carberry, W. Heise and A. Glyis. The concern will deal in talking machines, etc.

**DAVEGA'S TIMELY SALES TALK**

Pointers to Dealers on Best Method of Selling and Displaying Horizontal Types of Victrolas

The new horizontal type of Victrola was the subject of a special communication from Abram Davega, president of the Knickerbocker Talking Machine Co., addressed to the many Knickerbocker Victor dealers. It was headed "How to Sell More Genuine Victrolas—Horizontal Type." The best method of selling has been carefully analyzed and propounded. One of the primary requisites given for selling these talking machines is having the complete line upon the floor. It is pointed out that one or two of the models will not do; the entire five should be displayed. Upon the subject of display there is much to be said. The indiscriminate mixing up of the horizontal and upright types of Victrolas is confusing and does not adequately display either type. Mr. Davega states that it is better to devote a certain section of the floor entirely to the new model, showing the complete line side by side. It is also suggested that it might be well to make these models the subject of a window display. Mr. Davega outlines the superior points of the new Victrola models and urges that the dealer instill his enthusiasm into the prospective purchaser.

**AUTHOR PREDICTED "TALKER"**

A prophecy of the talking machine may be found in Cyrano de Bergerac's "Voyage to the Moon." Cyrano's imaginary traveler tells of a wonderful book presented to him by a lunar inhabitant, which had neither leaves nor letters, a book made wholly for the ears and not for the eyes. "When anybody has a mind to read it he winds up that machine with a great many springs, then he turns the hand to the chapter which he desires, and straight as from the mouth of a man, or a musical instrument, proceed all the distinct and different sounds which all the lunar grandees make use of for expressing their thoughts instead of language."



*Wall-Kane Needles  
Protect the Record*

**WALL-KANE NEEDLES**

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

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

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

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

**JOBBERS ONLY—APPLY FOR  
SPECIAL PROPOSITION**

**The Greater New York Novelty Co.**

*Sole Manufacturers of*

**WALL-KANE NEEDLES**

**3922 Fourteenth Avenue**

**Brooklyn, N. Y.**



*For Progressive Dealers:*

# REGAL

*"A great record to play with"*

(List Price 50c)



## WHY?

Because it is already known nationally and has a sales record that is jumping ahead.

Because it is a record of tone quality and durability, carrying brilliant recordings of well-known artists.

Because it is distributed with a service that is absolutely reliable.

*For full particulars about supplying  
your immediate territory, write or wire*

# REGAL RECORD COMPANY

206 FIFTH AVENUE .

NEW YORK CITY



**Are you taking advantage of our Dealer Help Service that keeps you supplied with high-grade, timely window display material? Your window is your salesman. Keep him well dressed. Get in touch with the Columbia Dealer Service Man.**

**Columbia Graphophone Co.  
New York**



**RETURNS FROM SUCCESSFUL TRIP**

**A. A. Fair, Sales Manager of Jewett Phonograph Co., Brings Optimistic Reports From Eastern Trip—New Jewett Uprights Well Received**

DETROIT, MICH., April 4.—A. A. Fair, sales manager of the Jewett Phonograph Co., of this city, returned recently from an Eastern trip which included a visit to New York City, Cleveland, Philadelphia, Pittsburgh and Utica, N. Y. In all of these points Mr. Fair visited Jewett dealers and also started preliminary negotiations with several important concerns which will probably



A. A. Fair

culminate in new Jewett agencies in the very near future. Upon his return to Detroit Mr. Fair stated that general conditions were very gratifying, and that within the past few weeks over twenty-five new accounts had been opened in various sections of the country.

The new line of Jewett uprights recently announced to the trade has been accorded an enthusiastic reception from dealers who have visited the Jewett factory, and shipments are now being made. The dealers are particularly enthusiastic regarding the quality of the cabinet work and the distinctiveness of the cabinet designs. The factory is now working to capacity and the Jewett sales staff is leaving nothing undone to co-operate with the company's dealers throughout the country, all of whom report improving business.

**SUFFERS LOSS BY FIRE**

**The Record Shop, Toledo, Sustains \$2,000 Loss to Stock From Flames and Water**

TOLEDO, O., April 3.—The Record Shop recently suffered severe loss from the fire which swept the Orchestra Hall Building, 420 and 422 St. Clair street, the damage being estimated at \$2,000, caused mainly by water and affecting the talking machine stock. The business will be carried on, however, while repairs are being made.

This store is one of four owned by Compton Bros., who have in addition shops at Findlay, McComb and Carey, O. Brunswick, Aeolian-Vocalion, Kimball and Columbia machines are handled.

**FEATURING THE NEW VICTROLAS**

**Toledo Talking Machine Co. Attracting Attention With New Models—C. H. Womeldorff Returns From Meeting of Jobbers' Association**

TOLEDO, O., April 4.—The Toledo Talking Machine Co. is displaying the new Victor horizontal 240, 260, 280, and they are receiving much attention. It is believed that as soon as the Victor national advertising on these new instruments begins to function the demand will speed up.

C. H. Womeldorff, general manager, has his sleeves rolled up and is back at his desk after attending the recent New York meeting of the National Association of Talking Machine Jobbers. The trip was both helpful and enjoyable, he reports.

Warren E. Kellogg and W. B. Gannon, sales representatives of this company, will hand back to each other the territories traveled during the month of March. They switched the first of that month for the purpose of widening their acquaintance and studying conditions.

W. B. Gannon will make a trip to Philadelphia and the Victor factory about April 15.

We are living in an era of speed. Pep, real ability, punch and quickness are necessary to-day more than ever before. We are keyed to a high pitch of mental and physical activity and any man who desires to make a mark for himself must be just a little faster than his competitor.

**NEW QUARTERS IN MASSILLON, O.**

**C. J. Duncan, Veteran Victor Dealer, Opens Attractive New Store in That City**

MASSILLON, O., April 4.—Ambitions of a quarter century were realized this month when C. J. Duncan, local Victor dealer, opened his new store at 8 East Main street. It is among the finest in the State and ranks with those of the larger cities.

The exterior of the new three-story building is of Indiana limestone. The Victrola parlors occupy the entire second floor, directly above the jewelry shop, and are approached by an attractive stairway. To the rear are eight sound-proof demonstration booths with a special overhead ventilation system. The record department is at the top of the stairs and the system of filing makes it possible to obtain any record in stock in remarkably short time.

Appointments of the salesroom of the department are in harmony with the interior furnishings and finish. Wicker furniture, ferns and unique art specialties add to its homelike appearance. An extraordinary stock of talking machines and records is kept by the Duncan store considering the fact that the town has less than 10,000 population. John Longheir is manager of the department.

Mr. Duncan was the first Victor representative in Massillon and has featured this line of machines and records for almost twenty years, he told a representative of The World.

**FELT**



**Turntable Felt**  
—Not Felt for Turntables

THERE'S A DIFFERENCE.

The special Felt offered by us as Turntable Felt is the result of intensive study in which our technical people have had the co-operation of similar representatives of famous Talking Machine manufacturers. Their joint efforts have embraced all requirements such as quality, density, surface, color. Absolute uniformity always guaranteed. American Felt Company Turntable Felt is a factor in PERFORMANCE as well as APPEARANCE in the most widely known Talking Machines. For prompt delivery you can depend on

**American Felt Company**

TRADE MARK



BOSTON  
100 Summer St.

NEW YORK  
114 East 13th St.

CHICAGO  
325 So. Market St.



## MANY MOURN BERT WILLIAMS

Death of Famous Colored Comedian Deeply Regretted by Music Lovers—Had Won Popularity Here and Abroad—Exclusive Columbia Artist

Music lovers and theatregoers throughout the country were greatly shocked at the death of Bert Williams, the famous colored comedian, referred to briefly in *The World* last month, who was rated as a genius from one end of the country to the other. As an exclusive Columbia artist Bert



The Late Bert Williams

Williams was known to talking machine enthusiasts everywhere, and many of his records were phenomenal hits.

Bert Williams started his theatrical career with a little company of minstrels and from the very beginning progressed steadily, winning the goodwill of the public and the respect of his associates. In 1903 when the Williams-Walker Company, headed by Bert Williams and George Walker, played in London Mr. Williams was invited to attend a lawn party at Buckingham Palace at the birthday celebration of the Prince of Wales. His

demeanor so pleased the royal family that he remained until his death a prime favorite with Londoners.

Some of the most successful productions in which Williams and Walker appeared as a team were "Two Real Coons," "The Gold Bug," "Senegambian Carnival," "Sons of Ham" and "In Dahomey." George Walker died in 1907 and Mr. Williams was featured alone in "Mr. Lode of Coal." In 1911 he made a Ziegfeld contract under which he appeared in the "Follies" for ten years. At the close of the Ziegfeld contract he starred in "Broadway Brevities" and at the time preceding his death Mr. Williams was appearing in "Under the Bamboo Tree."

While playing in Detroit Mr. Williams suffered a breakdown and was brought to his home in New York, where he died. Some of the selections which he has made for the Columbia library and which have become internationally famous are "Nobody," "Woodman, Spare That Tree," "Everybody Wants the Key to My Cellar" and "When the Moon Shines on the Moonshine."

## A NEW BANNER RECORD SERVICE

Attractive Series of Window Cards, Resembling Oil Paintings, Now Ready for Dealers

The Banner Record Division of the Plaza Music Co. announces a new co-operative advertising service for the retailer. In addition to the regular monthly mat service the company is preparing a very elaborate set of window cards, beautifully illustrated in four colors of oil painting.

This promises to be a rather novel display, as each card will have the appearance of being an individual oil painting. This display will be furnished to Banner record dealers at cost, and should prove a great sales factor.

Elbert Jebb, formerly connected with F. S. Dyke's store in Northfield, Vt., is now manager of the A. L. Bailey music store in Lancaster, N. H.



## INTRODUCES NEW RECORD CLEANER

New Cleaner, With Specially Designed Celluloid Back, Placed on Market by Plaza Music Co.—An Excellent Publicity Medium

The Plaza Music Co., New York City, well-known distributor of sheet music and a complete line of talking machine accessories, recently introduced a new record cleaner with a colored celluloid back which is made of the finest workmanship and materials. The backs carry all the leading trade-mark names, including Victor, Brunswick, Sonora, Edison, Pathé, Aeolian, Columbia and Okeh, as desired, and, on orders of 100 or over, the dealer's imprint is inserted in addition. A specially designed back, if the dealer prefers, in any selected color, can also be ordered.

The cleaner is three and one-half inches in diameter and fits readily into the palm of the hand, which greatly encourages its use and makes it an appreciated accessory. Hundreds of orders have been received by the Plaza Co. from both dealers and distributors for this new record cleaner, and letters of commendation have also arrived from the trade on the value of this article which carries a permanent ad of the dealer into the home of the purchaser.

## CIRCULAR ON SCHLOSS CABINETS

Several Leading Styles of Console Models Illustrated and Described

Schloss Bros., Inc., 801 East 135th street, New York City, manufacturer of cabinets for talking machines, records, player rolls and sheet music, has in recent months made a special feature of its console models for portable machines. The company has just issued an illustrated circular showing these feature models, also giving descriptions and prices. These models are in mahogany and walnut in Sheraton, William and Mary, Louis XV, Queen Anne and Hepplewhite styles.

## SPENCER RETURNS TO DESK

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, returned a few days ago from a visit to Pinehurst, N. C. Mr. Spencer recently recovered from an attack of tonsillitis and this illness, coupled with his efforts incidental to handling the arrangements for the jobbers' meeting in the East, necessitated his taking a rest.

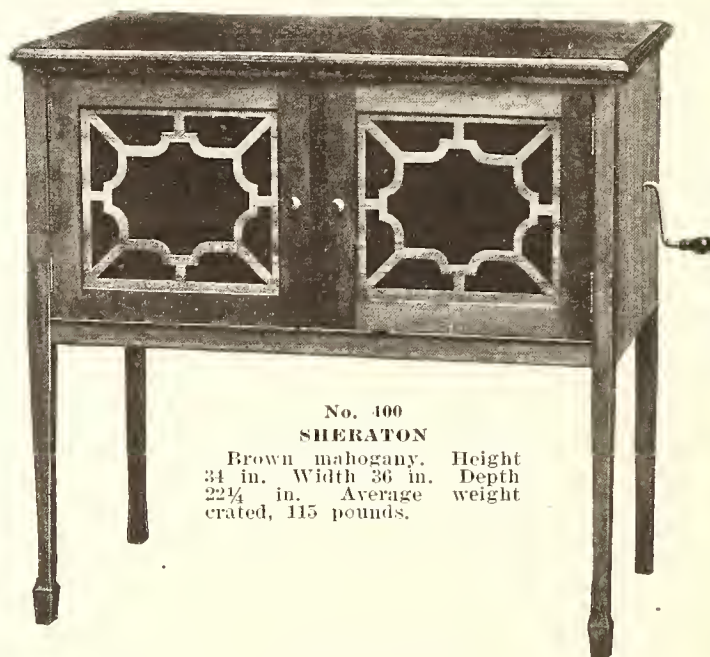
## A YONKERS INCORPORATION

The Proctor Phonograph & Furniture Co., of Yonkers, N. Y., has been incorporated in this State, with a capital of \$100,000. M. Connolly and J. and A. Gee are the incorporators.

## NEW STORE IN FLATBUSH

Owen & Beers, talking machine dealers, have just opened a new store on Flatbush avenue near Cortelyou Road, Brooklyn, N. Y.

A Selling  
Certainty  
for  
Victor  
Dealers



No. 400  
SHERATON  
Brown mahogany. Height  
34 in. Width 36 in. Depth  
22 1/4 in. Average weight  
crated, 115 pounds.

A genuine Victrola in a beautiful and beautifully-made console cabinet is a combination which appeals to every music lover. When the cabinet is a Udell period design, like the Sheraton (illustrated) or the Udell Queen Anne cabinet, and when your selling price for cabinet and Victrola together is less than \$100, you have what every Victor dealer who has seen these cabinets knows to be a *selling certainty*. At this price

you can make your regular profit on both cabinet and Victrola.

These cabinets are especially designed to accommodate the Victrola VI. The instrument is easily fitted into place and becomes part of the machine. The left-hand compartment has shelves for five record albums. The grille doors are paneled in golden-brown silk. Fine finish and workmanship are apparent in every detail of construction.

Write at once for descriptive circular and prices

# The UDELL WORKS

28th Street and Barnes Avenue, Indianapolis





HERE IT IS!

*The*  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs  
 SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

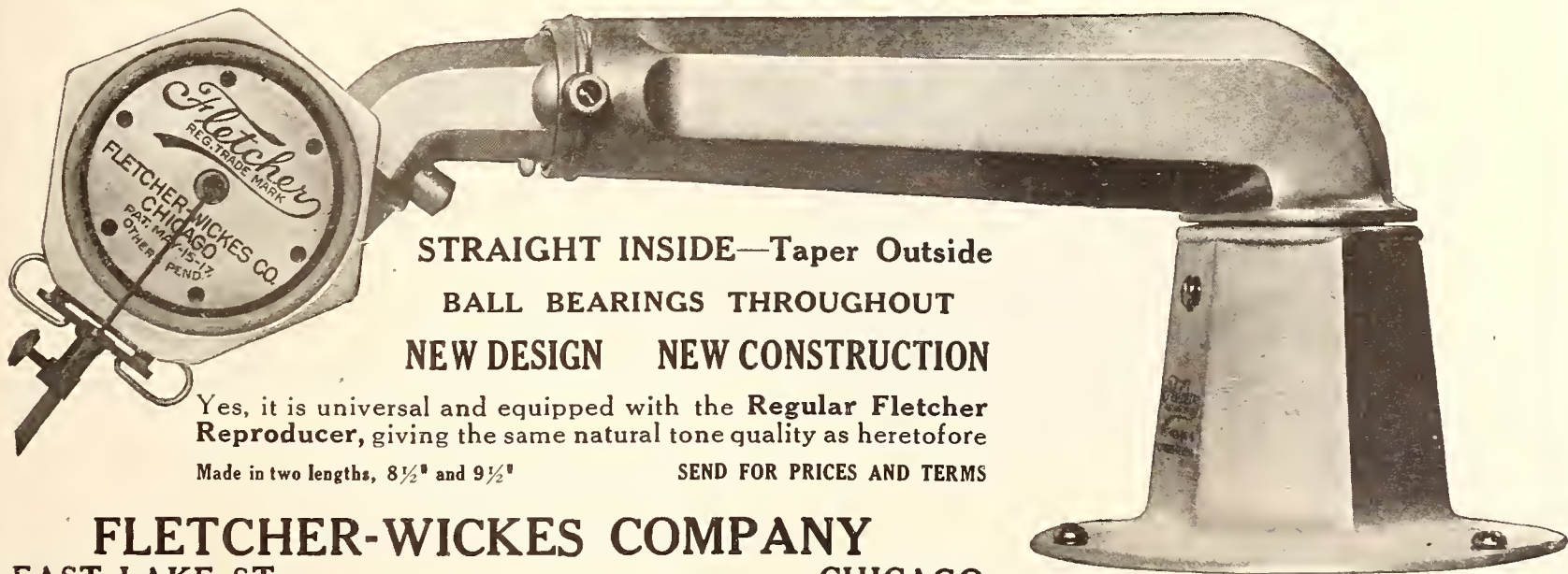
*Dealers, Send for  
 Prices and Terms*

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the **Regular Fletcher Reproducer**, giving the same natural tone quality as heretofore  
 Made in two lengths, 8½" and 9½" **SEND FOR PRICES AND TERMS**

**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

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



# H.K. Lorentzen

Manufacturer of  
**Exclusive Cabinet Hardware and Accessories**  
 60 Grand Street  
 New York City

## EDW. JOHNSON ENTERTAINS DEALERS

Talking Machine Men of Twin Cities Turn Out to Hear Interesting Address of Edward Johnson at Dyer Victrola Concert in St. Paul

ST. PAUL, MINN., April 1.—The recent visit to this city of Edward Johnson, Victor artist, in



Edward Johnson and Notable Gathering in Dyer's Concert Hall

connection with the appearance of the Chicago Opera Company was eagerly welcomed by dealers handling the Victor line of talking machines and records both in St. Paul and Minneapolis. Additional interest was given to the regular Friday Victrola concert at the establishment of W. J. Dyer & Bro., this city, by the appearance of Mr. Johnson at the concert hall. Approximately 250 people listened to an address made by the artist, who also made a short speech before the Twin City retail dealers, entertaining and instructive, of his experience while shopping incognito among Victrola dealers.

In the picture Mr. Johnson will be observed in the foreground, while behind him stand R. H. Johnston, vice-president of W. J. Dyer & Bro.;

Mr. Leavitt, of Howard Farwell & Co.; Mr. Pofahl and Mr. Zoller, of the Golden Rule, and Mr. Kuncel, of the Cable Company, St. Paul.

The following Minneapolis dealers are included: Mr. Artz, of Donaldson's; Mr. Ebert, of Power's; Mr. Benson, of Benson Music House; Mr. Roden, of Power's; Mr. Porter, of the Metropolitan, and Mr. Lang, of Dayton Co. Also pictured in the

group are Mr. Ells, Mr. Cox, Miss Stoner and Miss Donaldson, of the W. J. Dyer & Bro. force.

## STEAL "TALKERS" FROM SCHOOLS

POINT PLEASANT, N. J., April 1.—Crime hunters hereabouts have turned their attention from bank robbers, footpads and ordinary highwaymen to burglars who seem to specialize in a new sort of thieving. These burglars are paying visits to unprotected school houses and carting away talking machines and records. Joseph Clayton, a member of the Jackson Mills school board, said that the talking machine thieves entered schools at Jackson Mills, Hyson, Pleasant Grove, Leesville and Cassville.

## NEW OKEH RECORD CATALOG

Attractively Designed Catalog Now Being Distributed Among Okeh Dealers—Book Is Noteworthy for Practical Arrangement of Contents

The General Phonograph Corp., New York, manufacturer of Okeh records, has just issued a new complete alphabetical catalog that emphasizes the phenomenal success attained by this record in the past few years. The catalog contains fifty-two pages and cover, and is bound in a rich dull green cover that makes it an attractive addition to the dealer's library of literature.

The illustrations of the various Okeh artists show up to excellent advantage, and the typographical arrangement is very attractive. The titles of the Okeh records are listed alphabetically and the entire contents are cross-indexed in order to make the book a handy reference guide for Okeh dealers and their patrons. The catalog is being distributed to Okeh dealers throughout the country, and intensive publicity plans have been inaugurated to feature this book.

## RECORD ALBUM DEMAND IMPROVING

New York Album & Card Co. Reports Increase in Production to Meet Demand

An optimistic report of conditions in the record album field was given by Max Willinger, president of the New York Album & Card Co., of New York and Chicago. Mr. Willinger reports that his company has transacted up to date more business than in the same period of 1921. He states that although the buying in general is not in as large individual quantities, the aggregate totals more, and a steady, healthful demand for albums is manifested. The buying in small quantities, Mr. Willinger points out, is also indicative that the dealer's supply of albums is not large and that a marked improvement in business would immediately result in greatly increased orders for albums. The output in both the Chicago and New York factories of the company has been increased and orders are being filled promptly.

## CLOSING HEALTHY BUSINESS

Val's Accessory House Reports Increasing Activities—Will Soon Open New Store

ST. LOUIS, Mo., April 5.—Val's Accessory House, of this city, jobber of talking machine supplies and parts, has closed an excellent business the past few months. In fact, the company's activities have increased so rapidly it has been necessary to lease a branch establishment at 1236 Franklin avenue, which will be open in the course of the next few months.

The company recently received large shipments of motors, tone arms and other repair parts, and its campaign to distribute this merchandise has been so successful that additional stocks have been ordered. The demand for mainsprings has been one of the outstanding features of the sales during the past two months, and a special department devoted to this product is kept busy filling the orders of the trade.

## McLEAN GOES TO THE COAST

GREAT FALLS, MONT., April 1.—Allan McLean, for the last seven years manager of the Great Falls Edison Shop, has resigned his position to enter the same line of work at Portland, Ore., according to a recent announcement. He will be succeeded by F. S. Martin, late with the Montana Phonograph Co., at Helena, who has arrived here to assume his new duties. For the last several years he has traveled for the Helena concern.

## The General Phonograph Mfg. Co. Model "E" Table Phonograph

*The Greatest Value on the Market*

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

*Write for our Proposition*

The General Phonograph Mfg. Co., Elyria, Ohio



## BRUNSWICK INTRODUCES GOLD LABEL RECORDS

**Recordings of Double-faced Operatic Records Will Be Known Under Above Title—Will Replace Green Label at Prices Nearly the Same—Opening Gun of Great National Campaign**

An announcement of wide interest to the trade emanating from the headquarters of the Brunswick-Balke-Collender Co., of Chicago, Ill., concerns the recording of double-faced operatic records, to be known as Gold Label records. The exclusive Brunswick artists whose recordings are now listed under the Green Label Series will make the new records, the first releases of which appear in the lists for April and May. These new records will retail at from \$1.50 to \$2.00, comparing with prices of from \$1.00 to \$1.50 asked for the single-faced discs containing music of the same character.

This is one of the opening guns of the Brunswick Co.'s national campaign to popularize the better class of music in American homes. Through the medium of the double-faced records at a slightly greater cost than the single-faced recordings the company states that it is hoped "to bring the better class of music within the reach of all talking machine owners. By this plan inventories of dealers will also be reduced while at the same time the assortment of selections is multiplied."

The numbers appearing on each side of the Gold Label records are to be carefully selected and only those of like character and appeal will be placed on the same disc. Among the artists who will record for the Gold Label records are: Elly Ney, Richard Strauss, Claire Dux, Mario Chamlee, Max Rosen, Bronislaw Huberman, Florence Easton, Leopold Godowsky, Giuseppe Danise and Tino Pattiera.

A plan has been worked out by the Brunswick Co. to protect dealers from loss in the handling of the Green Label records. In a handsome four-page folder descriptive of the new records an announcement is made that: "As soon as the records of the above artists which have already been released are double-faced an exchange plan will be offered for dealers' stocks of the single-faced numbers on hand at that time." In the meantime the Green Label records will continue to be handled as heretofore.

Announcement is also made by the company that the Blue Label records, which were recently reduced in price from \$1.25 to \$1.00, will be listed under the Lavender Label classification as soon as the catalog lists can be changed. This step was also taken with the idea in view of popularizing the better class of music.

Records made by the Isham Jones Dance Orchestra and the Criterion Quartet are now listed at 75 cents, together with the Brunswick Black Label series, and all future records by these artists will be classified as Black Label. Stocks on hand at Brunswick dealers' establishments are protected by merchandise rebate credits in these changes.

### CHANGES RECORD CLEANER DESIGN

**New Cleaner Put Out by Knickerbocker Talking Machine Co. Has Victor Red Seal Facsimile**

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is now producing its record cleaners with a somewhat changed design. The company during the latter part of last year placed these record cleaners on the market and urged that dealers make use of same for advertising purposes, space being provided for the dealer's imprint. The back of the record cleaner is now produced as a facsimile of a Victor Red Seal record. This new design was originally presented at the last luncheon of the Talking Machine Men, Inc., at which everyone attending found one of the new cleaners at his plate. A special letter has been addressed to the trade outlining the advantages of the cleaners as an advertising medium for the dealer and how they can be used to bring customers to the store.

### NEW FOREIGN RECORD HANGERS

**Victor Co. Announces Preparation of New Publicity for the Retailers**

The Victor Talking Machine Co. announces that a series of attractive hangers, of the same size as the present domestic supplement hangers, are now being prepared for the purpose of featuring lists of records selected from the foreign record catalogs and supplements. It is believed that the new hangers will prove of distinct value in stimulating the sale of records in the foreign lists, inasmuch as they will bring to the attention of the foreign record customers comparatively limited groups of records from which selections may be made easily. The hangers will cover the Bohemian, German, Hebrew, Italian, Polish and Swedish lists, and will be distributed to wholesalers.

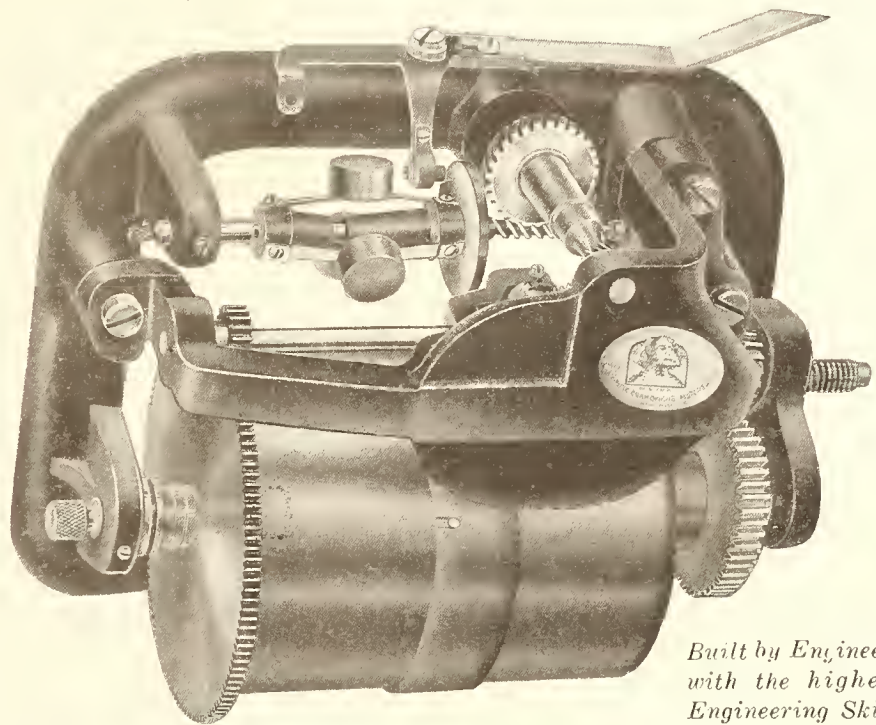
The N. W. Brown Piano Co., which has just opened a store at 144 State street, Springfield, Mass., is featuring Brunswick phonographs and records in its attractive department.

### PLANS EXTENSIVE IMPROVEMENTS

**Wolf & Dessauer Department Store to Move Victor Department to Larger Quarters on the Second Floor of the Building**

FT. WAYNE, IND., April 4.—The Wolf & Dessauer department store contemplates extensive improvements and alterations in the Victrola department, which has occupied space on the fourth floor of the store and will be moved to the second. The mezzanine will be a feature. New equipment will be added and the scope of the department will be greatly enlarged. Demonstration rooms will be one-half again as large as at present and ample space will be provided for an elaborate display of machines and service to the customer. W. E. Cotter, manager of this department, was recently married and is just back from his honeymoon.

A salesman should never forget that he represents an investment of his employer and that if the investment proves to be a losing proposition he will get rid of it and seek another.



*Built by Engineers with the highest Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



**Sphinx Gramophone Motors Inc.**

21 East 40th St.

NEW YORK CITY





**Give your customers and prospects a 1923 Columbia Dealer's Calendar. It will work for you night and day—a constant reminder of the need for a Grafonola or the need of new Columbia Records. See the Columbia Dealer Service Man about it.**

**Columbia Graphophone Co.  
NEW YORK**

## Four-Minute Conference on Business Topics

### No. 1—Your Liquid Assets

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

Your liquid assets are your cash or that which you can turn into cash at a moment's notice.

Without cash or its equivalent a business man is greatly handicapped. Therefore, he should assume obligations very carefully remembering that cash will be wanted before very long. There is a happy medium between timidity and over-caution. Do not knowingly put yourself in a position where there is a possibility that the other fellow can squeeze you. Take the worst possible view of the situation and face it, as to what you would or could do in case the worst should arise.

Successful men play as nearly safe as is

humanly possible. What seems perfectly feasible when a clever salesman is talking, or when you are figuring as to what your profits ought to be—may prove quite impossible in the face of an actual business depression or some entirely unexpected circumstance. Assume obligations with the expectation of making good—but leave yourself every possible chance of doing it. Then go forward and leave no stone unturned to insure success.

Many an obligation which seemed reasonable enough to assume has caused anxiety and trouble, because of *lack of liquid assets*. A man may be perfectly solvent and yet embarrassed for funds. It is an unsafe thing to tie up too much of one's capital or credit in stock or one's business investment. One can never tell just

what sudden demand there may be for cash.

When you go to the bank to borrow money, you will in all probability be asked to put up collateral of some kind, and even if you have something so good to offer as Liberty Bonds, you will be asked for a much larger deposit of these than you can expect to get in cash. A man's credit is one of his most valuable assets, and it is poor business judgment to abuse the use of credit—for that means its withdrawal.

It is this assuming of obligations without any real knowledge of where the money is coming from which is so likely to lead to disaster sooner or later. *Be careful then only to assume such obligations as you are justified in doing, and for Safety's Sake keep part of your assets liquid for emergency use. The very confidence that this will give you will express itself in an atmosphere of prosperity and well-being.*

### EXCELLENT SALES CAMPAIGN

**Columbia Dealer in Southern Territory Sells Twenty-two Instruments in Three Days and Builds Up an Excellent Prospect List**

NEW ORLEANS, LA., April 3.—For over a year D. Bienn, Columbia dealer of Bogalusa, felt that by watchful waiting the tide would turn and people would once more stream into his store to purchase Grafonolas and records as of yore. However, no such thing happened, and when complaining to the manager of the local branch, he, after diagnosing his case, decided to administer a dose of 3,000 fliers, a Magnavox, truck, truck-sign, a specially decorated window and a salesman for three days.

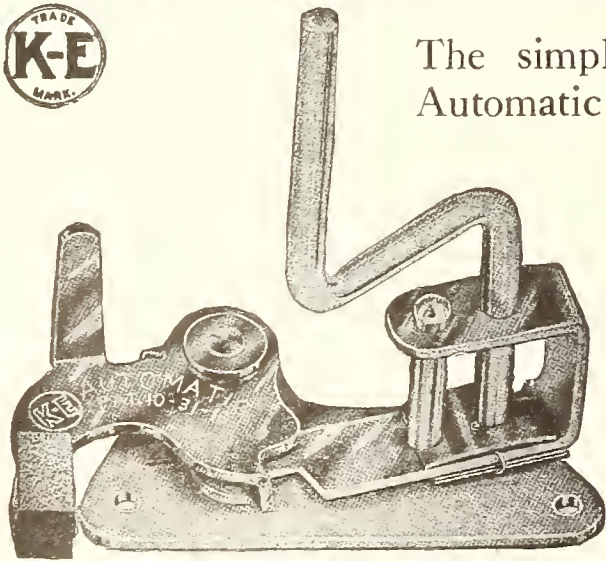
The cure was completely effected at the end of three days and to-day this dealer boasts of the fact that he cleaned off twenty-two instruments in that time. Better still, there is a possibility of getting ten to fifteen times as much business as before.

The dealer is perfectly frank in stating that if he had only had this dose administered to him before he would never have gotten to the point where he decided to wait for better days.

The last instrument was one that caused a very unusual incident. Here's the story as Mr. Bienn tells it:

"Sold a 'G-2' to a customer overnight, who discovered the motor had a slight knock in it and insisted on having another instrument in exchange for it. There was only one instrument on the floor and it was a 'G-2.' This instrument was put on the truck by the salesman and the dealer and the exchange was made with the dissatisfied customer. On returning to the store with the instrument for which the exchange was made a party stopped them on the street and asked regarding the sale. The dealer advised the party that only one instrument was left and that was the one they had on the truck. The customer proceeded to climb onto the truck and the instrument was demonstrated to the customer on the truck, in the middle of the street. Sale was made, same being delivered to the customer that very day."

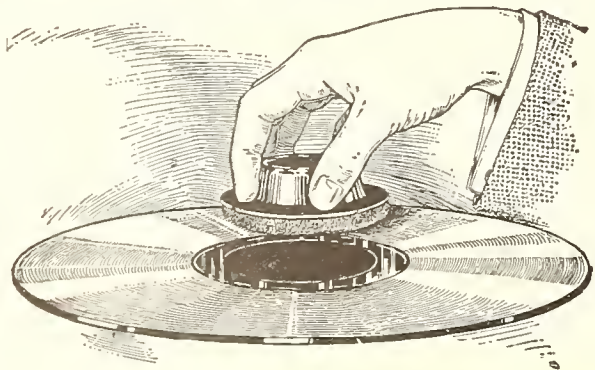
## AUTOMATIC STOPS



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

Send 50c. for Sample Stop

## SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners

Reduced Prices Big Profits Write for Particulars NOW

**KIRKMAN ENGINEERING CORPORATION**  
484-90 Broome Street New York



## SEVEN LIVE VICTOR DEPARTMENTS

Cline-Vick Drug Co. Operates Successful Chain of Stores in Southern Illinois Under the Management of Fay Luyster—Doing Well in the Educational and Concert Fields

The Cline-Vick Drug Co., which operates a chain of seven stores in southern Illinois, the stores being located in Herrin, Marion, Carterville, Johnston City, Zeigler, Royalton and West Frankfort, has paid particular attention to the featuring of the Victor talking machine departments in the several stores, having recently placed Fay Luyster in charge as general manager of the Victor departments. Mr. Luyster has had considerable experience in the Victor business and is a graduate of the Victor Salesmanship School at Camden.

The store in Marion was remodeled recently, new booths and record racks being installed, and the feature of the formal opening was a Victrola exposition with models to show the development of the Victor talking machine during the past quarter of a century. Special models of machines were obtained from the factory for the show which attracted much attention. A new Victrola department in the Zeigler store of the company was opened on March 16, on which occasion souvenirs were distributed.

Manager Luyster has been doing considerable educational work, going into the schools for the purpose of giving demonstrations, and holding children's hours at the stores on Saturday morning, when a special record program for the little ones is offered. He has also had much success in featuring Princess Watahwaso in several of the towns, having the school children sell tickets for her concerts with the returns going back to the schools for the purchase of Victrolas.


The Eight Famous Victor Artists have also appeared under the Cline-Vick Co. auspices, and Manager Luyster is now working on a program for the Summer to include Harry Lauder, John McCormack, Sallie Hamlin and the Victor Eight who will further enhance their popularity.

The people in charge of the departments in the different stores are Miss Ruth Mercer, Marion; Miss Beulah Griggs, Carterville; Miss Gertrude Galligan, Herrin; Miss Helen Smith, Johnston City; J. W. Meshew, Zeigler; S. E. Ross, Royalton, and Miss Kate Dunn, West Frankfort, all capable and energetic.

## FILES BANKRUPTCY PETITION


A petition in bankruptcy was recently filed by the Master Tone Phonograph Co., of Troy, N. Y. Liabilities are estimated at \$53,762 and assets are given as \$48,443.

The music business of Tom Graham, at Peoria, Ill., has been purchased by J. R. Gavin and A. H. Schmidt, who will operate it under the firm name of Gavin & Schmidt. Vionola phonographs and Baldwin pianos are handled.



THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL 


The instrument that builds  
Prestige and Sales

## Greater City Phonograph Co.

EXCLUSIVE SONORA DISTRIBUTERS  
for New York, Staten Island and the lower Hudson Valley

311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

ALSO JOBBERS FOR THE JONES MOTROLA



## SPECIAL VOCALION RECORD RELEASE

"Old Timers Fox-Trot" and "Southern Medley"  
Played by Bar Harbor Orchestra Represents  
a Record of Unusual Appeal and Interest

The Aeolian Co. has just announced as a special release a most interesting new Vocalion record, No. 14315, bearing on one side a clever arrangement of old-time favorites in medley form entitled "Old Timers Fox-Trot," while on the other there is the "Southern Medley One-Step."

The old-time songs include such favorites as "Hail, Hail, the Gang's All Here," "How Dry I Am," "When Roses Bloom," "Georgia Camp Meeting," "Dinah," "Banks of the Wabash," "Yama, Yama," and "Rings on My Fingers," while the Southern medley includes "The Swanee River," "Massa's in the Cold, Cold Ground," "Kentucky Home," "Old Black Joe" and "Dixie." The recording is by the Bar Harbor Orchestra and has a vim and vigor to it that is distinctly satisfying.

## SAUL BLUESTEIN OPENS BRANCH

MEMPHIS, TENN., April 8.—Saul Bluestein, who recently acquired Fortune's Music Shop, 111 Madison avenue, this city, has opened a branch store on South Main street. The new store will be known as the Melody Music Shop. Brunswick and Sonora machines and a complete stock of Brunswick records are handled.

## HINTS FOR VICTROLA SALESMEN

New Booklet of Valuable Selling Arguments  
Just Issued by the Victor Co.

The Victor Talking Machine Co. has just issued to the trade a particularly interesting little vest pocket volume bearing the caption, "Hints for Victrola Salesmen," and including a wealth of material of great value to the retail salesman in discussing intelligently the features of the Victrola and answering questions propounded by customers. The booklet is the development of a series of articles on Victrola selling that have appeared in "The Voice of the Victor" with much additional material included.

## REVISED NEW ZEALAND TARIFF

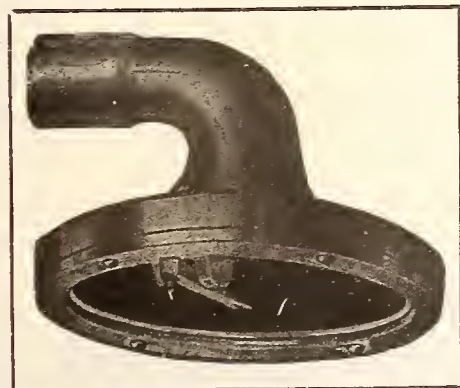
Important changes in the import duties made by the New Zealand Government in its revised tariff affect the importation of musical instruments, according to statistics just made public by the Bureau of Foreign and Domestic Commerce, Washington, D. C., in Commerce Reports. The former duties on talking machines, records and musical instruments consisted of 30 per cent general and 20 per cent preferential. The revised duties increase the general tariff to 35 per cent. The preferential remains unchanged.

The man with a smile wins the race by a mile, and the man with a frown goes down.

Quality

# The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

**Meet the demand—Serve your customers**

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

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

**VICSONIA MFG. CO., Inc.**

313 E. 134th STREET

NEW YORK, N. Y.



# Why You Should Sell Sonora Phonographs

Reason Four—

## Sonora Construction

THE new Queen Anne, one of Sonora's latest and most striking achievements, splendidly illustrates the wonderful features of construction which lighten the selling task of dealers who sell the Sonora.

Here, at their utmost, are found Sonora's matchless purity and warmth of tone—Sonora's individual beauty of cabinet design.

But back of these and underlying them is *sincerity of construction* that has no equal. The all-brass tone arm, the many-layered wood amplifier, the powerful, long-running motor, the inch-thick cabinet walls, the automatic stop that *works*—in selling these exclusive Sonora features you sell actual superiority, not just a name.

That's why Sonora ranks highest in cash sales and makes enduring good will for dealers.

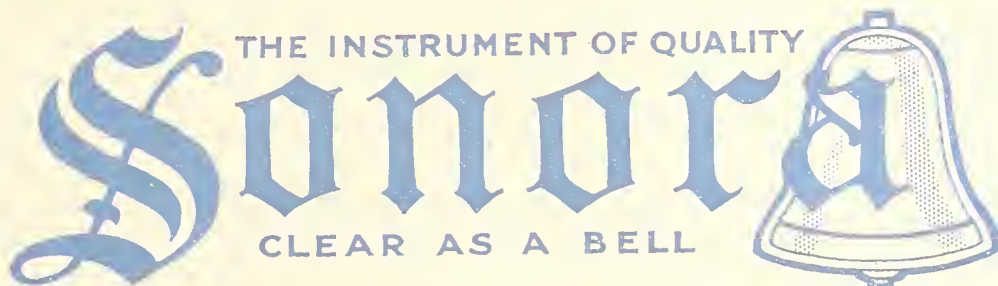


The Queen Anne  
(Improved)  
\$250

Beautifully finished in Walnut, Brown Mahogany or Mahogany, the Sonora Queen Anne is a marked advance over previous period model standards in cabinet design as well as tone quality.



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



*List of Distributors*

**Gibson-Snow Co.,**

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

**Griffith Piano Co.,**

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

**Hessig-Ellis Drug Co.,**

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

**Kiefer-Stewart Co.,**

Indianapolis, Ind.  
State of Indiana.

**Lee-Coit-Andresen Hardware Co.,**

Omaha, Nebr.  
State of Nebraska.

**M S & E,**

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

**C. L. Marshall Co., Inc.,**

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

**The Magnavox Co.,**

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

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**Southern Drug Company,**

Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Company,**

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

**Southwestern Drug Co.,**

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

**Doerr-Andrews-Doerr,**

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

**C. D. Smith Drug Co.,**

613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

**Moore-Bird & Co.,**

1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**Strevell-Paterson Hardware Co.,**

Salt Lake City, Utah  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**

Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**

1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Sonora Dist. Co. of Pittsburgh,**

4130 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.**

150 Montague St., Brooklyn, N. Y.  
All of Brooklyn and Long Island.

**Greater City Phonograph Co., Inc.**

311 Sixth Avenue, New York  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.



# The Value of the Postal Card as a Means of Stimulating Record Sales :: By Frank V. Faulhaber

An old-time merchant recently observed, during a business discussion, "If you want to get more trade than your competitor, go him one better!" The soundness of this logic none will question. It should convey something of import to the talking machine dealer who has no plans in mind whereby he can go his competitor one better. I have in mind just now one energetic dealer whose well-organized selling campaigns are steadily increasing his profits.

This dealer is never beset with slack business. The reason is simply that he keeps everlastingly after his patrons, reminding them of the merchandise he handles. Whereas other dealers may be satisfied to mail out the monthly record catalogs that are supplied them, this particular merchant goes his competitors one better by supplementing these very catalogs with postal catalogs which he sees to it are mailed to the proper prospects.

Let us show how this dealer does it. It is a very simple idea when one comes to think of it, yet it is not so insignificant that it is not worth a trial by other talking machine men. In his store everything is planned out carefully, nothing whatever being overlooked that may in any way contribute to the possibility of increased volume of sales. He and his store-people try, in a word, to sell the right article to the right customer.

By studying his clientele this talking machine dealer is enabled to suggest possible sales, even though the prospects he endeavors to interest do not visit the store. He has instructed all of his salesmen to keep a tab on the kind of purchases made by the different customers. This is of particular value, as regards the selling of talking machine records.

People as a rule have a liking for certain kinds of records, such as classical pieces, or romantic, or popular. This the dealer and his salesmen find out. He ascertains to a nicety just what records sell best with certain customers and he profits by this information. Sometimes prospective customers request selections which do not happen to be in stock. This talking machine dealer capitalizes on his knowledge in two ways.

If the customer is a new one, it is deemed especially advisable to secure the requested record. Otherwise that patron may be forever lost to the store if he or she goes out without the desired record. This dealer does not neglect his opportunity here, but neither does he stop at this point; he lists the prospective customer down on his book, at the same time entering a notation anent the kind of record asked for. Let us assume it is a piece of music adapted to dancing. Well and good. This dealer, naturally, has a certain amount of assurance that the new prospect is interested, or may be interested, in other records of a similar character.

## Customers Who Stay Away From the Store for a Long Period of Time Can Be Placed Again on Buying List

He finds out as much to his profit often enough. And you will find that a great many people who purchase music records from you do so only occasionally. These customers may stay away from your store for any of a number of reasons. But the wise merchant makes all of his prospects pay in the way of added business as much as possible. He does this by reminding his prospects of the merchandise he handles.

All well-established businesses have a certain number of well-paying clients; people who are steady customers, the kind who can be depended upon for a certain amount of trade. No business can hope to maintain itself on a successful basis if it must rely for support on

transient customers. A proprietor of such a business would indeed have a small sense of security.

Whenever a customer enters your store to purchase some music records capitalize on the information you secure. Keep a record of all purchases made, the sort, the quantity, etc., by the different patrons. It will pay you in the long run. Then, when a customer stays away from your store you can send out postal cards in addition to the usual monthly music record catalogs. Some people do not accord the catalogs adequate attention. Many throw them away without looking them over.

Postal cards sent to your prospects naturally can be made much more specific by the simple matter of a little more work on the part of some assistant in your store. But this work should be done well if at all. With all the information available you can construct the postal cards accordingly.

The expense involved in the postals can safely be disregarded, for it will prove a wise investment later. As our talking machine dealer goes about it, he sees to it that the writing is done in a neat hand, understandable by all. He mails these postal cards regularly. One person will receive a card with the suggestion to buy such and such a record, a record, naturally, in which he or she may very possibly be interested.

Let us cite a number of specimens that will serve as inspiration for others. The following is the kind that may go to a certain class of customers who have shown themselves to be interested in this kind of record:

Dear Madam: We've got a record in stock now in which we think you may be interested. It's a fox-trot—"All By Myself." This piece is making a great hit, and we are sure it will appeal to you as well as it does to others. Step in some time this week and let us put it on the machine for you.

The foregoing is not very much and will go easily on the ordinary postal. Naturally it is more effective by means of the hand-writing, thus catering direct to the prospect. It tells of a certain song, suggests a certain sale, and, as results prove, tends to augment the number of sales of that piece.

To such customers as have manifested an appreciation for good music, this talking machine dealer suggests sales in which they may be interested. The succeeding will illustrate:

Dear Madam: We have just received a record which we are positive will appeal to one of your taste. Would you let us play it for you? We should be only too pleased. It is called "Fantaisie Impromptu" (Chopin), a pianoforte solo, by Leopold Godowsky. This is a piece of music you will be impelled to take home with you, once you hear it. Come this week!

The foregoing is another that will indicate the kind of cards that can be mailed to your prospects. It confines itself to discussing one piece of music, one, naturally, in which the prospect is almost sure to be interested. It is a specific appeal, and for that reason alone should develop many sales.

When a customer receives such a card it makes an added impress by the personal touch that is conveyed through the hand-writing. Were the card printed, carrying more text but less specific suggestions, it might not prove so effective.

Such postals will receive more attention when written by hand, and it is sure to impel action in a number of cases if the pieces of music which the talking machine dealer tries to interest the prospect in are really of the same character that have been purchased on former occasions. By calling attention to certain records in which the customer has shown he or she may be interested, you will find that many sales will develop that otherwise would not accrue to the benefit of your store.

By means of such postals the customer is

## Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

**THE C. E. WARD CO.**

(Well-Known Lodge Regalia House)  
101 William Street New London, Ohio  
Also Manufacturers of Rubberized Covers  
and Dust Covers for the Warehouse

### Distributors

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

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

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

BECKWITH-O'NEILL CO.  
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.  
Salt Lake City, Utah

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

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

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

SDNORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas

KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.

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

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

SACHS & CO.  
425 So. Wabash Ave., Chicago

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

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

1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.

DRTON BROTHERS MUSIC HOUSE  
Butte, Mont.

GRAY & QUOLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.

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

AMERICAN PHONOGRAPH CO.  
Burlington, Vt.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.



brought face to face with something of interest without having to go about searching for it in the monthly catalog received. And by sending the cards regularly each month as the enterprising dealer does, the prospect will learn to look for them. That prospect, moreover, will be decidedly impressed by reason of the fact that the talking machine dealer is calling attention repeatedly to music records which really appeal. Added volume of business is the inevitable result of a practice such as this.

The postal cards, too, will prove the means whereby you can encourage former patrons to pay more visits to your store. Don't make the mistake of letting a prospective patron go out of the store without procuring the record requested and without making an effort to secure the given record. Let the patron know you are ready to serve. And the postal cards, as suggested, will serve to assure the customer that you are really trying to please by furnishing records that appeal. Specifically, the use of postals will mean more patrons and more patronage.

**GALLI-CURCI AT GRINNELL BROS.**

The accompanying unusual pose of Madame Galli-Curci shows the popular operatic star in the Victrola department of Grinnell Bros., De-



Mme. Galli-Curci in Detroit

troit, on the occasion of her last recital in that city. It shows the singer standing at the side of a period Victrola and displaying a distinct interest in the papier mache model of the Victor dog. It would seem as if he were enjoying the golden voice of the diva.

**NEW YORK CONCERN IN BANKRUPTCY**

A petition in bankruptcy has been filed against Talking Motion Pictures, Inc., of 203 West Fortieth street, New York City. Liabilities of the concern are said to be \$120,537 and assets of unknown value. A. Ferron has been appointed receiver. The corporation has been featuring synchronized motion pictures under patents granted to Orlando B. Kellum.

The business man who begins to feel sorry for himself and loses his aggressiveness and optimism has reached the last stages on the downward path to failure.

**THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH**



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

**BROOKS MFG. CO.**  
Saginaw Mich.

**FEATURES VICTROLAS FOR SCHOOLS**

**Inaugurates Teachers' Day and Sends Out Pamphlets Illustrating Value of the Victrola in Educational Work—Plan Boosts Record Sales**

MARION, ILL., April 1.—Fay Luyster, manager of the talking machine department of the local store of the Cline-Vick Stores, has greatly stimulated the sale of Victor records and aroused considerable interest in the Victor line of talking machines through the medium of "School Teachers' Day."

A circular letter, accompanied by a small, handsomely illustrated folder, was sent to the school teachers in the city. The letter of invitation explained that the plans of the educational authorities in the study of music were a matter of interest to all teachers and a visit to the store would result in an explanation of the value of the Victrola in the school and the records best suited to this work. The folder showed children at play and study with the aid of the Victrola. The following titles of a few of the illustrations are self-explanatory: "Instrument Study," "School Marching," "Group Singing," "Games on the Lawn" and "Music Appreciation."

**USES RECORD FOR ROULETTE WHEEL**

**Police Raid Discloses Roulette Wheel Made From Record, "Home, Sweet Home"**

KEY WEST, FLA., April 5.—Maybe they've stopped making roulette wheels, or perhaps Manuel Gonzalez, operator of a coffee shop here, didn't have a catalog showing where one might be obtained. Anyway, such inconveniences didn't bother Manuel when he decided to install one in the rear of his place recently.

Officers raided the shop, seized the layout and upon examination discovered that the wheel was home-made, manufactured from a talking machine record. The record had been painted, had numbers from 1 to 30, and officials who scraped some of the paint away discovered it was originally a vocal rendition of "There's No Place Like Home."

Gonzalez failed to tell the court whether the title of the hidden song was a warning to those who bucked the wheel or whether he regarded it as a lucky omen for the "house."

**COLUMBIA CUT-OUT ANNOUNCED**

At the monthly meeting of the Talking Machine Men, Inc., held last month, a letter was read by Irwin Kurtz, president of the Association, which he had received from the Columbia Graphophone Co., stating that a cut-out of 525 Columbia records would be announced to the trade very shortly. Geo. W. Hopkins, who signed the letter, also advised the Association that the specific details as to the cut-out would call for a very liberal method of exchange that would undoubtedly please the dealers.

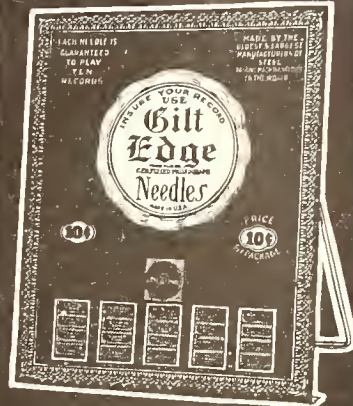
**LOANS "TALKER" TO FOOD SHOW**

SYRACUSE, N. Y., April 1.—Godard's Music House, of this city, featured the Victor talking machine in the Food Show held here recently. The company loaned the talking machine and a piano to the show to furnish music while the event was in progress. The talking machine department of this house, although only in operation a few months, has built up a nice business in Victor machines and records.

**GIVE THE BUYER A CHANCE**

Some salesmen have such a fluent flow of flowery language that they don't give the prospect a chance to close the deal. Firmly entrenched in their conceit, they bombard the prospect with a barrage of adjectives, hoping thereby to overcome resistance and emerge victorious from the field with a sale to their credit. Sometimes even a customer would like to ask a question concerning an instrument which represents an investment of considerable money.

*Here Is The*  
**GILT EDGE**  
*Silent Salesman*



**T**HIS handsome all-metal counter display in colors is specially constructed to hold and display 100 packages of Gilt Edge Needles, in assorted tones, through openings in the front of the display stand. The packages can be taken out of the reverse side only. This prevents undesirable tampering and loss of needles. The Gilt Edge Silent Salesman will sell phonograph needles for you. Just place it on your counter—and watch it work.

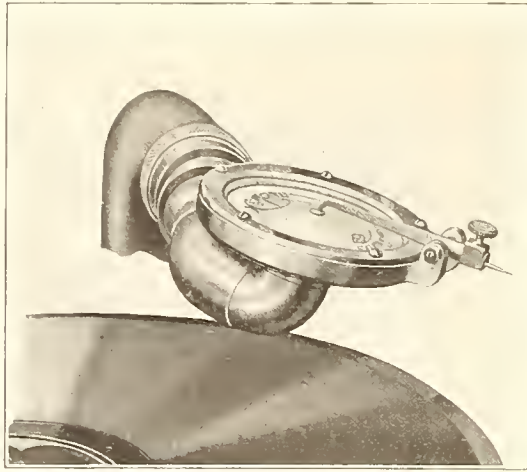
Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge Needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for samples and prices.

**REFLEXO PRODUCTS CO., Inc.**

347 Fifth Avenue  
At 34th St. Suite 801  
New York City





Needle Insertion Position

# MR. EDISON MAN

Don't say  
"KAN'T" say "KENT"

Write for Catalog of Complete Line  
**THE KENT SPECIAL**

For the  
**NEW EDISON DISC**

Is Especially Recommended



Playing Position

**F. C. KENT CO.**



Reg. U. S. Pat. Off.

**IRVINGTON, N. J., U.S.A.**

### "OPERA BOOK MONTH" A SUCCESS

Mickel Bros. Co., Des Moines, Ia., Sponsors Unique Publicity Campaign—Drive Sells Victor Books of the Opera and Red Seal Records—H. B. Sixsmith in Charge of Campaign

DES MOINES, IA., April 6.—Under the auspices of the Mickel Bros. Co., Victor wholesaler at Des Moines, Ia., "Opera Book Month" was introduced



Display of Baas' Music Shop, Rock Island, Ill. in this territory during the month of February and proved a signal success. This enterprising wholesaler co-operated with the Victor dealers to excellent advantage, and the Victrola Book of the Opera, which is published by the Victor Talking Machine Co., was the subject of one of the most interesting and effective publicity campaigns that have been introduced in recent years.

Mickel Bros. prepared a series of letters which were mailed to Victor dealers at regular intervals in order to keep their enthusiasm at the highest point. A rubber hand stamp bearing the words "February Is Opera Book Month—Push It" was used on every piece of literature sent out to the dealers, and a bright-colored sticker was placed on all parcel post and express packages. The jobber also supplied small circulars the same size as the supplement, which it gave to the dealers in large quantities, and, in addition, large window posters were supplied to every dealer.

According to the records of Mickel Bros. 1,520 Victrola Books of the Opera were actually sold to the dealers during the month of February, and this figure becomes more impressive when it is realized that the average jobber's sale of this



Display of Iowa Mercantile Co., Newton, Ia.

book amounts to something like 500 during the year. One of the most important features of the campaign is the fact that Victor dealers report a marked increase in the sale of Red Seal records during the month of February. This can undoubtedly be traced to the direct influence of "Opera Book Month," and in quite a number of cases complete sets of operas were sold during the campaign.

Mickel Bros. suggested to the dealers that they prepare attractive window displays during the "Book of the Opera Month" and feature this book as effectively as possible. As a result of this suggestion, many handsome window displays were prepared by the dealers, and among the most attractive were the three shown in the accompanying illustrations. Window displays of ex-

ceptional beauty were also prepared during "Opera Book Month" by the following Victor dealers: L. A. Murray, Davenport, Ia.; M. W. Duncan, Albia, Ia., and T. D. Boothby, Cherokee, Ia.

The entire campaign was personally supervised and directed by H. B. Sixsmith, sales manager of the Mickel Bros. Co., who deserves unlimited commendation for the co-operation and service that he extended to the Victor dealers. It is safe to predict that the "Book of the Opera Month" will be an annual institution, as the results of the first campaign well warrant its regular continuance.

### A BUSINESS CHANGE IN DETROIT

Goldberg Phonograph Co. Sells Branch Store in That City to Markowitz & Zuroff

DETROIT, MICH., April 4.—The branch store of the Goldberg Phonograph Co., at 2813 Hastings street, this city, was sold recently to Markowitz & Zuroff, who will make extensive improvements in the store and enlarge the scope of the business.



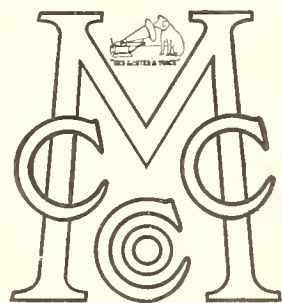
Display of Davidson Co., Waterloo, Ia.

catering largely to the foreign population in this section. The Victor line will be handled exclusively.

Mr. Markowitz was for a number of years associated with Max Strasburg, Victor dealer, who also had a Jewett store on Hastings street.

Mr. Zuroff was formerly connected with the Northwestern Talking Machine Co., which likewise conducted a store on Hastings street, handling the Columbia. Mr. Goldberg will now devote all his attention to his main store.

## Victor Wholesalers



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

## Do You Throw Money Away?

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

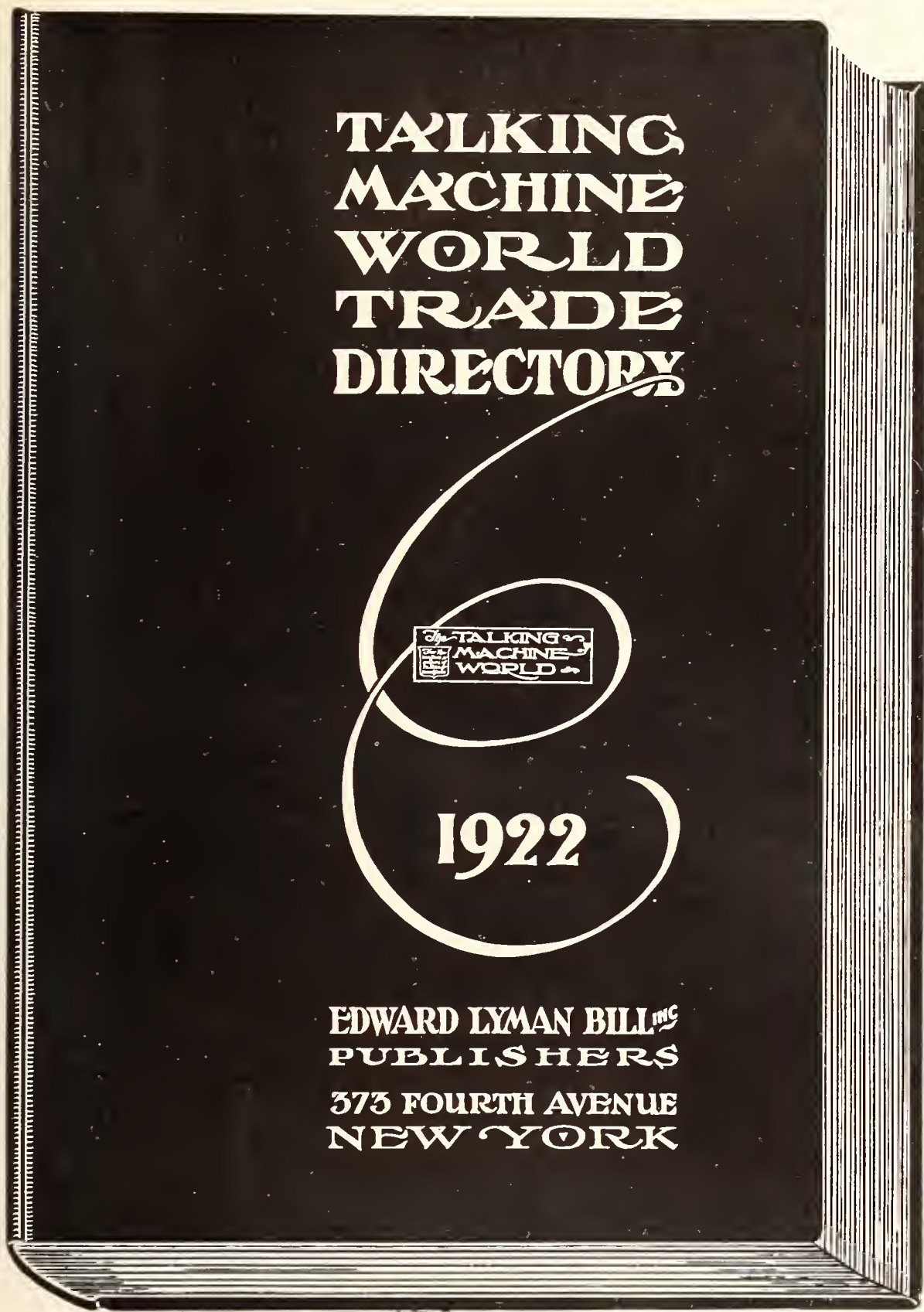
**RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**



# JUST OUT!



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

**ONLY 50 CENTS**

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

**ONLY 50 CENTS**

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

**ONLY 50 CENTS**

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

**ONLY 50 CENTS**

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

**ONLY 50 CENTS**

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

**ONLY 50 CENTS**

**USE THIS  
COUPON NOW**

Send Cash, Stamps or Check



EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....

Firm .....

Street .....

City and State.....







**TO LIMIT LIFE OF PATENTS**

**New Bill Would Invalidate Patents in Five Years in Cases Where the Patentee Fails to Make Use of His Invention During That Period**

WASHINGTON, D. C., April 3.—A bill to limit the life of patents to five years where the patentee fails to make use of his invention has been introduced in the Senate by Senator Ladd, of North Dakota. The bill further provides that the life of a patent when sold by the patentee and not utilized by the purchaser shall be two years. The measure aims at the practice of corporations buying up patents affecting products which they may manufacture in an attempt to stifle competition and to prevent the development of improvements. The bill has been referred to the Senate Committee on Patents and will be made the subject of public hearings before any action is taken to bring the bill before the Senate for adoption. Under the law as at present written the life of a patent is seventeen years, no matter whether it is made use of or not.

**NEW VOCALION RECORD SIGNS**

**Large Metal Replicas of Vocalion Red Records Now Ready for Dealers' Use**

The Aeolian Co. has ordered and had delivered a large supply of new model outdoor display signs, featuring the Vocalion red records. The signs are made entirely of metal, equipped with hangers and braces, so arranged as to suspend the record over the sidewalk. The sign proper is 19 inches in diameter and an exact replica of the Vocalion record, though entirely of metal. A number of dealers have already ordered the signs and it is expected that the majority of those handling Vocalion records will take advantage of the opportunity for calling attention to the line.

The Victor Phonograph Shop, of Ellenville, N. Y., was recently sold at auction in a bankruptcy sale.

**ANNOUNCES NEW EMERSON ARTIST**

**Lajos Shuk to Record for Emerson Library—Well Known Here and Abroad**

The Emerson Phonograph Co. announced recently that arrangements had been closed whereby Lajos Shuk, well-known Hungarian 'cellist, would record exclusively for the Emerson library. Mr. Shuk's first Emerson record will be announced in May, and judging from the de-



**Lajos Shuk, Hungarian 'Cellist**

mands from Emerson dealers for this type of record it will receive a hearty welcome.

Mr. Shuk has appeared on the concert stage both here and abroad, his appearances including the following: Soloist with the Berlin Philharmonic Orchestra, soloist with the Budapest Orchestra, Munich Orchestra, Sofia Orchestra and Constantinople Orchestra. He has also appeared on the concert stage in New York, Pittsburgh, Youngstown and other cities, where his playing won the enthusiastic approval of the newspaper critics.

It is not how much ability you have, but how you use it that counts.

**MANAGERS SEE EXPORT BOOM**

**Normal Basis in Exports Will Be Restored This Year, Predict Speakers at Annual Meeting**

A great boom in the country's export trade this year was predicted by export managers at the annual meeting of the Export Managers' Club, at the Hotel Pennsylvania, New York.

Leland R. Robinson, assistant director of the United States Bureau of Foreign and Domestic Commerce, who was a speaker at the recent dinner of the club, said that last year's slump was one of values and not of volume. "There is every reason to expect that we have passed the most critical period in our economic readjustment," he said, "and I believe the next two years will show a steady rise in both volume and values of our exports."

Speakers at the meeting emphasized the slogan, "This Is the Year," printed at the head of the program. "We are looking for a great comeback this year," said B. Olney Hough. "Many have forgotten that our export trade, even last year, was just as great as it was before the war. This year we are going to get back on a normal basis. Trade all over the world was demoralized last year, but this year it is coming in faster and faster."

Export managers declared that they were getting two and three times as much business as they were three months ago. One manager was quoted as reporting that his January export business was double that of December, his February business doubled his January business and his March business greater than his February business by a fairly good percentage.

**PURCHASES MUSIC STORE**

Tom Graham's music store, at 228 Court street, Peoria, Ill., has been purchased by J. R. Gavin and A. H. Schmidt, who will operate the business under the firm name of Gavin & Schmidt. Baldwin pianos and a good line of talking machines will be handled.





**Flexlume Signs—**  
*Make Your Store Front Earn Money*

The space at the front of your store has a cash value any advertiser would gladly pay for, but it is worth far more to you than to anyone else. The way to get your money out of it is to install a Flexlume Electric Sign—the kind with the raised, snow-white glass letters. It will actually increase the money which comes into your cash register each day.

Flexlumes have raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs—greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing a Flexlume to meet your particular needs.*

**FLEXLUME CORPORATION**  
**36 KAIL STREET** **BUFFALO, N. Y.**  
*Flexlumes—Electric Signs Made Only by the Flexlume Corporation*





## PUBLICITY BY MEANS OF PAMPHLETS

Four-page Folders Containing News Items of Local Interest Can Be Made to Pay Big Dividends in the Way of Increased Patronage

The constant reminder to the public of the name and location and the line carried by a business house is an invaluable asset to any concern. In the talking machine business the competition is particularly keen and the dealer who would remain in the race for existence must utilize every legitimate means of increasing his sales. Publicity is probably the greatest factor in bringing this desirable condition about.

A plan which has been used by several dealers with outstanding success is a personal message from the house to the public through the medium of a monthly bulletin or pamphlet. This pamphlet can be prepared in the shape of a four-page folder of small size. Part of the text of the folder should be given over to local news items of wide public interest. Sufficient space should also be allotted to items concerning four or five records which the dealer is anxious to push each month and a paragraph should be devoted in each issue to the proper care of the talking machine. The cost of publicity such as this is extremely small and the results, when the pamphlets are mailed to a selected clientele, should make the expenditure a first-class investment.

## DAYTON, O., STARR CO. TO MOVE

Attractive New Quarters Will Afford Greater Floor Space for the Steadily Expanding Business of Prominent Music House

DAYTON, O., April 7.—The Starr Piano Co., of 27 South Ludlow street, this city, will soon be quartered in its fine new building at 116 North Main street. The new store is being thoroughly remodeled to meet the needs of the steadily expanding business of the company and in addition to a considerably enlarged floor space the company will have the most up-to-date appointments that it is possible to obtain. A much larger stock of Starr phonographs and Gennett records, as well as pianos, will be handled at this establishment.

The difference between a real merchant and a storekeeper is that the merchant uses his brains to devise ways and means of increasing his business and the storekeeper sits in his store like a spider in its web waiting for the customer to come in.

## NEW COLUMBIA DIRECTORATE

Important Changes Made in Columbia Graphophone Mfg. Co.'s Directorate—H. J. Fuller Now Chairman of the Board—Prominent Industrial and Financial Executives Elected Directors

The annual meeting of the stockholders of the Columbia Graphophone Mfg. Co. was held at Bridgeport, Conn., on March 27, a large majority of the stock being represented. At this meeting important changes were made in the directorate for the coming year, and the new board of directors is as follows: H. J. Fuller, chairman Gillette Razor Co., chairman of the board; M. N. Buckner, chairman, New York Trust Co.; G. L. Burr, Guaranty Trust Co.; C. W. Cox, Robert Winthrop & Co.; W. C. Dickerman, vice-president, American Car & Foundry Co.; Van Horn Ely, president, American Railways Co.; G. H. Kinnicutt, Kissel, Kinnicutt & Co.; F. W. Shibley, vice-president and industrial representative of the Bankers' Trust Co.; E. E. Thompson, Crane, Parris & Co., Washington, D. C.; T. F. McClelland and Douglas Parmentier, of the Liberty Industrial Corp., and H. L. Willson, president, Columbia Graphophone Mfg. Co.

Francis S. Whitten, formerly chairman of the board of directors of the Columbia Graphophone Co., is no longer a member of the directorate, and is succeeded as chairman of the board by H. J. Fuller.

H. L. Willson, president of the company, in outlining its policies, stated as follows: "It will be the policy of the Columbia Graphophone Mfg. Co. to establish itself firmly with the dealer through superior product, sound merchandising policies and extended advertising activities, with a view to further stimulating public demand for phonograph music generally, but through the medium of Columbia instruments and records specifically. It will be the company's particular aim to further establish its good will with the dealer through perfect service and intimate co-operation. Close contact with the dealer and sympathetic knowledge of his problems are of prime importance at this time, in view of the many companies which sprang into existence during the inflation period, which have placed in competition with the high-grade, nationally advertised products cheap and inferior merchandise. The management recognizes the necessity of strictest economy in every department of the organization. Much has been accomplished in this direction in the past thirty days through a reduction of overhead."

## JOBBER'S OPTIMISTIC REPORT

C. L. Marshall, Sonora Jobber in Detroit, Gives Interesting Résumé of Conditions—Dealers Are Advertising Consistently and Effectively

DETROIT, MICH., April 6.—J. H. Heinsman, sales manager of the C. L. Marshall Co., of this city, distributor of Sonora phonographs, accompanied by E. D. Coots, field representative from the Sonora executive offices in New York, returned recently from a trip through Michigan and Ohio. In a chat with The World Mr. Marshall commented upon this trip as follows:

"We are pleased to say that we are feeling greatly encouraged over business prospects for the balance of the year since receiving these reports. The trade shows more of a mind and the mood to do something to get things moving, instead of the attitude of calm acceptance of conditions as they are and waiting for business to make its recovery unassisted. Discussions of plans and suggestions for creating business have taken the place of the previously much-talked-of subject, 'Bad Business,' and as a whole it seems we are awakening to the realization that the remedy is in our own hands if we apply it. This is one of the best indications, because all that is necessary is the spirit of co-operation and work, and to get the mental wheels revolving in the right direction and the rest will follow.

"While we are not as yet being burdened with orders for machines, we have been successful in selling our dealers the advertising idea, and their activities in this direction are already showing results. The newspaper campaign now being carried on in Detroit and Cleveland papers, which will be continued the balance of the year, indicates the attitude adopted by Sonora dealers toward the 'Go After It if You Want It' business condition of to-day. Sonora dealers are now doing more advertising in our territory than ever before, and it is being done to greater advantage, because it is being done more carefully and with more consideration as to the results to be obtained. The Sonora Phonograph Co.'s policy in regard to service, its strong belief in the advantages of well-managed advertising and its liberal co-operation along these lines are of very great help to Sonora dealers.

"With few exceptions our dealers have their stocks down to normal, and we are anticipating a steady increase in business from now on. Samples of the new period model Lafayette have just gone forward to the dealers, and this will be followed with the new Queen Anne in a few days."

## NEW YORK DEALERS ADD VOCALION

Among the recent dealers to take on the Vocalion line of machines and records in New York City are Schleicher & Sons, piano dealers at 402 East Fourteenth street, and the Broadway Art Stores, with headquarters at 1389 Broadway. The latter concern operates a chain of stores throughout the city. Wm. Kreutzer, of 328 West 125th street, and Marconi Bros., 126 Fifty-ninth street, have also added the Vocalion to their stocks.

## BARRINGTON CO. OPENS IN BERKELEY

BERKELEY, CAL., April 4.—The Barrington Music Co., Columbia and Pathé dealer, was recently added to the fine music stores in this city. G. C. Barrington, formerly associated with Sherman, Clay & Co. and Eilers Music House, is at the head of the new concern and personally manages the store, which is one of the best in the city and has the advantage of a fine location.

## NEW YORK INCORPORATION

The Capitol Phonolier Corp., of New York City, has been chartered in New York State, with a capital of \$15,000. H. and M. Michaelson and L. Potter are the incorporators.

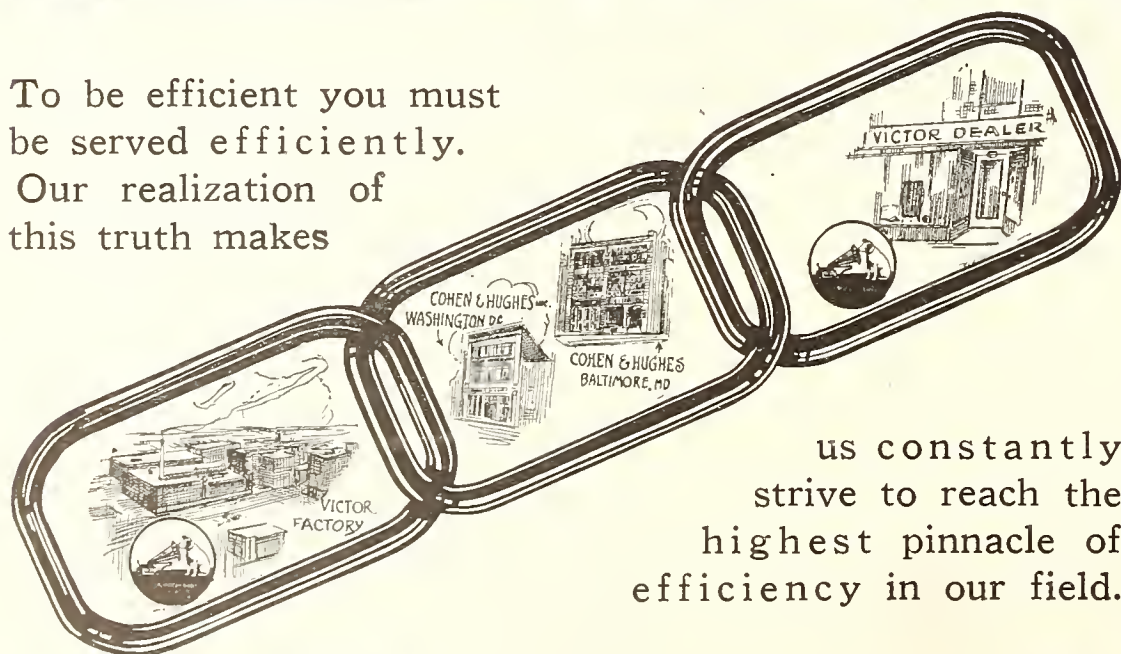
The Music Shop, 237 Main street, Johnson City, N. Y., is featuring Victor products in an effective advertising campaign.

# "EFFICIENCY"

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

To be efficient you must be served efficiently.

Our realization of this truth makes



us constantly strive to reach the highest pinnacle of efficiency in our field.

# COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON



# Hallet & Davis



Model H. Louis XV, \$115



Model J. Queen Anne, \$135



Model L. Colonial, \$185



Model M. Louis XVI, \$250

*All models equipped with automatic stop; universal tone arm, furnished in English brown mahogany and figured American walnut.*

## Noteworthy Designs in the Hallet & Davis Phonograph

THE four new models of the Hallet & Davis Phonograph are destined to be the most popular ever shown.

Characterized by the rare beauty of design and finish and by fineness of construction, these instruments portray the quality so long associated with the name Hallet & Davis.

Nothing has been considered unimportant, no detail too small, which would make for perfection in the construction of these phonographs. The reproducer, tone arm and sound amplifier are especially constructed along the highest scientific principles of carrying sound waves. The motor designed by leading engineers is strong, durable and silent; the whole mechanism is in perfect balance and tested to the thousandth part of an inch.

The cabinets are of the finest woods made with the high piano finish, and are of charming designs which will appeal to the most discriminating buyers. These phonographs present the highest type of artistic blending of a musical instrument into fine furniture.

### Dealers Write Today!

Exclusive territory now being assigned to the right dealers. Write for full information. You will want this valuable agency.

## Hallet & Davis Piano Co.

*Phonograph Division*

146 Boylston Street

Boston, Mass.

# The Phonograph Beautiful



## REGAL PUBLICITY ACTIVITIES

Hanger Featuring Current Releases Added to Dealer Helps—New Comedy Song Will Be Widely Featured in Publicity Campaigns

The advertising department of the Regal Record Co., New York, has just prepared a special window strip featuring a comedy song entitled "Mr. Gallagher and Mr. Shean," which promises to be one of the most popular numbers issued in recent months. This song, which is dedicated to the two vaudeville headliners whose names are mentioned in the title, was recorded for the Regal library by Irving and Jack Kaufman, and judging from all indications Regal dealers are planning to feature this selection as the basis for their current publicity campaigns.

For the first time Regal dealers were furnished this month with a hanger listing current Regal records. This hanger is suitable for use in windows and booths, and forms a welcome addition to the Regal sales helps. The company is planning to issue these hangers regularly, and E. H. Davis, advertising manager of the company, is personally directing the preparation of the designs.

A new form of envelope for Regal records was placed in the hands of the dealers a few weeks ago and has been the subject of favorable comment by Regal representatives throughout the country. It is durable and attractive, and is being used to excellent advantage.

## H. P. KERLER NOTES TRADE RISE

Henry P. Kerler, vice-president of Ilsley-Doubleday & Co., New York City, reports a noticeable increase in business in the talking machine field. This company has long specialized in the production of greases and lubricants for the talking machine. The quality of their products has built up for them a large clientele throughout the trade.

## PATENT OFFICE RAISES FEES

President Signs Bill Providing for Salary Increases for Patent Office Employees, Additions to Staff, Boosts in Fees—Some Other Changes

WASHINGTON, D. C., April 8.—The bill providing for an increase in the salaries of Patent Office employees and an increase in the personnel of the office, as well as a boost in the prices charged for the filing of patent applications, furnishing copies and abstracts of patents, etc., has been passed. It is hoped that the reorganization will enable the Patent Office to bring its work up to date.

Following the passage of the bill the Patent Office announced that the fee for filing each original application for a patent, except in design cases, will be \$20 instead of \$15, as at present. The act also provides, in addition to the present fees for recording assignments or other papers, that there shall be paid for each additional patent or application included or involved in one writing 25 cents additional. The new fees are effective on and after April 19, 1922.

Barringer's Victrola Shop, of Kokomo, Ind., has moved to 118 West Mulberry street from its former location on North Main street.

## EFFECTIVE WINDOW DISPLAYS

Attractive Service Arranged for the Benefit of Vocalion Record Dealers

The wholesale Vocalion department of the Aeolian Co. has just completed arrangements for a comprehensive window display service for the



One of the Vocalion Window Displays for Dealers

benefit of the retailers featuring Vocalion records. The displays consist of a number of hand-painted cards of various sizes featuring the latest and most popular record releases in a manner that is bound to attract attention. Retailers who have already taken advantage of the service are enthusiastic over the possibilities and over the excellent effects that may be obtained through its use.

The accompanying illustration shows one of the latest window display sets arranged for demonstration purposes, and affords an excellent idea of the attractive window treatments that may be carried out through the use of the display cards, the accompanying records and various effective "properties." Each of the displays consists of five cards and are furnished to the dealer at cost.

## LEAVES EDISON ORGANIZATION

H. R. Skelton, Former Territorial Supervisor for Thomas A. Edison, Inc., Resigns

H. R. Skelton, for many years territorial supervisor for Thomas A. Edison, Inc., has announced his resignation to become effective immediately. The move will be regretted by his associates, for Mr. Skelton joined the Edison association in the old days of the cylinder machine. Recently Mr. Skelton's supervisorship has included Pennsylvania, New York, New England States and all of Canada, although most of his activities were confined to the East.

Mr. Skelton entered the talking machine industry in 1899 with the Columbia Phonograph Co., and became field representative for the Edison laboratories in 1909. He took up his work as supervisor in 1914.

## FRENCH INCREASE CUSTOMS DUTIES

A decree relative to customs duties increases for France and Algiers, which was published recently in the French Journal Officiel, affects musical instruments as follows: Pianos, upright and grand, also organs, harmoniums, etc., pneumatic apparatus, etc., 70 per cent general tariff, 35 per cent minimum; violins, bows, etc., 90 per cent general tariff and 45 per cent minimum; phonographs, cylinders, records, 50 per cent general tariff and 25 per cent minimum.

William Luscher, a talking machine dealer on Third avenue at 144th street, New York City, has purchased the building which houses his business.

# Super Service for Victor Dealers



Badger Talking Machine  
Company

MILWAUKEE

WISCONSIN



**ASK TO HEAR IT**



# THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

*The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET*

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



**DANCE RECORDS BY YERKES ORCHESTRA GROW IN FAVOR**

One of the real features of the Vocalion record catalog is the series of dance records recorded by the Yerkes S. S. Flotilla Orchestra, which provides the dance music for the popular S. S. Flotilla

records that reproduce all the characteristics of rhythm and clever orchestration which are in popular demand at present.

Vocalion record dealers generally throughout



The Members of the Yerkes S. S. Flotilla Orchestra

Restaurant in New York and records exclusively for the Vocalion.

The Yerkes Orchestra produces a brand of dance music that is both distinctive and fascinating and enjoys the reputation of being one of the best of the many dance orchestras in New York, a distinction of no little significance. Moreover, the organization is capable of making

the country report a most substantial demand for the Yerkes dance records, some of the most popular of which in the Vocalion catalog include: "Blue Danube Blues," "Good-bye, Shanghai," "Ty-Tee," "Tell Her at Twilight," "Angel Child," "Somewhere in Naples," and the latest dance hit, "Cutie," from the musical comedy "The Blue Kitten."

**F. W. WYATT JOINS JEWETT STAFF**

DETROIT, MICH., April 5.—It was announced this week that Fred W. Wyatt would represent the Jewett Phonograph Co. in Northern Ohio. Mr. Wyatt assumed his new duties the first of the month and is already working in close co-operation

with Jewett dealers in this territory. Mr. Wyatt has been in the Michigan and Ohio territory for six years, having been connected with the C. L. Marshall Co., of this city, Sonora jobber. He is therefore well known in this section of the country, and has a host of friends in the trade, who will welcome him as a Jewett representative.

**MOVES INTO FINE NEW QUARTERS**

New Victrola Department of Griswold, Richmond & Glock Co. to Be One of the Finest in New England When Completed

MERIDEN, CONN., April 8.—The Griswold, Richmond & Glock Co. has moved into the attractive new quarters which have been under course of construction here for some time. The new store consists of one main floor comprising 12,000 square feet, with nearly 5,000 square feet of floor space on basement and mezzanine floors.

A feature of the establishment is an exceedingly fine Victrola department, which is so arranged that the other departments are entirely shut off from it. Two rows of record demonstration booths line both sides of the department and in the rear there are two large rooms for the demonstration of talking machines. At present the finishing touches are being put on this department, which is expected to be one of the best Victor sales rooms in New England.

**HEMPEL SINGS WITH ORCHESTRAS**

CINCINNATI, O., April 6.—Frieda Hempel, Edison artist, was soloist with the famous Cincinnati Symphony Orchestra, Eugene Ysaye conducting, on April 7 and 8. On May 19 the prima donna will bring her season of eighty recitals and Jenny Lind Concerts to a close by singing with the Chicago Symphony Orchestra, Frederick Stock conducting, at the Ann Arbor May Festival, Ann Arbor, Mich.

**C. D. M. TRADING CO. MOVES**

The C. D. M. Trading Co., which recently took over the distribution of the Spraytone phonograph, has moved its executive offices from 59 Fourth avenue, New York City, to 109 Lafayette street.

**OKeh RECORDS ARE OKeh**

We are giving you a chance to grow with us in handling the Famous OKeh Product. OKeh Records are equal to any on the market to-day, in fact it is *The Record of Quality*. We are anxious to serve you. It would pay you to investigate the OKeh Agency.

*Yours for OKeh Service,*

**INDEPENDENT JOBBING COMPANY**

**Goldsboro, N. C.**



# Starr

PHONOGRAPH



Model III

## EASTER MUSIC

Through the Starr's Singing Throat of silver grain spruce —the music wood of the famous Stradivarius violins —comes Easter music in its purity.

The Starr betters all records —*Hearing is Believing.* Ask the Starr dealer for a hearing.

**THE STARR PIANO CO.**  
Richmond, Indiana

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



Here are Van and Schenck again with two new hits! "Virginia Blues" is on one side of this new May record and "Carolina Rolling Stone" is on the other. Every Van and Schenck fan will want this one. A-3577.

Columbia Graphophone Co.  
NEW YORK



## MEETINGS OF VICTOR JOBBERS' EXECUTIVE COMMITTEE

Various Phases of the Business Situation Discussed at Committee Meetings Held in Chicago and New York—Close to 100 Per Cent of the Membership of the Association in Attendance

The executive committee of the National Association of Talking Machine Jobbers held its annual mid-Winter meetings last month from March 12 to 16, inclusive, the first session being held at the Drake Hotel, Chicago, on March 12 and 13, for the benefit of the Western members of the Association who were admitted to the executive committee meeting, and on the 15th and 16th at the Hotel Commodore, New York, for the benefit of the Eastern members.

Both the Chicago and New York session were well attended, close to 100 per cent of the Association being represented at one or the other of the sessions. From all accounts, the meetings were among the most successful and enthusiastic in the history of the organization, enthusiastic because of the success of the new Association program established under the direction of President Buehn, which called for constructive effort to meet the general business conditions and to keep the Victor business on the high level that it has maintained for many years.

Aimless discussions have given way to earnest consideration of sales and exploitation problems, with the realization that these problems exist in every line of business and demand attention. At the Chicago meeting, in addition to the consideration of various matters by the jobbers themselves, there was an address delivered by Gilbert H. Montague, counsel for the Association, who outlined the existing legal situation as it affected the business of the wholesalers and also called attention to various pending legislative matters. Later, L. A. Graham, counselor for the Reincke-Ellis Co., Chicago, delivered a lengthy talk on "The Possibilities and Development of Advertising." On the evening of March 13 the jobbers were the guests of the Mid-West Victor Dealers' Association at the second annual meeting of that body at the Drake Hotel.

### The Meeting in New York City

The program of the New York meeting was practically the same as that in Chicago. The same topics were discussed by the jobbers, and Mr. Montague also talked on legal matters. In New York, J. J. Davin, of the Reincke-Ellis Co., took the place of Mr. Graham and delivered a talk on "The Possibilities and Development of Advertising."

At both meetings it was declared the jobbers were very frank in the presentation and discussion of ideas and questions and much valuable information was thus obtained.

On Wednesday evening, March 15, the visiting jobbers were the guests of the New York wholesalers at a dinner at the Palais Royale,

where the jobbers and their ladies danced to the music of Paul Whiteman's Orchestra, followed by a theatre party at the Selwyn Theatre, where was witnessed a performance of the musical comedy hit, "The Blue Kitten."

Among those members of the Association who attended either the Chicago or New York meetings, or both, were, of the officers: Louis Buehn, Louis Buehn Co., Philadelphia, president; Arthur A. Trostler, Schmelzer Co., Kansas City, vice-president; W. F. Davisson, Perry B. Whitsit Co., Columbus, secretary; George A. Mairs, W. J. Dyer & Bro., St. Paul, treasurer; and of the executive committee: L. C. Wiswell, Lyon & Healy, Chicago; George E. Mickel, Mickel Bros. Co., Omaha; J. N. Blackman, Blackman Talking Machine Co., New York; J. C. Roush, Standard Talking Machine Co., Pittsburgh; Thomas F. Green, Silas E. Pearsall Co., New York; W. H. Reynolds, Mobile, Ala.; George A. Dodge, Eastern Talking Machine Co., Boston; C. H. Grinnell, Grinnell Bros., Detroit, and Fred H. Putnam, Putnam-Page Co., Peoria, Ill.

Of the general membership attending were H. A. Goldsmith, of the Badger Talking Machine Co., Milwaukee, Wis.; V. K. Tremblett, C. W. Hyde, Walter Geissler and G. F. Denig, of the Chicago Talking Machine Co.; R. P. Curtice and C. R. Morres, of the Ross P. Curtice Co., Omaha; E. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga.; F. Jenkins, Jr., of the J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Clarence Campbell, of the Knight-Campbell Music Co., Denver, Col.; H. E. Roche, of Lyon & Healy; H. B. Sixsmith, Mickel Bros. Co., Des Moines, Ia.; A. D. Geissler, of the New York Talking Machine Co., New York; George E. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; Lester E. Noble, Rudolph Wurlitzer Co., Cincinnati; A. R. Reincke, J. J. Davin and L. A. Graham, Reincke-Ellis Co., Chicago, Ill.; Edwin C. Rauth, of the Koerber-Brenner Co., St. Louis; H. J. Shartle, Cleveland Talking Machine Co., Cleveland; T. H. Towell, P. J. Towell and E. B. Lyons, Eclipse Musical Co., Cleveland; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse; Emanuel Blout, New York; W. J. Haussler and Jerome Harris, C. Bruno & Son, Inc., New York; L. W. Collings and J. L. Spillane, Collings & Co., New Jersey; C. B. Snow, Cressey & Allen, Inc., Portland, Me.; P. E. W. Carlson, Chas. H. Ditson & Co., New York; George H. Rewbridge, W. F. Frederick Piano Co., Pittsburgh; E. C. Gallo, Horton-Gallo-Creamer Co., New Haven; Chas. B. Mason, H. B. Merritt and Dan Creed, New York Talking Machine Co.; L. L. Spencer, Silas E. Pearsall Co., New York; Robert Steinert and Kenneth Reed, M. Steinert & Sons Co., Boston; H. W. and A. C. Weymann, H. A. Weymann & Son, Inc., Philadelphia; C. L. Price, Ormes, Inc., New York; T. W. Barn-

hill and H. Miller, Penn Phonograph Co., Inc., Philadelphia; G. T. and S. W. Williams, G. T. Williams Co., Inc., Brooklyn; W. C. Dierks and T. E. Evans, C. C. Mellor Co., Pittsburgh; W. A. Eisenbrandt, H. R. Eisenbrandt & Sons, Inc., Baltimore, Md.; I. Son Cohen and F. S. Harris, of Cohen & Hughes, Inc., Baltimore; Paul S. Felder, Philip Werlein, Ltd., New Orleans; O. A. Piesendel, Oliver Ditson Co., Boston; Charles Womeldorff and C. A. Ericson, Toledo Talking Machine Co., Toledo; John Fischer, Rogers & Fischer, Washington, D. C.; O. N. Neal, Buffalo Talking Machine Co., Buffalo; W. T. Haddon, Ohio Talking Machine Co., Cincinnati; Marquette Healy, Lyon & Healy, Chicago; Eugene Stern, Talking Machine Co., Philadelphia; George C. Homberger, Elmira Arms Co., Elmira; R. H. Morris and Messrs. Morrison, Offerman and Heineman, American Talking Machine Co., Brooklyn; Abram Davega, Max Berlow and Joe Schwetz, Knickerbocker Talking Machine Co., New York; Fred P. Oliver and C. L. Johnston, Blackman Talking Machine Co., New York; C. R. Wagner, Musical Instrument Sales Co., New York; Ernest Urchs, Phillips & Crew, Atlanta; F. W. Schwoebel, Corley Co., Richmond, Va., and Gilbert H. Montague, counsel for the Association.

## BUSINESS OPPORTUNITY IN SPAIN

WASHINGTON, D. C., April 7.—A mercantile house in Spain is in the market for talking machines, records and musical instruments, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations should be given c. i. f. Spanish port and catalogs and price lists are requested. Payment will be made by cash against documents. References are offered. Further information can be secured by communicating with the Bureau or any of its district offices and mentioning opportunity No. 1158.

G. A. Pralle is in charge of the first of the chain of stores to be opened by the United Phonograph Stores, Inc., in the City Club Building on G street, Washington, D. C. Columbia Grafonolas and records are featured.

**FELT** and VELVET TURNTABLE COVERS  
UKULELE PICKS  
WASHERS  
BUMPERS

"If it's Felt or made of Felt"

**MONARCH FELT WORKS**

39-45 YORK ST.,

BROOKLYN, N. Y.

SUPERIOR STEEL  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

Here's the  
needle that  
plays a new  
"Sales  
Record".

**BRILLIANTONE**  
STEEL NEEDLE CO., of AMERICA, Inc.  
Selling Agents for W. H. Bagshaw & Co.  
Factory, Lowell, Mass.  
347 FIFTH AVENUE, NEW YORK



QUALITY  
HANOVER, PA., U.S.A.

*For Spring Trade*  
**LONG  
CONSOLES  
WILL PRODUCE SALES**

There has been no let-up in the demand for our Consoles, and in fact the orders received for immediate delivery indicate that LONG CONSOLES are proving more popular than ever.

LONG CONSOLES are pioneers in the Console Cabinet field, and our thorough familiarity with the requirements of the talking machine dealer has enabled us to produce a line of CONSOLES that meet with ready sale.

You will find it distinctly profitable to carry a complete line of LONG Cabinets, including our standard line of record cabinets, as well as our Consoles.

*Write for Complete Catalog*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



Style 600  
Sheraton



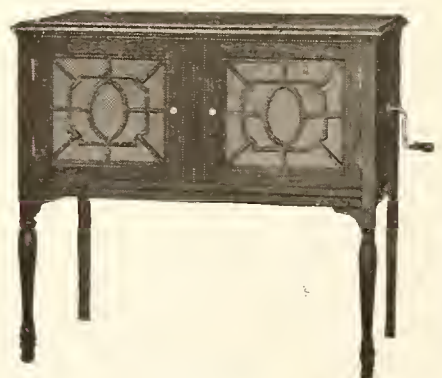
Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite





## Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



# Little Ideas That Will Make Big Sales

**M**OTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 x 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang up tooth-brushes. On these hooks a sign is hung which can be changed as often as desired. Hang the hand near the front of your window with two black silk threads, one at the wrist and one at the index finger, suspending it from the ceiling. On the changeable card advertise "specials," such as new records, song hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes, like the pendulum of a clock. From the street it is hard to see how the hand is suspended and what caused it to move. The message on the card is a direct suggestion to the customer, and the finger pointing to your door urges immediate action.

\* \* \*

**T**HE talking machine manufacturers supply you with handsome record supplements every month, beautifully printed on good stock. Yet a great deal of their effect is lost if you use a rubber stamp to put your name on them. Stamping generally falls to the office boy's lot, and that young gentleman, in his careless way, puts it on crooked or upside down or with so little ink that it is entirely illegible. Get your local printer to put on your name and address in type. The cost is so small and the improvement in appearance so great that it is foolish economy to do it the rubber stamp way. Insert above your name two or three record hits from the bulletin. A dealer who tried this method found that the records he featured above his imprint sold in large numbers.

\* \* \*

**T**HERE is no reason why one cannot afford to devote a window display periodically to talking machine accessories. In fact, such a window display used now and then proves conclusively to the public that you are truly rendering service. The following idea can be employed: Make a shelf or low platform running the entire length of your window, about 18 inches from the floor and 15 inches deep. Cover this with white crepe paper, both on the front and on the top. Divide this every 12 inches with a strip of blue ribbon or narrow blue paper. These strips go over the top, as well as the front. This divides your shelf into sections. On top of the shelf, in the center of each section, place one accessory. In the first, put albums; in another, automatic stops; in another, a record light; in another, an electric winding device; in another, record repeater; in another, record cleaner, oil, polish and graphite; in another, a display of needles, etc., etc. Below each accessory, in the square on the front of your platform, place a card 9 inches x 12 inches with a red border. This card bears the name of the accessory shown on top of the platform, followed by a few words telling what it is, and ending with the price. Quote a bargain price on every item, a few cents under the regular price, and, in small type under the price, print "during this display." Above the long platform set a sign 15 inches high by 6 feet long which reads: "Bargains in Accessories for Your Talking Machine." Back of this display set several talking machines with the accessories attached. Streamers should lead from the accessories on the machine to the accessories on your platform.

\* \* \*

**A**TALKING machine shop in New York State, which enjoys a phenomenal business in records, considers its success due chiefly to the self-service idea it uses in the record booths. The device is simply a slanting shelf fixed to the back of the record booth, just high enough to clear the machines. Each record has a separate space of its own on the shelf, which holds from six to eight records in a row, depending on the width of the booth. Construct your shelf as follows: Across the back of the booth fix a strip of wood on which the records rest. On the front of this nail a flange to keep the records from sliding off. Below this shelf place a V-shaped piece to brace the shelf against the wall. At the point where the top of the records rest against the wall fix another strip,

running the entire length of the booth. Between each record space, leading from this top strip down to the flange, an upright strip should be set slantwise. In back of these upright strips and halfway up fix a strip running the entire length of the shelf. When the record is put in place this last strip supports it. All of the wood that is exposed should be covered with felt, which looks well and protects the records. When planning your shelf figure how many 10 or 12-inch records your wall space will hold with  $\frac{3}{4}$ -inch space between each record. Make more 10-inch spaces than 12-inch because of the greater sale in small-size records. Above each record space fix a card lettered with a selling talk, each card being devoted to one general class of records, so that it will do for any record of this class. Here are some suggestions:

- (For violin records:) "We have sold over a thousand copies of this violin record. Try it!"
- (For popular songs:) "It's easy to find out why this popular hit is popular! Do it now."
- (For dance records:) "Do you dance? Here's one they are all playing now."
- (For operatic records:) "A great artist—a great song—a great success! Try it!"
- (For quartets:) "There are thousands of quartet records, but this is one in a thousand."
- (For comic records:) "Frowns are plentiful, but laughs are scarce. That's why everybody is buying this comic hit."

\* \* \*

**T**HAT "air space" up under the ceiling of your store should earn something for you, instead of being a dead loss. Here's a way to put it to work: From stiff cardboard cut out a circle 24 inches in diameter. It should be bright in color—orange is good. Put a little wooden peg through the center, then place a record over the peg on either side of your orange circle flat against the card. Rubber bands, wrapped around the peg, will hold these records in place. Above the record, letter its title in black or dark blue. Below put the words, "Just hear it!" Letter the back in the same way. Now hang this orange and black "bull's eye" from the ceiling in the center of your store, about ten feet from the floor, where it will get a good light. Hang it with two black threads, instead of one, so that it will not twist sidewise. Everybody coming in will see your sign and record sales will show the result.

\* \* \*

**Y**OU probably handle half a dozen or more different kinds of talking machine needles—loud, medium and soft steel needles; also fibre needles, semi-permanent needles, etc. Here's a little wrinkle that will simplify your selling and make for quick service. It also makes it unnecessary to tear open packages to show the goods. Take a heavy card, about 8 inches wide by 6 inches deep. Across the top letter these words, inserting your name in the blank space:

### THE \_\_\_\_\_ NEEDLE CHART

In a row across the center of the card fasten one sample of each of your needles, with its name and price. Then put these words across the bottom:

#### HELPS YOU COME QUICKLY TO THE "POINT"

Mount the card on a dark mat, so it won't show fingermarks when handled. When a customer can't explain the kind of needle she wants hand her the chart and she'll "come quickly to the point."

\* \* \*

**M**ONEY talks, and there is nothing like seeing the actual cash to impress people with the price of an article. Also, the sight of real money is always interesting. Therefore, if you are featuring terms put several favorite models in your window. On each machine is a card that reads: "You can buy this model for \$5 per week." To the card attach a new five-dollar bill. Follow the same plan for all machines in the window, changing the amount of money according to the terms on each model. Instead of the terms you can feature the amount of the first payments, if you prefer, or display your machines as complete outfits, grouping each machine with the records, albums, needles, accessories, which are included in your offer and covered by the terms mentioned. The total amount of money on display is not large, and each night you can put the signs away for safekeeping.

**EDITOR'S NOTE**—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



The examples shown are by

- 1—BURLINGTON WILLOW WARE SHOPS
- 2—WEMYSS FURN. CO.
- 3—DAVIS-BIRELY TABLE CO.
- 4—YAWMAN & ERBE MFG. CO.
- 5—THE HODELL FURN. CO.

A few of the many who consider "Domes of Silence"  
Standard Equipment for Furniture

## DOMES of SILENCE

*The Perfect Footwear for Furniture*

Ideal for every piece of furniture except pianos. Last indefinitely because made of high grade hardened steel specially treated to give frictionless surface. These simple slides enhance the value of your furniture.

HENRY W. PEABODY & CO.  
17 STATE STREET NEW YORK CITY

Specify **DOMES OF SILENCE**

A mark of BETTER Furniture regardless of its cost

F8

*What we say above about Furniture applies also  
to Phonographs*



**TAKES OVER FLORIDA T. M. CO.**

French Nestor and Harry W. Nethken Take Over Victor Wholesale Business in Jacksonville, Fla., Which Will Be Operated Under the Name of the French Nestor Co.—Important Move

PITTSBURGH, PA., April 3.—French Nestor, for the past five years associated with the Standard Talking Machine Co., Victor wholesaler in this city, as vice-president and general manager and for several years before that connected with the W. F. Frederick Piano Co., in charge of that company's talking machine department, resigned on April 1 for the purpose of taking over the Florida Talking Machine Co., Victor wholesaler in Jacksonville, Fla., which will be oper-



French Nestor

ated in the future under the title, "The French Nestor Co.," with Mr. Nestor as president.

Associated with Mr. Nestor in the new company as vice-president and treasurer will be Harry W. Nethken, prominent business man of Pittsburgh and particularly active in the various departments of the coal business.

Mr. Nestor is well acquainted with the business situation in Florida from the fact that he has during the past few years made numerous trips to that section. Mr. Nethken has a Winter home at St. Petersburg, Fla., and is likewise well acquainted in that section.

Immediately upon severing connection with the Standard Co. Mr. Nestor went to Jacksonville, where he will make his permanent home. The headquarters of the company will be continued at the present address, 226 East Forsythe street, and plans are under consideration for remodeling the premises and making them strictly up to date in every particular.

**NEWARK HOUSE ADDS REGAL LINE**

NEWARK, N. J., April 6.—The Broad & Market Music Pub. Co., of this city, has just taken on the Regal line of records, which it will handle exclusively in the future. This concern is one of the busiest sheet music and talking machine record establishments in the city.



**No. 35217 BASKET**

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

61 Barclay Street

New York, N. Y.

**FEW "TALKERS" IN FORT WAYNE**

Canvass of Assessors Discloses the Fact That Lucrative Territory Is Open to Energetic Merchandisers Who Are Alive to the Situation

FORT WAYNE, IND., April 6.—The result of an investigation made by county assessors here recently disclosed the interesting fact that in 664 homes in this city canvassed by the assessors only 190 talking machines were found. This is considerably less than one-third. In the rural districts only thirty-nine talking machines were found in a canvass covering 556 homes.

This report is of special interest to talking machine dealers here and indications now point to a move on the part of the merchants to adopt more energetic selling methods in order to increase their sales in this territory.

**SEALED PARCEL POST PACKAGES**

Enclosure of Written Matter Makes Them Liable to First-class Mail Rates

WASHINGTON, D. C., April 8.—Amendment of the postal regulations recently so as to provide for the sealing of parcel post packages where the contents are indicated on the wrapper did not permit inclosure of instructions or other written communications which have not in the past been considered permissible additions to fourth-class or parcel post matter. Officials of the Post Office Department have received a number of reports indicating that persons and concerns mailing sealed packages have adopted the practice of inclosing written matter.

Such unauthorized inclosures, it is pointed out, properly subject the entire parcels to postage at the first-class rate, and postmasters at all offices have been instructed to maintain a careful watch for matter of this nature. When it is desired to accompany a package with a written communication it should be in the form of a letter in an envelope properly sealed and stamped, which may then be attached to the outside of the parcel.

**ST. PATRICK'S DAY AIDS DEALERS**

Window Displays and Advertising Featuring Irish Melodies Bring Profits to Merchants

Talking machine dealers throughout the country took advantage of St. Patrick's Day to push the melodies of "Old Erin" and as a result many of these records were sold. Window displays in which green was the predominating color and the shamrock was in evidence and advertising which featured Irish songs brought extra profits to many merchants. The plan of special advertising and window displays during holidays is always a profitable one. Decoration Day is the next holiday and an unrivaled opportunity is offered to dealers to feature patriotic records in window displays and suitable advertising.

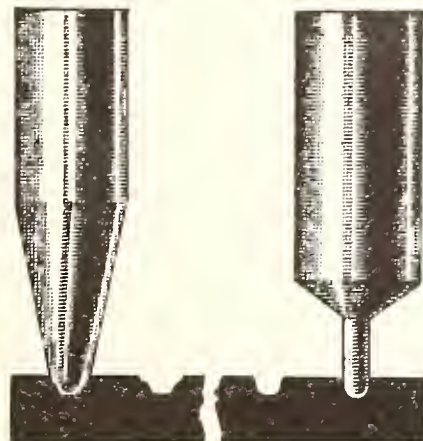
**GIGLI VISITS BLOUT ESTABLISHMENT**

Benjamin Gigli, Victor artist and tenor of the Metropolitan Opera Co., was a recent visitor at the establishment of Emanuel Blout, Victor dealer, at 2799 Broadway, New York, according to A. J. Levine, manager of the store. Mr. Gigli purchased a quantity of talking machine supplies which he will take with him on his annual visit to Europe in the near future.

**ROOS HEIR ARRIVES**

Nestor Roos, well known in the wholesale traveling field, is receiving the congratulations of his friends upon the arrival at his home last week of a baby boy. Mr. Roos is now the owner of a "millionaire's couple," as a baby girl has been an heiress to the Roos fortunes for several years past.

The talking machine department of Bry's Music Shop, Memphis, Tenn., has been greatly enlarged and a complete stock of Victor and Edison machines is on display.



The ordinary steel needle (left), being tapered, increases in diameter and wears the sides of the record grooves. The Sonora Semi-Permanent needle (right) has parallel sides, increases the record's life and plays many times without changing.

**Demonstrate With**



*Semi-Permanent*

**NEEDLES**

No matter what phonograph you sell, Sonora Semi-Permanent Needles, used in demonstrating instruments and records, have a double advantage—they bring out the full beauty of the music and thus help sales—and they sell easily and rapidly themselves. These economical, long-lived needles also save your demonstration records because they do not score the grooves. (See comparison above.)

No dealer who prides himself on quality merchandise can neglect to stock Sonora Semi-Permanent Needles. Phonograph owners prefer them.

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON  
*President*

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto

**CAUTION!** Beware of similarly constructed needles of inferior quality.





## Need of Discarding Apathy for Hard Work

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

I believe it is peculiarly our responsibility just now to work harder than ever. Nothing would be so hindering to our restoration and so out of tune with the needs of the business situation as to become apathetic and simply say that progress cannot be made because conditions are against it.

Many commercial fatalists at the present time are, I believe, slumbering in this delusion. We

the situation with the best of cheer and thus achieve the highest of results. He who waits for the revival of business will wait a long, long time. He who becomes apathetic is nothing more or less than a fatalist; and the fatalist eventually drifts into a dangerous slumber. The gospel of work should be constantly on our lips and should be expressed in our actions. Never was it so necessary for our people to be alert, to be scanning the horizon, to be thoughtful, to be just and to be at it eternally.

The power of human effort is immeasurable. The sluggishness of human apathy is immeasurable also. One is pitted against the other. We hope most fervently that throughout the entire nation there will soon be a springing to the colors and a determination to get the business of this country of ours once again into normal channels.

### CALL FOR RECORD-CARRYING CASES

WASHINGTON, D. C., April 3.—The campaign on record-carrying cases conducted by Topham's, Ltd., is attracting much attention among talking machine dealers. A number of retailers have found these record-carrying cases possess great sales possibilities. Many report a decided demand on the part of the buying public for a carrying case of this character. Topham's, Ltd., is exceptionally well qualified to produce carrying cases, due to its many years' experience in the production of trunks and general leather goods. It is intended to energetically continue this campaign during the future.

### VAN NUYS FIRM OPENS NEW STORE

VAN NUYS, CAL., April 1.—The Van Nuys Furniture & Undertaking Co. here has secured an attractive location on Sylvan street, in which the music department of the concern will be housed. Installation of record demonstration booths and record racks is under way. The department will be in charge of Miss Mary Johnstone, who is well known in this vicinity as a musician of unusual attainments.



© Underwood & Underwood  
J. H. Tregoe

are prone to accept any excuse when we are in the grip of the state of mind which assumes that certain things cannot be done. In these days we must be up and at it everlastingly. We have some of the most serious economic problems of all world history to solve: they cannot be solved except in the most constant diligence and a sincere belief that it is within our powers to hasten the day of revival and to help to get things right.

The credit and sales departments of every enterprise should be in the closest alignment, should work out all kinds of plans for the acceleration of business and for joint activities that will meet

## Phonographic Epigrammatics

By  
HAYWARD CLEVELAND

"Brevity is the soul of wit," but it is also the life of business. Say it in the fewest words consistent with clarity and courtesy.

The orderly plan of the universe sets a high example for us in the conduct of our mundane affairs.

"All is lost save honor" might be changed to—Honor secure, nothing else really matters.

Never to be recalled: Life—yesterday—a dishonorable act—the spoken word, and particularly the written word, after you have mailed it!

He who harnesses time harnesses fortune.

Do not locate on the *wrong* side of the *right* street, for if you do you may pay a part of the other fellow's rent.

Mere volume does not mean prosperity; it may camouflage disaster.

The dullest trade hour should be the liveliest introspectively and constructively.

Answer letters promptly. You would not insult a man, would you, by replying to a verbal inquiry to-morrow or next week?

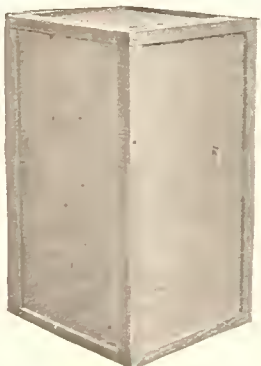
"Hitch your wagon to a star." That is, aspire! You will reach a higher level by so doing.

Yes and no. The two most powerful words in the English language. Anything added to either but detracts therefrom.

### F. W. CLEMENT VISITS NEW YORK

F. W. Clement, manager of the Emerson Phonograph Co.'s branch in Chicago, was a visitor to New York recently, conferring with the executives regarding plans for his Spring campaign. Mr. Clement spoke optimistically of the general situation in Chicago territory, stating that the dealers were reporting a steady improvement in sales which he believed would continue throughout the year.

A first-class salesman must necessarily be an executive. He must meet and surmount difficulties constantly. This means he must do his own thinking. Which naturally leads to the conclusion that a salesman who does not use his head will eventually become a "has been."



## PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

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





# THE ORSENIKO PERIOD PHONOGRAPH



WE present on this page an opened and closed view of one of our moderately priced cabinets. Can be re-tailed at a figure that the average buyer will not protest in paying.

The floral decorations are in oil, painted by artists. The grill has a silk backing, daintily shirred, which hides the horn, which has so often been considered an eyesore.



The cabinet will harmonize with almost any furnishings and will undoubtedly enhance the appearance of any living room.

*Can be had with spring and electric motors.*

## THE ORSENIKO COMPANY, Inc.

FACTORY  
Skillman Avenue and Rawson Street  
Long Island City, N. Y.

SHOWROOM  
110-112 West 42nd Street  
New York City, N. Y.



### H. A. YERKES IS VICE-PRESIDENT

Elected to This Position With Columbia Graphophone Co. at Recent Meeting

At a recent meeting of the stockholders and directors of the Columbia Graphophone Co., held at the company's executive offices in New York, several changes were made in the executive personnel and directorate. One of the most important of these changes was the election of H. A. Yerkes as a vice-president of the company. Mr. Yerkes, who has been assistant general manager of the Columbia Graphophone Co. for a number of years, now becomes vice-president and assist-



H. A. Yerkes

ant general manager. He is one of the most popular members of the talking machine trade and has a host of friends who will be delighted to know of his well-deserved promotion.

F. J. Ames, who is secretary of the Columbia Graphophone Co., has been elected a member of the board of directors, and the complete directorate of the company is as follows: F. J. Ames, H. C. Cox, G. W. Hopkins, H. L. Willson and H. A. Yerkes.

The executive personnel of the Columbia Graphophone Co. is the following: H. L. Willson, president and general manager; H. A. Yerkes, vice-president and assistant general manager; H. C. Cox, vice-president and treasurer; G. W. Hopkins, vice-president and general sales manager; F. J. Eames, secretary; John J. Brands, assistant secretary and assistant treasurer, and J. J. Munro, assistant treasurer.

Hard work isn't of much use unless it is directed in the proper channels.

### RED SEA DISTRICT A GOOD MARKET

Talking Machines, Accordions and Mouth Organs Supplanting Indian Pipe and Drum in That Section—Room for American Instruments

WASHINGTON, D. C., April 8.—The Red Sea district, says Consul Cross at Aden, in a report to the United States Department of Commerce, presents a market for American musical instruments which is capable of extensive development.

The African natives in this region, says the Consul, have no music of their own except a rhythmic handclapping accompanied by chanting, and the Indian community, which composes 20 per cent of the population of Aden and spreads down the coast, has only Indian pipes and drums of a peculiar type. But they all like phonographs and mouth organs. Practically no instruments have been imported since before the war and the old ones are worn out. It is possible to obtain German mouth organs, which retail at Rs. 1-8-0 (Rs. 3.45 = \$1.00), and Indian harmoniums can be specially ordered from Bombay to sell at Rs. 120. A few old Australian phonographs, which get out of order very easily, sell at Rs. 65. Otherwise, Aden is devoid of music except of the most primitive type, and performers on harmoniums, accordions, mouth organs and phonographs are looking to America for supplies. Records will sell at an average of Rs. 3-8-0, or a little over a dollar. Sheet music will sell among the European residents.

The chief considerations as to instruments are cheapness, durability and ease of playing. At present only one firm is dealing in music, but several others have indicated to the Consul their desire to take on this business.

### PAUL S. FELDER VISITS NEW YORK

Secretary and Treasurer of Philip Werlein, Ltd., New Orleans, Has Good News of New Orleans

Paul S. Felder, secretary and treasurer of Philip Werlein, Ltd., New Orleans, was a visitor to New York recently. He came on to attend the executive sessions of the National Association of Talking Machine Jobbers in New York City, as well as to attend to several other business matters of importance.

In chatting with The World Mr. Felder said that business in New Orleans has at no time suffered a severe depression; that 1921 was a good year for his company and that 1922 has every promise of being as good, if not better. He said the agricultural sections of the State of Louisiana have suffered somewhat, but that the general situation is improving.

### PLANS FOR FOREIGN TRADE MEETING

Many Experts to Be Present at Annual Convention to Be Held in Philadelphia in May

The program is being rapidly completed for the Ninth National Foreign Trade Convention to be held in Philadelphia on May 10, 11 and 12, when, in addition to many experts in foreign trade representing the U. S. Government, there will be present some of the leading business men of the country, together with foreign traders from all parts of the globe. Secretary Hoover, of the Department of Commerce, is showing a particularly active interest in the forthcoming convention, in which the representatives of his department will play a prominent part.

### HOLDS FORMAL OPENING

FAIRMONT, W. VA., April 4.—The Kelly Music Co. recently held the formal opening of its new store, where Columbia Grafonolas and records will be handled exclusively. A reception was held for three hours in the evening and it is estimated 5,000 people visited the store during this time. The store is ideally appointed, with eight attractive demonstration rooms and a handsome display floor which may be used as an auditorium seating 500 people. Mack's Orchestra entertained at the opening.

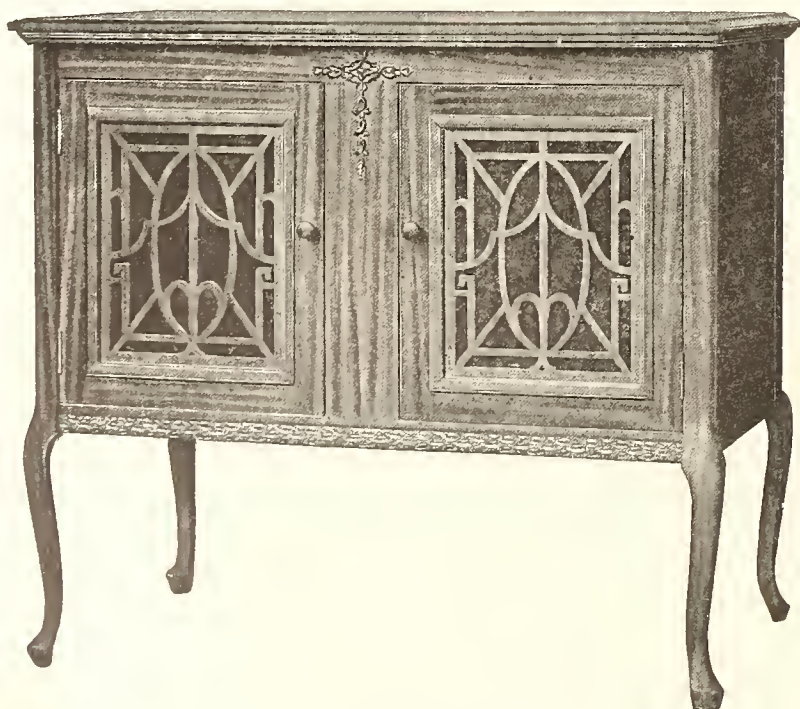
### CHILIAN FIRM DESIRES AGENCY

WASHINGTON, D. C., April 10.—A mercantile firm in Chile wishes to secure an agency for the sale of talking machines, records, needles and accessories, pianos, player-pianos and sheet music, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations should be given c. i. f. Chilean port and correspondence should be in Spanish. References are offered. Further information can be obtained by corresponding with the Bureau or any of its district offices by referring to opportunity number 1080.

### SPECIALIZES IN DEALERS' REPAIRS

KANSAS CITY, Mo., April 1.—The National Talking Machine Repair Co., 603 East Twelfth street, this city, although in existence but a short time, has built up an attractive business in the repairing of all types of talking machines for retail talking machine dealers. The concern does not handle any work but that secured through retail dealers.

Snap judgments are sometimes necessary in business, but any important move should be well thought out before action is taken.



Louis XV Period Model

## Celina Console Cabinets

There Are No Better Consoles  
For Style, For Finish, For Price

Naturally you want the best consoles it is possible to buy. A great and growing number of the leading Phonograph manufacturers believe the best to be the

### Celina Consoles

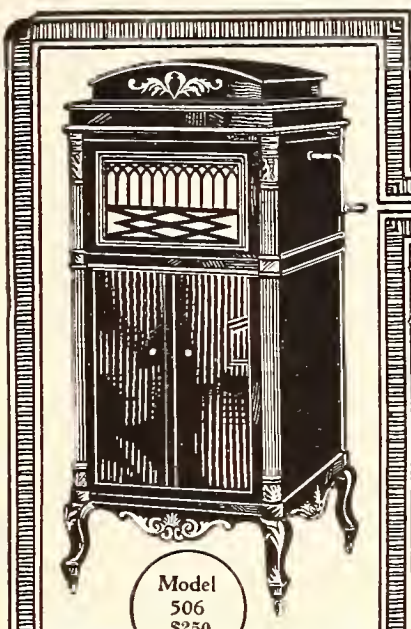
To-day Celina Cabinets are better than they have ever been before. By every reason of quality and economy you should use them for *your* Phonographs.

## THE CELINA SPECIALTY CO.

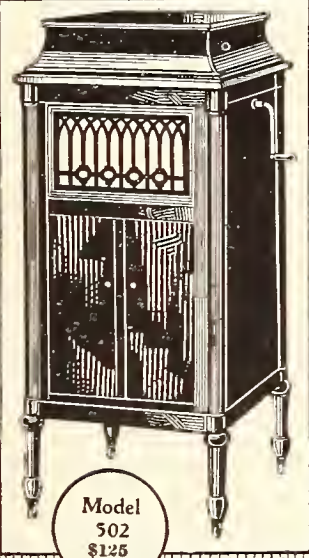
at CELINA, OHIO

"Where Better Furniture Is Built."

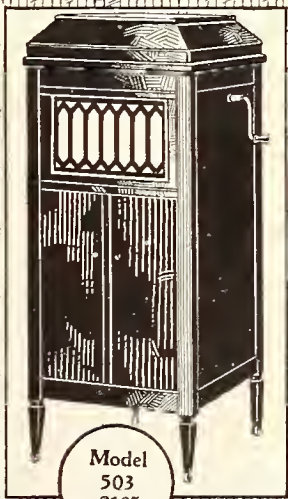




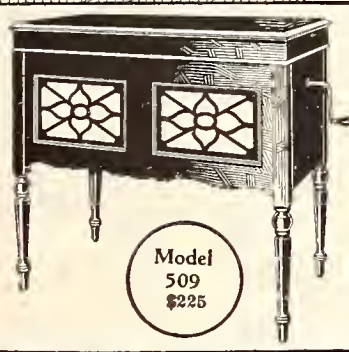
Model 506 \$250



Model 502 \$125



Model 503 \$165



Model 509 \$225

# STEGER

*the finest reproducing Phonograph in the World*

THE greatest achievement of a phonograph is to reproduce music as it was originally played—with all the sparkling vivacity of voice or instrument. And this is the attainment of the incomparable Steger which creates to perfection the illusion of reality. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

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

### WIN SALES WITH THE STEGER

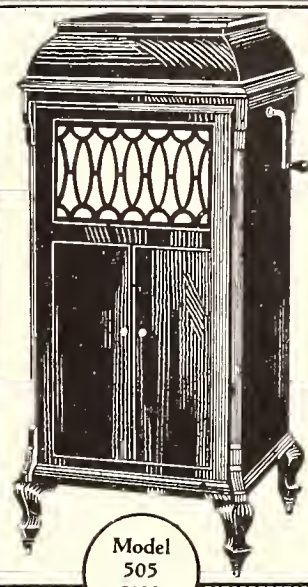
From the standpoint of sales the beautiful Steger offers great possibilities to the aggressive dealer. It is backed by an extensive and profitable merchandising plan that adds immeasurably to the value of Steger representation.

There is still desirable territory open. Write for the Steger proposition today!

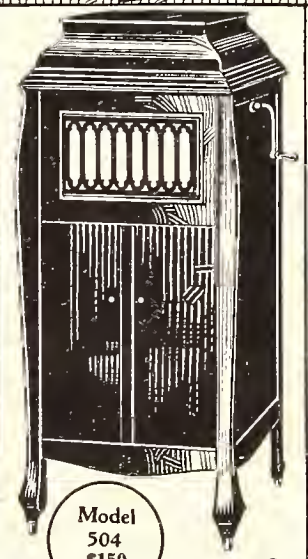
*Phonograph Division*  
**STEGER & SONS**  
*Piano Manufacturing Company*  
Established 1879

Steger Building, . . . CHICAGO, ILL.  
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

*"If it's a Steger—it's the most valuable Piano in the world."*



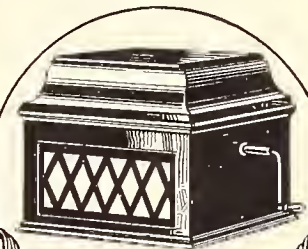
Model 505 \$200



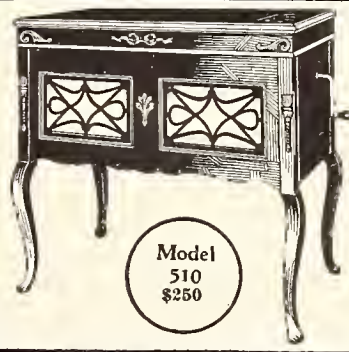
Model 504 \$150



Model 501 \$100



Model 500 \$65



Model 510 \$250



**BISHOP JOINS BLACKMAN FORCES**

Former Manager of Loeser's Victor Department Added to Blackman Staff—Will Visit Talking Machine Trade in New York City

J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, announced recently that W. H. Bishop, formerly manager of the Victor department of Fredk. Loeser & Co., Brooklyn, N. Y., has been appointed a member of the company's sales staff. Mr. Bishop, who has been identified with the Victor industry for a number of year, will visit the trade in New York City, working in co-operation with Walter Grew, of the Blackman sales force, who also covers New York City.

With the addition of Mr. Bishop to its staff, the Blackman Talking Machine Co. now has five well-trained men on its traveling sales force. C. L. Johnston, sales manager of the company, is also visiting the trade frequently, and Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., has been spending quite some time away from his desk in order to co-operate with the Blackman clientele in every possible way.

**OPENS MANY NEW OKEH ACCOUNTS**

Sales Manager of J. K. Polk Furniture Co. Closes Successful Trip—New Dealers

ATLANTA, GA., April 6.—D. C. Brockman, sales manager of the wholesale phonograph division of the J. K. Polk Furniture Co., of this city, distributor of Okeh records, returned recently from a two weeks' trip to some of the principal points in Southern Georgia and along the eastern coast of Florida. Mr. Brockman reports the opening of a number of new Okeh accounts, among which are the following: Burton & May Music Store, West Palm Beach, Fla., handling Okeh records exclusively; Burns Music Co., Daytona, Fla.; J. W. Miller Co., Augusta, Ga., and the Murphy Music Co., Savannah, Ga.

**MADAME LASHANSKA AT DITSON'S**

Popular Opera Soprano and Red Seal Artist Appears in Informal Recital at Chas. H. Ditson & Co. Auditorium for Benefit of Victor Dealers

Chas. H. Ditson & Co., New York, the well-known Victor wholesalers, gave the second of their series of informal recitals by prominent Victor artists for the benefit of Victor dealers on Friday afternoon, March 24, the star of the



Madame Hulda Lashanska

occasion being Madame Hulda Lashanska, popular soprano of the Metropolitan Opera Co., who recently joined the Victor staff of artists. Madame Lashanska's first records appeared in the February Victor record supplement and she sang one of the numbers, "Canzonetta," for the benefit of the Ditson audience, together with "Annie Laurie," to her own accompaniment, and several other lighter selections.

Although suffering from the after effects of a severe cold Madame Lashanska disclosed a voice of superb quality. She has an attractive per-

sonality and made a distinct hit with the big crowd of metropolitan Victor dealers who turned out to hear her sing, presenting many of them with her photograph duly autographed. The program was opened with a violin and harp duet by Miss Constance Carla and Miss Anna Welch, head of the Ditson harp department, and was greatly enjoyed.

P. E. W. Carlson, head of the wholesale Victor department of Chas. H. Ditson & Co., is making arrangements for a number of recitals by prominent Victor artists in the near future, in view of the wide interest that has been aroused in the recitals already given.

**PATENTS A NEW INSTRUMENT**

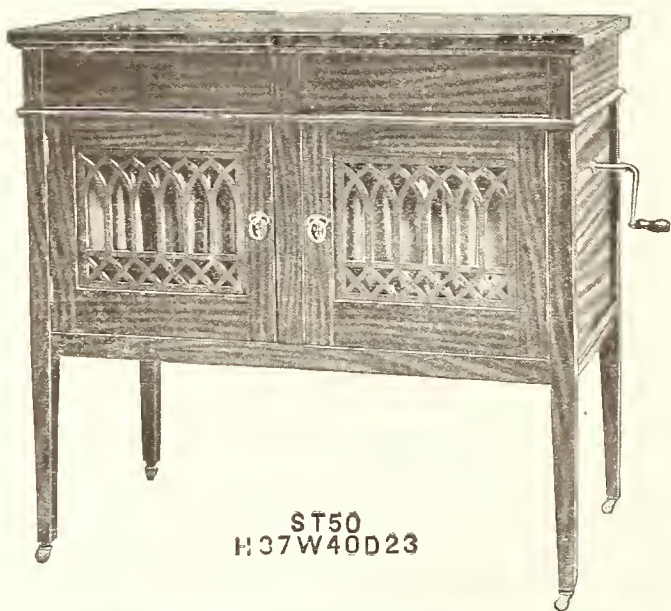
Levi J. Wing Invents Phonograph Operated by Power Plant of Player-piano

Levi J. Wing, of East Orange, N. J., has just been awarded a patent on a new type of talking machine to be operated in conjunction with the player-piano and by means of a motor, constructed on a vacuum principle, and which may be connected directly with the power plant of a foot-driven player-piano. Suitable means are provided for regulating the speed of the turntable of the talking machine. The new instrument is also provided with receptacles for holding both talking machine records and music rolls for player-pianos.

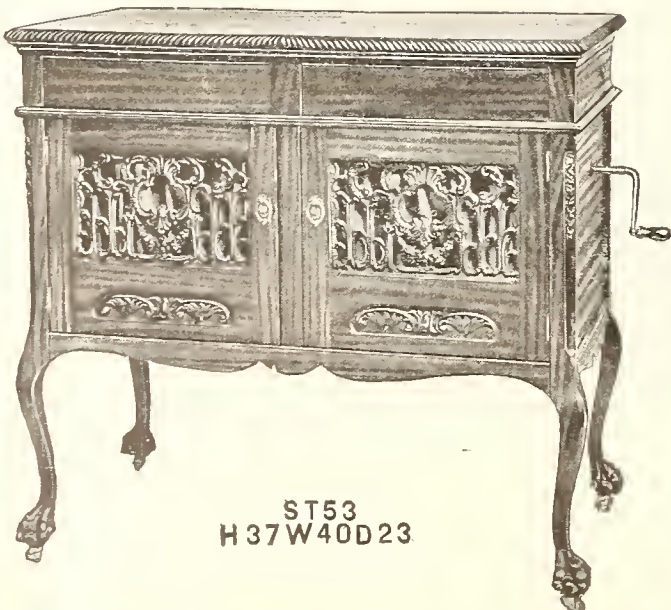
In the patent papers it is stated that means are provided for playing the talking machine and player-piano in synchrony, when desired, although it is also possible to operate both instruments independently.

**WASHINGTON, D. C., INCORPORATION**

A charter of incorporation has been granted to the Associated Talking Machine Co., of Washington, D. C., for the manufacture of talking machines there, with a capital of \$250,000. Incorporators of the new concern are W. L. Palmer, H. L. McLeod and F. S. Packard, Jr.



ST50  
H37W40D23



ST53  
H37W40D23

**A New Model in the Natural Voice Line**

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

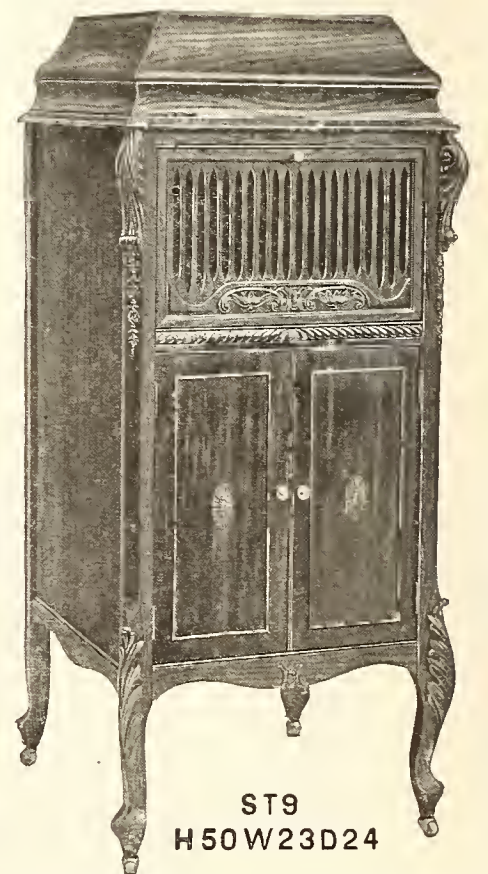
Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of  
Cabinets Without  
Equipment.

Write for Prices

It will pay you to investigate  
our proposition.

**Natural Voice Phonograph Co.**  
ONEIDA, NEW YORK



ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line



# INDIANAPOLIS

*Business Betterment Continues—Lyradion Scores—Stewart Co.'s  
Cheery Report—New Lines for Collins—News of the Month*

INDIANAPOLIS, IND., April 9.—Talking machine dealers in this city express general satisfaction with the business transacted during the month of March. They believe that a steady and sure progress can be found in most lines and they attribute this to a slight lifting of the business depression. A large number of the retailers report the greatest volume of sales in the larger and higher-priced machines, which seem to move much more quickly than the medium-priced lines.

#### Sonora Period Models in Demand

"Business, on the whole, is fairly quiet in our department," says C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co. "The boom which I have anticipated for this year has not arrived yet. However, the period models are selling better than ever and the people appear to be gradually educating themselves to an appreciation of this type of machine."

#### Advertising in Theatres

H. E. Whitman, of the Circle Talking Machine Co., says: "Business is slowly but steadily growing and quite an improvement is to be noted over the February business. The higher-priced and the portable types of machines have been our best sellers lately. We have opened a new medium of advertising through the Lyradion and Radio Concert Grand phonograph, which will play our Victor records the first of every month at the Colonial Theatre. The newest releases will be featured by this machine, which is able to reach the farthest corners of the big motion picture house."

#### Lyradion Concert Grand in Theatre

The Colonial Theatre is the first Indianapolis Theatre to install the big concert grand phonograph which is manufactured by the Lyradion Sales & Engineering Co., of Mishawaka, Ind. Arrangements have been made between the theatre management and various talking machine dealers to have new record releases placed on the theatre program periodically for musical numbers which supplement the regular musical features of the theatre. The audience is given an opportunity in this manner to become acquainted with the releases and to hear also selections which they may desire to have played. The first week of the innovation was advertised as Brunswick Music Week.

#### Public Buys Expensive Victrolas

According to Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., business in March was good, particularly in the sale of dance records. "An increase in the sale of high-priced machines is evident," Miss Springer said. "We did an unusually good record business during weeks we featured Caruso and the 'Follies'."

#### Brunswick Shop to Install Radio

Walter J. Baker, manager of the Brunswick Shop, reports that business, on the whole, was better in March than during the corresponding month of last year. The Stratford model of machine is selling especially well. Mr. Baker is making arrangements to have a radio receiving set installed in the store in the near future.

#### Columbia Artists Boost Record Sales

W. G. Wilson, manager of the Widener Grafo-nola Shop, was responsible for an entertainment given by Van and Schenck, Columbia artists, at a luncheon of the Kiwanis Club at the time when the two artists were here in official capacity with the "Follies." As a result the Widener store had an exceptionally good "Follies" week. Mr. Wilson says that his best-selling machines at present are the higher-priced Granby models.

#### Reap Profits From Columbia Ads

An unusually fine example of the returns to be had from added sales effort is to be found in the success which has come to the Columbia Grafo-nola department of the Hook Drug Co., the managers of which are Frank Heuber and N. J. Drummond. This department consists of only

three booths, a salesman and two record clerks. It recently won the second prize in an advertising contest conducted by the Columbia Co. The prize was awarded on the basis of wording, spacing and general effectiveness created by the amount of advertising used. The department is doing a good regular business in records, the managers report, although the machines themselves are moving a bit slowly.

#### Baldwin Sales Picking Up

"Business is gradually improving so that some increase is to be noted over our sales during the early part of last year in spite of the fact that our store is suffering yet from the effects of the fire last November," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. "The bad effect of the con-

fusion incident to the work of remodeling and redecorating the store has been so slight that we feel very optimistic over the future. Machine sales are good, particularly among the more costly models. Business of two years ago was with all classes of trade, but now it is confined largely to persons of means. This difference in the type of trade is reflected in the business of the record department, as the persons who buy the higher-priced machines in turn buy more costly records. As an example of the sort of business we are doing, I can say that one day last week we sold three Brunswick machines the total price of which amounted to \$1,190."

#### Ties Up Window With Movies

J. B. Ryde, of the Fuller-Ryde Music Co., says that his business has been fairly successful through co-operation with the Circle Theatre, a motion picture house, in special window displays. During the last week of March the window featured "Freckles" Barry in "School Days," and instruments dear to a boy's heart were displayed. During the previous week the store obtained marked results by decorating in honor of Boy

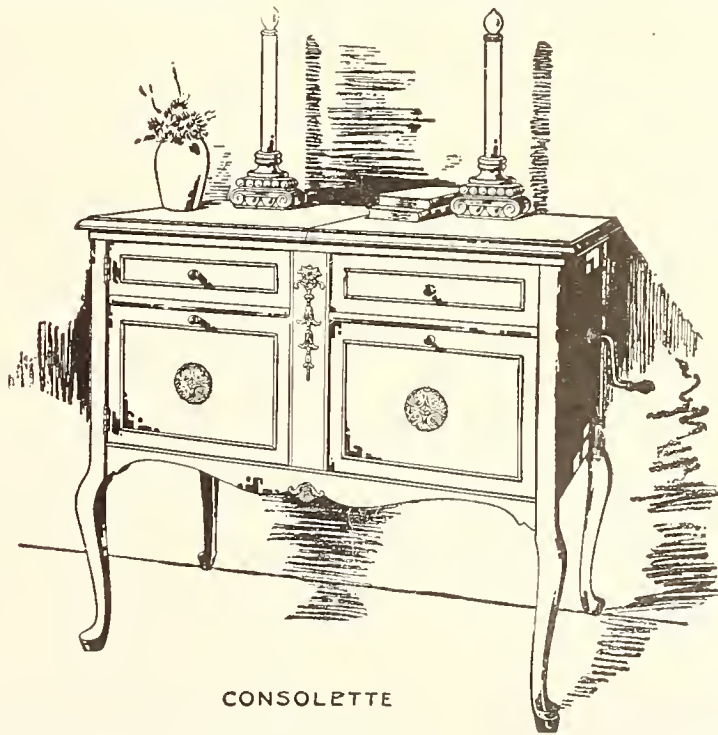
(Continued on page 68)

Here's the new cabinet with the flat top that enables you Victor dealers to sell a real Console model phonograph—it's the beautiful and practical

## CONSOLETTTE

Built especially to hold the Victor VI

Top 36 in. x 21 in. — height 34½. A true-to-period, superbly constructed, *flat top* cabinet; designed, built, packed and shipped by one of the largest phonograph cabinet factories in the U. S.



CONSOLETTTE

The Console is the cabinet of today. It sells while the upright models outstay their welcome and eat up overhead. This new *flat top* Consolette is an actual, visible, unmistakable value, is a guaranteed product and is offered at a moderate price and a discount which allows you to make **100% profit on the complete outfit**. The Consolette will be sold only through selected dealers in restricted territory. Write for full information.

**Manufacturers Phonograph Co., Inc.**

**95 Madison Ave., New York**

**GEO. W. LYLE, President**



Geor - gia! Geor - gia! My home sweet home

# GEORGIA

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

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

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

**HEAR IT NOW!**

## TRADE NEWS FROM INDIANAPOLIS

(Continued from page 67)

Scout Week and featuring drums, bugles and other instruments which are used by the Boy Scout troops.

Mr. Ryde is a believer in window display for music stores to the extent of changing at least once a week, and, on special occasions, two or three times a week. "Music dealers should be up to date and show an interest in current events if they would get the best results through interesting the public," Mr. Ryde says.

### W. E. Hopkins Visits Edison

W. E. Hopkins, of the Edison Shop, reports that his March business was by far the best month's business of the year, with the record business showing an especially healthy increase. Mr. Hopkins spent the 16th and 17th of March with Thomas A. Edison, having, as he says, a very enjoyable visit with the famous inventor before the latter departed from his home for a trip to Florida.

### Pathé Demand Improves

C. S. Dearborn, of the Mooney-Mueller-Ward Co., Pathé distributor, says: "Business has picked up for us and our sales in March were most encouraging. Machines are selling better; that is, the high-grade machines. The lower-priced machines are not selling at all, but there is an increase in record sales."

### Starr Phonograph Demand Quickens

According to T. H. Bracken, manager of the Starr Piano Co., business in Starr phonographs during March was better than during March of last year. The increased business was noticeable especially in the more costly machines and in dance records.

### Collins Co. Adds Jewel and Meteor Lines

Charles E. Collins, manager of the Collins Talking Machine Co., announces that he has discontinued the Emerson line and will concentrate hereafter on the Jewel and Meteor lines. Mr. Collins believes in "doing one thing well" and his company is making no effort at retail business, but is directing its attention to fully protecting

its retail agents. As a result of this policy, Mr. Collins says, the company has very few changes in its retail associates, whether in dull or prosperous seasons.

In connection with factory experts Mr. Collins is working out the unique feature of radio receiving equipment for his machines. "This," he says, "will be the greatest step forward in the development of phonographs since the invention of the phonograph itself. It will multiply a million times the pleasure and utility to be got out of the machine. Our dealers are awaiting with almost breathless interest the outcome of the laboratory trials. With the successful completion of the trials one no longer will be limited to the records he will buy, but he will have always available concerts, speeches, sermons, weather predictions and thousands of other events. A definite announcement will be made soon—in a very few days, we expect—because the radio attachments for reproductions have already been perfected."

### Record Demand Exhausts Red Seal Supply

George Stewart, of the Stewart Talking Machine Co., Victor distributor, says that reports received from Victor dealers throughout Indiana indicate that their March record business was very brisk. "We have enjoyed the same experience," he said, "as our stock of several March records, especially the Red Seal, has been entirely exhausted. We have had numerous requests from other jobbers asking for shipments of March records, which indicates that the demand is general throughout the country."

A small shipment of the new Victrola No. 280, in red mahogany, was received by the Stewart Co. early in March. Within ten hours after the arrival of the machines they were sent to retail stores and immediate sales were reported. Additional orders for the machines were placed.

### Dealers Support Music Memory Contest

The Music Memory Contest featured in the public schools of Indiana is meeting with enthusiastic support throughout the State. Newspapers are giving a large amount of space to publicity and talking machine dealers are taking full ad-

vantage of the opportunity to promote the sale of records adapted to the contest.

Regarding the contest, the house organ of the Stewart Talking Machine Co. says: "It is with a feeling of pride and not in a boastful or egotistical manner than we inform dealers that the State Music Memory Contest was 'put across' by Caroline Hobson, head of the Stewart educational department. Through the efforts of Miss Hobson, the State Board of Education and Indiana Federation of Music Clubs were approached on this proposition and they readily promised to give their fullest co-operation and assistance in making this a complete success. You, Victor dealers, are 'on the ground floor'—the State of Indiana is the first one in the Union to make it an annual State movement, so get busy, push the Music Memory Contest in your community and reap some of the harvest which is rightfully yours."

### "Made to Order" Re-Creations Popular

As to Edison business in Indiana, H. G. Anderson, general sales manager of the Kipp Phonograph Co., reports: "Our March business showed a very pleasing increase over February. This we believe is due not only to the reduction in the Edison prices on Re-Creations, but also to the general improvement in business conditions throughout the territory. A new venture of the Edison laboratories in the making of 'Made-to-Order' Re-Creations has proven a decided hit and this is helping considerably to increase the business of all dealers."

The Latona Talking Machine Co., of Evansville, has issued \$50,000 of preferred stock.

## PREPARING BIOGRAPHY OF CARUSO

Pierre V. R. Key, Editor of the Musical Digest, Writing History of Deceased Tenor

Admirers of the late Enrico Caruso, world-famous tenor and Victor artist, are to have available an authorized biography which is now being written by Pierre V. R. Key, editor of the Musical Digest, who was for many years music critic for the New York World. Bruno Zirato, who was secretary to the singer, is collaborator in the biography, which will be published by Little, Brown & Co., of Boston.

## ASSETS EXCEED LIABILITIES

ALLIANCE, O., April 4.—Assets of the Drake & Moninger Co., large dealers in Victor talking machines and records, last week declared bankrupts, will exceed the liabilities by \$23,982.34, according to a report of the receiver filed this week in the Common Pleas Court at Canton. The receiver was appointed last week on petition of the principal stockholders, who ask that the company be dissolved. The store expects to weather the situation, officials remarked, and this week an effort will be made to reorganize the business.

The talking machine establishment of Joseph Cohan, 719 North street, Springfield, Mass., was slightly damaged in a recent fire.



## Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

*We have a circular for you. Ask for it.*

Also

**Piano Trucks, Hoists, Covers and Straps**

Made only by

**Self Lifting Piano Truck Co.**  
FINDLAY, OHIO



# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., April 8.—March was not a very good month in the talking machine world of New England largely because of labor troubles, which have disturbed such centers, first, as Pawtucket and Providence, and latterly Lawrence and other places. Some concerns have not been materially affected by these untoward conditions, but they are few. For the most part, there has been stagnation, which is not surprising with so many people idle. On the other hand, in localities where business in general has been reasonably good the talking machine trade has shown some advance over March of last year. The business in machines has scarcely kept pace with that in records, all things being equal, for many houses reporting a fairly good call for records have been selling comparatively few machines. There is a general feeling that April is going to make a much better showing; in fact, that May, too, is going to come to the fore with an encouraging total.

#### Anent That Proposed Luncheon

Sorry there is nothing definite to report on the proposed luncheon of the New England Music Trade Association. President Frank S. Horning, of the Boylston street store bearing his name, has been working hard, in conjunction with Secretary Merrill, to create enough interest so that the trade can get together for a noontime meal, with some good speaker, presumably at the Engineers' Club. It is certainly to be hoped that the executive committee can soon announce some date for this month.

#### After Chamber of Commerce Members

At a luncheon given a few days ago by President Everett Morss, of the Boston Chamber of Commerce, to a body of Boston merchants at the Copley-Plaza Ernest A. Cressey, of the C. C. Harvey Co., which carries the Victor, Edison and Brunswick, was appointed one of the members of the membership committee of the Associated Bureaus of the Boston Chamber of Commerce. Mr. Cressey made a special appeal to the music trade in a letter which has just been sent out. This statement is made:

"Through the very large work being accomplished by the Chamber it has evidently been necessary for them to solicit not only moral, but financial, help in carrying on the tremendous work which they are accomplishing, and also new work to follow for the betterment of our vicinity. The directors are now going ahead with the new

building project, which you are, no doubt, familiar with, and pushing forward every effort to not only hold the business of Boston and New England from getting away, but to develop still further all business now in progress. It is, no doubt, a most worthy work and cannot but enhance the business possibilities of every concern coming within its scope. May I ask you to consider this project seriously, as you may expect to receive a personal call relative to your decision as to the amount you will subscribe."

#### C. F. Von Euw, Jr., Engaged

The many Boston friends of Charles F. Von Euw, Jr., of the Steinert staff, are congratulating him on his engagement; his fortunate fiancée being Miss Helen F. O'Connor, of Roxbury, where Mr. Von Euw also resides. Mr. Von Euw is in charge of the record stock room of the Steinert house, and he is widely known to the trade that is supplied by this large company. The marriage of the young couple will not take place before the early Fall.

#### Henderson Co. Opening New Store

The Henderson talking machine department in the Gilchrist Co.'s store, at the corner of Washington and Winter streets, has been given up. The Henderson Co. in the meantime is opening another store on Federal street close to Dewey square, an excellent business center.

#### E. F. Carson Pushing Granby Line

Edward F. Carson, whose series of articles in *The World* is attracting much deserved attention, is pleasantly located at 21 West street, from which headquarters he is pushing the Granby proposition into much new territory. Mr. Carson possesses all the qualifications for leadership in the industrial world and he is destined to win for the Granby much deserved popularity.

#### Making Fine Display of Brunswick

Harry Spencer is now pleasantly established in his new quarters in the Vose Building, as it was recently announced he was to be, and for display purposes he has on exhibition as many as fifteen types of Brunswick machines, four of which are of the console type. Since opening Mr. Spencer has received a great many visits from prospective dealers who can study the various types of Brunswicks under the most pleasant conditions. These headquarters have been found extremely convenient for Brunswick dealers who do not carry the full line of styles themselves.

Robert C. Harlow, who manages the John E.

## EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



Our constant aim—the growth and development of Victor Dealers in New England.

**Eastern Talking Machine Co.**

85 Essex Street  
BOSTON MASS.

Jordan Co., opposite the Post Office in Plymouth, and who carries the Brunswick line, was a Boston caller a few days ago. His establishment in that historic town is ninety-six years old. He says the Brunswick is fast gaining in favor down along the South Shore.

#### Fred E. Mann Making Extensive Trip

Manager Fred E. Mann at this writing is in the New England field making a thorough canvass of the Columbia agencies. He is making the trip by automobile and he plans to be away several weeks, which means that for the present he will be at the Boston office very little. Mr. Mann began his trip in the southern Massachusetts territory and from there he was to work up into

(Continued on page 70)

## Eighty-seven Years of Experience

# 1835

in the merchandising of music and musical products is back of  
**DITSON SERVICE.**

# 1922

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

## VICTOR EXCLUSIVELY

OLIVER  
**DITSON**  
COMPANY  
BOSTON

CHARLES H.  
**DITSON**  
& CO.  
NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

Vermont and New Hampshire. At the local headquarters of the Columbia one learns that the record movement has been very satisfactory, the cut-out plan having done a lot toward popularizing the catalog.

**Political Honor for Col. Kincaide**

Friends of Colonel Henry L. Kincaide, of the Quincy talking machine establishment bearing his name, are urging him to become a candidate for the Republican nomination to the State Senate from the Norfolk-Plymouth district. Colonel Kincaide, who is widely known in military circles, was three times a candidate for Congress, twice on the Progressive ticket and once on the Republican.

**R. O. Ainslie Returns From Trip**

R. O. Ainslie, of the Hallet & Davis Co., returned to-day from an extended trip through the West and South, which took him into many large cities. Going west he was accompanied by his wife and child, whom he left at Lexington, Ky., which is Mrs. Ainslie's home city, and there she remained, visiting her family. Mr. Ainslie got as far South as New Orleans and while away he was able to interest many dealers in the new Hallet & Davis talking machine, details of which may be found in another part of this issue of The World.

**Sonora Lafayette Model Admired**

The Lafayette model of Sonora, which has been eagerly awaited by Manager Joe Burke, of the Musical Supply & Equipment Co., has reached Boston and he is exhibiting the model to everyone who drops in. The model is a very handsome one and the Jordan Marsh Co., which carries the Sonora line, has ordered a large consignment of this type. Mr. Burke says business, which was rather quiet early in the month, picked up very appreciably toward the end of March.

J. O. Morris, president of the Musical Supply & Equipment Co., was over in town a short time ago and held a business conference with Joe Burke, the local manager; T. E. Burke and R. V.



# STEINERT SERVICE SERVES

## Our Unswerving Policy

for

1922

To Protect—to Develop—to Serve  
To the Limit of Our Ability

The Victor Retailers of New England  
Already Established

Our Entire Stocks and Personnel At Your Disposal

84% of Domestic Records in the Victor Catalog now in our stock

## M. STEINERT & SONS

New England Victor Wholesalers

35 Arch Street

BOSTON

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



Keyes, of the company's local staff. Details of business pertaining to Manager Burke's enlarged territory were gone into very thoroughly.

**Many Concerns Take on the Outing**

The E. B. Shiddell Co., Inc., which is now located at 221 Columbus avenue, is meeting with great success in handling the Outing product,

which is a portable machine finding wide favor.

Lately Mr. Shiddell has been able to interest a number of outside houses in the Outing and the machine is now carried by some large concerns in Springfield, Worcester, Fall River, Lawrence, Mass.; Portland, Biddeford and Lewiston, Me.; Portsmouth, N. H., and Hartford, Conn. Wide-

# KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

## Brunswick

PHONOGRAPHS AND RECORDS

### The Phonograph Found Where Good Taste Predominates

The satisfaction derived from handling Brunswick Phonographs and Records is twofold.

For it not only means offering your trade a line of admitted leadership, but one which also proves most profitable to you.

Fewer Brunswick dealers mean less competition in handling the business created by Brunswick unsurpassed national advertising.

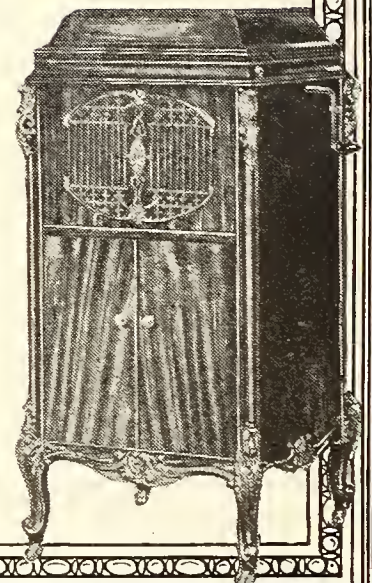
KRAFT - BATES AND SPENCER, Inc.  
1265 Boylston Street - - Boston, Mass.

Steel Needles

NEW ENGLAND DISTRIBUTORS  
Albums

Record Brushes

Khaki Covers





## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 70)

ner's, Inc., at 23 West street, has lately taken on this machine and is disposing of a great many of them. Manager Shiddell lately was over at the factory of the Outing Co. at Mt. Kisco, N. Y., spending several days there.

**New Vocalion Agents in Boston**

R. M. Kempton, manager of the Vocalion department of the Aeolian Co. at New York, was over in Boston the middle of March conferring with Manager Wheatley. The latter has been able to interest the Winter street house of F. Vorenburg & Co. in the Vocalion proposition, with the result that this will be one of the important downtown distributing points for this machine. Another downtown house to take on the Vocalion is the Richardson Drug Co., 645 Atlantic avenue.

**New Strand Representatives in New England**

The Strand bids fair to be widely represented throughout New England before very long and with Arthur W. Chamberlain now associated with Arthur C. Erisman in the wholesale distribution of this new popular-priced instrument there is a combination of intelligence, enthusiasm and activity that is sure to make a big name for the Strand. New accounts which have lately been opened up by Mr. Chamberlain, who devotes his time to traveling about the field, are: The Biddle Piano Co., at Keene, N. H.; B. S. Canner Furniture Co., East Boston; A. McArthur & Co., Boston; Symphony Talking Machine Co., Boston; J. E. Heidner & Son, Holyoke, and Enfield Pharmacy, Enfield, N. H.

**Good Reports From Steinert Territory**

Manager Kenneth Reed is enthusiastic over the fact that in the Victor territory served by the Steinert Co. there has been a 20 per cent increase in business for the month of March over the same period of a year ago. This increase, Mr. Reed says, is in spite of the fact that in those places where there have been labor troubles naturally the business has been below normal. This popular Victor man has the sympathy of his friends in the accident that befell his wife lately, when she fell and injured herself so that she was confined to her room for a couple of weeks.

**Charles Shaw With Widener's**

Charles Shaw, lately with the Granby Phonograph Co.'s wholesale department, having for his territory the New England States east of the Connecticut River, is now manager for Widener's, Inc., at 23 West street, succeeding Otto Zerrahn. Widener's carries the Columbia and Granby lines of merchandise.

**'Twas a Success and They Know It**

It looks from this distance as though the executive meeting of the Victor jobbers over in New York was a great success and for verification of this statement one has but to ask Bob Steinert or George A. Dodge or Ken Reed or Otto Piesendell, for with these the three Boston jobbing houses of Steinert, Eastern and Oliver Ditson Co. were well represented.

**Some Recent Visitors**

Fred Gardner, head of the Gardner Temple of Music of Lawrence, was a welcome caller on the Boston trade the latter part of last month.

Harry Russell, manager for the Outlet Co., of Providence, R. I., spent a day or two in Boston lately and the Victor distributors in particular were glad to give him a handshake.

**Doing Well With Khaki Covers**

The manufacture of the khaki covers which the Lansing Sales Co. made such a success of is

now being conducted at 2 Hudson street by the Henry Smith Co. It will be recalled that Mr. Smith formerly was with the Lansing Co. and became so well acquainted with the details of this branch of the business that when

the Lansing Co. branched out into wider fields he took this manufacture of the covers over on his own account and he is deserving of the marked success with which he is meeting in his present enterprise.

**HALLET & DAVIS CO. NOW MAKING TALKING MACHINES**

Well-known Boston Piano Manufacturers Announce the Hallet & Davis Phonograph—Machines Are Made in Three Models, English, Colonial and Period—Will Play All Records

BOSTON, MASS., April 4.—After long and careful experiments carried on along highly scientific lines the Hallet & Davis Co., of Boston, is now able to make an announcement to the trade which is of the greatest importance, and concerns a product which is sure to find widespread favor, namely, a new talking machine which takes the honored name of this famous house. Into these machines has been carried all the conscientious workmanship that has made the pianos of this house widely and favorably known, and when these models are given close scrutiny they will be found to be everything that is claimed for them. It is further claimed for them that they are destined to play an important part in raising the general tone of the talking machine and certainly from the artistic standpoint it will be agreed that these Hallet & Davis models are hard to beat. Three things that, of course, were kept closely in mind in getting ready to present these models to the public were artistic cases, the most approved mechanical construction, and tone, which perhaps is the most important of all.

The cabinets are constructed of the finest selected woods, with a high piano finish. In the English and Colonial models the charm of simplicity is shown to splendid advantage, while for those desiring a more elaborate case there are the graceful and exquisite Louis styles.

The reproducer, tone arm and sound amplifier are specially constructed on highest approved scientific laws for carrying sound waves. The motor designed by leading engineers in the in-

dustry is strong, durable and silent. Every part of it is mechanically perfect to the thousandth part of an inch. Since there are many different makes of records, a universal tone arm and reproducer are used for playing all kinds of records without attachments, thereby giving access to all the great record libraries of the world. For further convenience each style is equipped with an automatic stop so simple it can be operated by a child.

Model H is of Louis XV style in English brown mahogany and figured American walnut; height, 43 inches; width, 20 inches; depth, 22 inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone modifier, trimmings nickel plated. \$115.

Model J, Queen Anne, is in English brown mahogany and figured American walnut; height, 34¼ inches; width, 36 inches; depth, 21¼ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone amplifier, trimmings nickel plated. \$135.

Model L, Colonial, is made in English brown mahogany and figured American walnut; height, 34¼ inches; width, 38¼ inches; depth, 22¼ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone amplifier, trimmings nickel plated. \$185.

Model M, of Louis XVI type, is in English brown mahogany and figured American walnut;

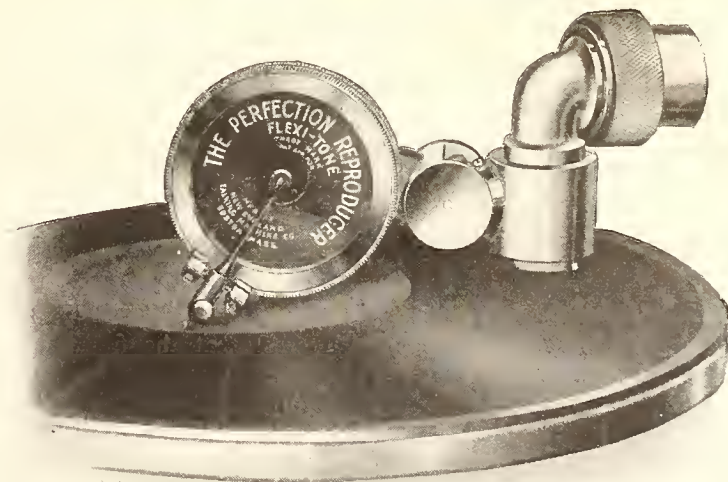
(Continued on page 72)

**The "Perfection" Ball-Bearing Tone Arms**

and

**The "Perfection" Reproducers**

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

16-18 Beach Street

Boston, Mass.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

**COMBINATION**

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

**L. W. HOUGH**

20 SUDBURY STREET BOSTON, MASS.



THE TRADE IN BOSTON AND NEW ENGLAND —Continued from page 71)

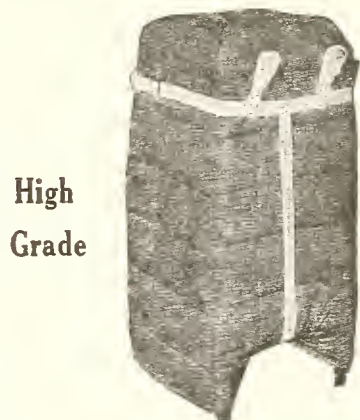
height, 34 inches; width, 39¾ inches; depth, 21¾ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, with royal purple plush covering, automatic stop, tone modifier, trimmings gold plated, five albums for filing records. \$250.

In no case have the details been considered too small to carry out to perfection. The reputation for producing nothing but the best in the renowned Hallet & Davis pianos (which, during over three-quarters of a century, have been awarded 139 gold medals throughout the world) has been zealously guarded in the production of the Hallet & Davis phonograph.

An underpaid employe does not give the best returns. Profits accrue in proportion to the effectiveness of the sales staff and the other units of the business organization. If there is no enthusiasm there are no effective results and there will be no enthusiasm where an employer refuses to recognize the worth of his help by adequate compensation.

# LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size  
43"x20"x23 1/2"

\$6.50

large size  
49"x23"x24 3/4"

\$7.35

extra large  
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS



170 Harrison Avenue  
BOSTON, 11, MASS.

## DEMONSTRATING THE GRADUOLA

Unique Electric Device Invented by E. M. Wheatley for Window Display Purposes

BOSTON, MASS., April 3.—E. M. Wheatley, manager of the Vocalion Co., of Boston, is the inventor of a unique electric device which is on exhibition in the window of the Vocalion headquarters at 190 Boylston street, and which is attracting much deserved attention. By this device



Window Display That Attracted

adequate demonstration is given the complete operation of the Graduola, which is the Vocalion's exclusive feature for controlling tone.

Encased in a small cabinet which is mounted on a stand beside a Vocalion are a pair of small wax hands which electrically operate the Graduola in a very human manner. Just above the hands is a dial with a pointer which moves back and forth simultaneously with the movement of the hands, showing clearly how the volume of tone can be controlled. The entire device with its accompanying Vocalion is exhibited within handsome yellow curtains and the very setting itself invites the passer-by to stop. Once he has stopped he finds something worth while to carefully study. Mr. Wheatley is to be congratulated on his ingenuity.

## STEINERT CO. IN ATHOL, MASS.

Paige Establishment Taken Over, Renovated and Formally Opened by Manager Goddard

ATHOL, MASS., April 3.—Saturday, March 25, was a big day in this town, for it marked the opening of what is practically a new talking machine shop, namely, the M. Steinert & Sons Co., which establishment lately was known as C. F. Paige & Co., which the Steinerts bought out. Manager Goddard, who is well acquainted with the Victor line of merchandise, had his hands full on the opening day entertaining the throng of visitors. Each woman was made happy through receiving flowers and a pocket mirror, and it is of double interest that the first day was productive of a number of sales of more or less expensive Victor outfits.

The interior of the shop has been much improved by a series of booths installed by the Unit Construction Co., and with the interior redecorated and refurbished the shop will make a pleasant rendezvous for the musical people of the town, who will be sure to appreciate such an up-to-date store in their midst.

## W. H. AVERY OPENS BRANCH STORE

CONCORD, N. H., April 1.—William H. Avery, one of the most progressive talking machine dealers in this State, has purchased a building in Laconia in which he has opened a branch store. Mr. Avery's business in the local store has increased with such rapidity that he has been compelled to install a larger record rack. Approximately 8,000 records are kept in stock at all times.

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

## EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

## NEW CAROLA READY FOR TRADE

Machine Introduced Six Years Ago Makes Re-appearance—Has Been Developed Along Interesting Lines—N. I. Schwartz General Manager

CLEVELAND, O., April 3.—The Carola Co., of this city, will shortly return as a factor in the Middle West talking machine industry. The Carola Co. first appeared in the trade in 1916, when it placed a small metal machine upon the market and did some sensational advertising.

Recently the company was reorganized under the direction of N. I. Schwartz, who is treasurer of the Carola Co. of to-day, and the machine once more makes its appearance in talking machine circles. The new Carola is now in production and is rapidly being placed in the dealers' hands in all parts of the country. The machine stands 22 inches high when closed and 31 inches high when open. It is 11½ inches in width and 13 inches deep. The new Carola is finished in mahogany only and is furnished with or without albums, which hold some thirty-six records.

The officers of the company are: H. Geltman, president; A. E. Riestler, vice-president; N. I. Schwartz, treasurer and general manager, and W. A. Stinchcomb, secretary.

## VOCALION ARTISTS TO APPEAR

John Charles Thomas, Marie Sundelius and Yerkes Orchestra to Be Present at Annual Banquet of Talking Machine Men, Inc.

E. G. Brown, secretary of The Talking Machine Men, Inc., announces that in addition to the artists already scheduled to appear at the annual banquet and entertainment of that organization on April 20 the Aeolian Co. has arranged for the appearance of John Charles Thomas, popular baritone, Marie Sundelius, grand opera soprano, and the Yerkes S.S. Flotilla Orchestra, all notable Vocalion record artists, at the Pennsylvania during the course of the evening.

Morris Grossman, formerly connected with Szilagyi & Co., 1580 First avenue, New York, Columbia and Sonora dealer, sailed recently for Europe. He plans to engage in the import and export business in Bratislava, Czecho-Slovakia.

Words hastily spoken are often regretted. Complete control of temper is an essential of successful salesmanship.

## "BLACK DIAMOND" GRAPHITE Spring Lubricant

The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes; ½, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by  
**HARTZELL CRUCIBLE CO.**  
North Side, Pittsburg, Pa.  
Factory Representative  
**LOUIS A. SCHWARZ, INC.**  
1265 Broadway, New York City  
**S. F. LARRIMORE**  
5836 Easton Ave., St. Louis, Mo.  
FOR SALE BY ALL LEADING JOBBERS





# BIG MONEY in Phonograph Selling for the Dealer

If you are not getting it you either have the wrong machine or the wrong financial plan. In other words, you have not tried the



Style C



Style D

More than a million homes in America have had an instrument from

# KIMBALL

# KIMBALL

## PROPOSITION

WHICH MEANS **The Finest Merchandise Made**

AND THE MOST LIBERAL AND CO-OPERATIVE

## Plan of Financing Sales

IN THE BUSINESS WORLD

### PLAIN, HARD MONEY FACTS

One dealer in a city of 50,000 actually sold and paid for more than

SIX HUNDRED KIMBALL PHONOGRAPHS

in the last six months. Another dealer in a city of 60,000 has sold and paid for one thousand

KIMBALL PHONOGRAPHS

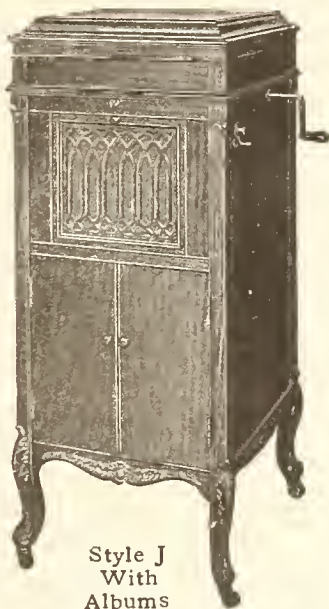
during the ten months just passed. (These are not jobbers.)

### Are You Willing to Make Money?

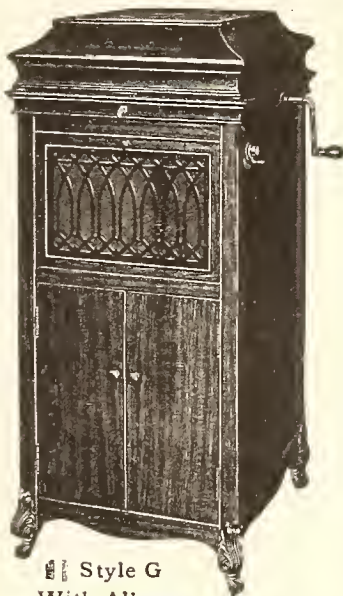
There are many others who are making more real money today on the

KIMBALL LINE

than they have at any time in their history. Glad to give you their address if you want to be convinced.



Style J With Albums



Style G With Albums

during the past 60 years of successful manufacturing experience of this great house.

The same knowledge and experience which have made the *Kimball Pianos* and *Pipe Organs* celebrated the world over for

### Tone, Quality and Durability

and the same

### Unquestioned Financial Resources

are back of the

# KIMBALL PHONOGRAPH

You Will Be Astonished at the Liberal Discounts to Dealers

The safe and constructive plan of financing and the profits you can make on this

### SUPERB and EASY-SELLING PRODUCT

*Kimball Dealers* are going to get the money in 1922, because *we are going to help them get it.* Perhaps your territory is still open. If so, every day you delay writing for our

### Special 60 Day Offer

is your loss

Come on join the

### PROSPERITY CLUB

## W. W. KIMBALL CO.

Kimball Building

Wabash and Jackson

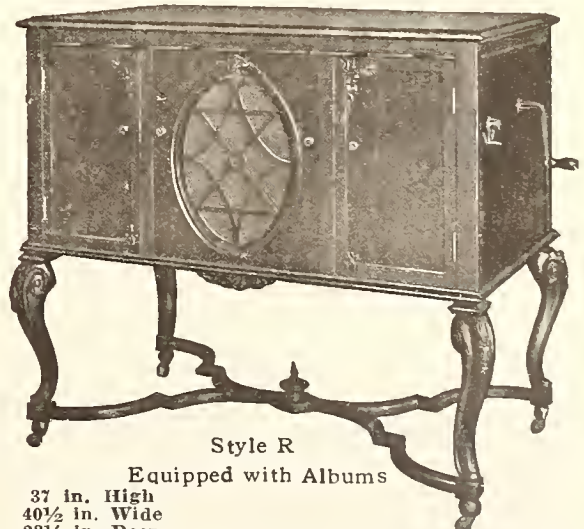
Chicago, U. S. A.



Style M

Equipped with Albums

35 in. High  
39 in. Wide  
23½ in. Deep



Style R

Equipped with Albums

37 in. High  
40½ in. Wide  
23½ in. Deep



# CLEVELAND

*Broadcasting Records by Radio—Edison Dealers Convene—May Co.'s Entertaining Stunt—Talented Columbians—News of Month*

CLEVELAND, O., April 8.—Linking of the talking machine trade and radio activities here is recognized with the turn of this month. Though in its present form radio has been in progress in this district only since the beginning of the year, that it is a fixture is admitted by leaders in the talking machine industry. T. W. Wade, of the Vocalion Co. of Ohio, for one, points out that the tremendous hit made by certain records has been inspired by the music broadcasted from the Cleveland station.

This station is operated by the Cox Laboratories, Warren R. Cox, head of the enterprise, having recently returned to Cleveland with Government sanction. The station WHK uses a 260-meter wave length and serves a radius of 200 miles. Victor machines and records supplied by the Buescher Co. are used, as well as talent from local theatres.

Standard machines for this purpose, and records as well, points out E. H. Poad, head of the Cleveland Radio Association, serve the purpose best, because they have less surface noises.

#### New Cheney Agencies

New outlets for Cheney products have been created by the Cheney Phonograph Sales Co., the latest being the Boggs & Buhl Co. and the National Phonograph Co., at Pittsburgh. The significant development of the last few weeks, in the opinion of T. R. Buhl, secretary-treasurer, is the steady improvement in demand for the higher-priced and console models.

#### J. L. DuBreuil Recovers

J. L. DuBreuil, district manager of the Brunswick Co., is back on the job after a brief illness, voicing his now well-known phrase about being "full of pep and never better," which, of course, inspires the energetic E. F. Hughes, service manager; Miss Florence Turner, secretarial expert, et al., to still greater achievement. Mr. DuBreuil was spending the early part of April in a tour of the territory, notably in the vicinity of Buffalo.

#### Market Music Co. in New Home

The Market Music Co. is now completely installed in its new quarters. Every week during the past month parties of a get-together nature have been held. J. H. Schulhoff, manager, is enthusiastic about the new location and says

that record sales have been doubled since the new store was occupied.

#### Columbia Home Talent Entertains

The latest get-together party of the members of the Cleveland Columbia Graphophone Co. staff brought forth the Columbian Jazz Orchestra, operated by Geo. E. Krauslick, service department manager at the branch. There was plenty of home talent to sing and dance to the strains of said band, notably the work of Miss Frances E. Miller, secretary to Branch Manager S. S.



#### Columbia Branch Has Jazz Orchestra

Larmon. Be that as it may, it looks as though the band were going to be a permanent addition to the good family spirit at the branch.

#### Convention of Edison Dealers

One of the most important events in local phonograph circles during the past month was the convention of Edison dealers of Ohio held by the Phonograph Co. Over 100 dealers from all parts of the State were present and a sure-fire entertainment was staged by the local offices.

Luncheon at the Cleveland Athletic Club started the affair and immediately afterward a session was held at the rooms of the Phonograph Co. L. M. Bloom, treasurer, welcomed the different delegations and spoke along lines impressing the different plans for the coming year and asking for the same co-operation on the part of dealers that the Phonograph Co. has had in the past.

The winners in the annual sales contest were introduced. They were: J. H. Barnes, the George E. Buss Co., New Philadelphia; William Snyder, the T. S. Porter & Sons Co., Lima; A. B. Sauer, the George E. Clarke Co., Lorain. The winners,

with the exception of Mr. Barnes, were called upon to tell of the methods they had found most efficient in closing sales. Mr. Barnes was prevented from attending by the sickness of his father.

T. X. Dunigan, prominent local attorney, with offices in the Citizens' Building, was introduced. In his address he dwelt on the legal end of the business, calling attention to both the rights and limitations connected with selling machines and explaining fully the methods of replevin and the different angles of chattel mortgages. That the speech was well received was shown by the numerous questions asked Mr. Dunigan when he announced an open forum. The idea of thus throwing light on the legal aids at the command of the phonograph man is original and well worth copying.

The meeting adjourned to the Carleton Terrace, where an elaborate banquet was served. B. F. Keith's vaudeville theatre was the final stopping place—although rumor has it that a few kept right on celebrating after the show.

#### A Clever Entertainment Stunt

Score another for Dan E. Baumbaugh, whose efforts as manager make the Cheney, Brunswick and Victor lines break real records in the phonograph department of the May Co. The May Co. is the largest department store in Ohio and boasts of a manager in this particular department who doesn't need to doff his chapeau to the best in the country.

But that's getting away from the story. On St. Patrick's Day the May Co. staged a gigantic masque ball at the Chamber of Commerce rooms and the duty of evolving the entertainment feature fell upon Mr. Baumbaugh. Local talking machine circles are still telling the story of how he did it, and at the same time created a tie-up that scored.

The 300 couples at the affair were all invited into the main ballroom, where, to the strains of a large orchestra, the incarnation of "The Sheik," "Peggy O'Neil" and other record characters strode across the stage amid "Ohs" and "Ahs" from the crowd. Each character wore a number and the audience was outfitted with slips which had blank spaces meant to be filled in with the name of the record represented by each different character.

Mr. Baumbaugh as "The Sheik," James Schofield as "Dapper Dan," Miss F. Nolish as "Strut, Miss Lizzie," Mrs. Dowling as "Rebecca," Miss Marquand as "April Showers," Miss Shrive as "Sahara Rose," Miss Lewis as "Sally," E. H. Mills as "Patches," Miss Hebrown as "Marie," Miss Lotz as "Granny," Miss Gehring as "Peggy O'Neil," they kept the crowd guessing. And we mustn't forget Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co., of Akron. She caused a riot as "Pretty Baby." When the stunt was over and the gray-haired judges solemnly surveyed the 600 masqued dancers present to select the best costume Miss Baer's rig won on a walkaway. And it's also interesting to note that Mr. Baumbaugh's impersonation of "The Sheik" scored first among the men. It was a great impersonation.

#### Monthly Magazine on Records

William Murstein, manager of the Alhambra Music Co., is publishing a monthly magazine which he circulates throughout his district. The leaflet is gotten up in a breezy, readable fashion and tells interesting points about the latest records. Mr. Murstein is rated as one of the best Brunswick men in the district and has originated many window displays of records that have been copied elsewhere.

#### Opens New Retail Store

The Smerda Music Co. recently celebrated the opening of a retail store at East Fifty-eighth street and Broadway, by distributing photographs of famous Victor artists, some of which were autographed. The Smerda Music Co., which is under the direction of Frank Smerda, does a large business among foreign-born people, specializing on foreign records.

#### Music Memory Contest Ends

The Music Memory Contest came to an end with the final trials in the Masonic Hall. The

## THE PHONOMOTOR CO.

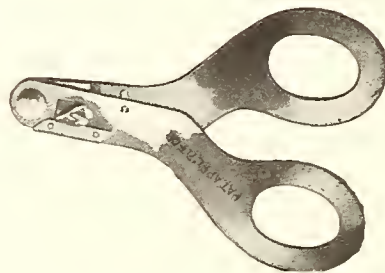
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%  
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.



# THE TWIN CITIES

*Jobbers and Dealers in Northwest Sanguine and Alive Regarding Business, Present and Prospective—Columbia Campaign Wins Out*

MINNEAPOLIS and ST. PAUL, MINN., April 4.—Spring is coming apace in the Northwest, but the pace is too slow to find approval with the music merchants. They had none too much out of the past Winter and they are hoping that the advent of Spring may brighten up things a little. Without question the people will respond promptly to any general revival of trade and industry and the entire Northwest will react quickly to well-directed impulses with a general scope. Railroads are showing marked signs of life and this is the most hopeful indication for some time. It is believed that the farmers will do all that may reasonably be expected of them and as the wise men declare that there is an upward tendency in farm product prices the Northwest should be on an even keel again some time next Fall, after the crops have begun to move in large quantities.

A canvass of the jobbers in talking machines in this territory finds the managers sanguine and wide-awake. George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., states that after conferring with jobbers from other parts of the United States he is satisfied that the Twin City field is in as good condition as any part of the country.

"The new types of Victrolas are moving most satisfactorily," remarked Mr. Mairs. "We received nice orders at the start and already have received numerous 'repeat' orders. This indicates that the Victor dealers can do business when they can meet the public taste and the public purse. We are very confident that the year will prove remunerative to all dealers who are willing to do a little work to get business."

The radical reduction in the price of Edison

records has given a veritable boom to the record trade in the St. Paul and Minneapolis retail stores, according to the officers of the Minnesota Phonograph Co. The new model machine to compete with the \$150 class of other makes also has been of material aid to the local merchants. Discussing the wholesaling of Edison machines and records, Laurence H. Lucker, general distributor, states that it could be better, but all in all it is jogging along very nicely.

Manager H. F. Sharar, of the phonograph department of G. Sommers & Co., expected to see business fall off in March and April, but to his surprise each month showed better totals than its respective predecessor. The record business would have been regarded as phenomenal a year ago. An increase in machine sales of Pathé phonographs is partly due to the special prices that have been quoted to the trade.

One of the most extensive publicity campaigns ever conducted through the newspapers of the Northwest in the phonograph field is being conducted by the Columbia Graphophone Co., under the direction of W. L. Sprague, manager of the Northwestern service. It is bound to bring results, as the Columbia product has a substantial following in this part of the country.

A "jumbo" talking machine made by Edward Lenz, 199 West Robie street, St. Paul, is attracting the attention of phonograph devotees. It not only is a giant size, but the tone volume is said to be seven times that of the ordinary machine. The explanation given by Mr. Lenz for producing his phenomenon is that he wanted one so large that the children could not reach the mechanism to tamper with it.

## TRADE HAPPENINGS IN CLEVELAND

(Continued from page 74)

gigantic auditorium looked like a section of a football field, with school banners on all sides. The Cleveland Symphony Orchestra played a selection of strains and the contestants were required not only to tell the composer, but also to tell his nationality and the work from which the piece was taken.

B. Dreher's Sons Co. had a unique display of posters advertising the affair. These posters, which were made by the Lakewood, O., school children, represented different records.

### Escapes Damage From Fire

The Vocalion headquarters had a narrow escape recently when the concern occupying the floor above had a serious fire. Despite the fact that the fire department had quite a job to put out the blaze the Vocalion rooms escaped without damage.

### Installs the Brunswick Line

The M. O'Neil Co., of Akron, has recently installed a complete line of Brunswick machines, according to announcement from the local Brunswick offices. Much interest in the Queen Anne console and the Stratford model featured the opening.

### Good Work for the Columbia

Miss Ellen Marlock, educational representative of the Columbia Graphophone Co., has been doing

## HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Estimates furnished on complete records in any quantity

Newark Recording Laboratory  
15 West Park St. Newark, N. J.

record work throughout the northern part of Ohio. Ashland, Upper Sandusky, Harpster, Zanesville, Tiffin, Findlay and Cleveland have been the various scenes of her speeches before teachers and her demonstrations of the practicability of talking machines in the schools.

## AKRON DEPARTMENT ENLARGED

More Room for Display of Talking Machines in M. O'Neil Co. Store

AKRON, O., April 4.—To take care of the increased business, extensive alterations are being made to the talking machine department of the M. O'Neil Co., largest department store here, which has added the Brunswick line. When improvements are completed the department will have much needed space at the disposal of its sales floor and four more demonstration booths, which will bring the total number up to twenty. According to Miss Elsie Baer, manager of the department, business has topped all other departments in the store, and for this reason officials of the store allotted the additional floor space.

## VICTOR LINE FOR M'MAHON

YOUNGSTOWN, O., April 3.—The McMahon Piano Co. announces the opening of an exclusive Victor department in its store, 112-114 East Federal street. The Victor line of talking machines and records was added this week and the department is experiencing an excellent volume of business, store officials report.

## SELLS RECORDS IN PUBLIC MARKET

That the public is interested in talking machines and records even while marketing for the Sunday dinner is proven in the case of F. Baumgarten, manager of the Camera & Music Shop, Youngstown, O., which is located in the public market of that city. The record business done by the shop is said to be the largest in Youngstown.

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"


PLAZA MUSIC CO. TRADE MARK

ALL FROM ONE SOURCE

REPAIR PARTS  
NEEDLES—CLEANERS—  
ENVELOPES—SAPPHIRES—  
ALBUMS—RECORDS

MONTHLY SPECIAL

THE NEW CELLULOID TOP RECORD CLEANER



DEALER'S AD. FREE **15c.** ALL STANDARD TRADE MARKS

HEADQUARTERS FOR

STEEL NEEDLES IN METAL BOXES  
RECORD ALBUMS  
ALBUM SETS FOR No. 80 VICTROLA  
ALBUM SETS, ALPHABETICALLY  
STAMPED  
REPAIR PARTS  
KENT ADAPTERS  
BANNER 50c. RECORDS  
MIRRORLIKE POLISH  
CONVERTO CABINETS  
BRILLIANTONE STEEL NEEDLES  
MAGNEDO MULTI-PLAYING NEEDLES  
RECORD DELIVERY ENVELOPES  
SHEET MUSIC  
RECORD DISPLAY STANDS  
MUSIC ROLLS  
RECORD CLEANERS  
PHONOGRAPH DELIVERY COVERS  
BUBBLE BOOKS  
FIBRE NEEDLES  
FIBRE NEEDLE CUTTERS  
RECORD FLASHERS  
GEER RECORD REPEATER  
TONOFONE NEEDLES  
REFLEXO NEEDLES  
DANCING "SHIMANDY"  
DANCING RASTUS  
PLAYER-PIANO VACUUM CLEANER  
SUPPLEMENT MAILING ENVELOPES  
SAPPHIRE BALL NEEDLES  
SAPPHIRE POINT NEEDLES  
DIAMOND POINT NEEDLES  
UNIVERSAL DISPLAY RACKS  
SHEET MUSIC RACKS  
NYOIL  
BOBOLINK RECORDS AND PHONO-  
GRAPHS  
PHONO MOVIES  
STOCK ENVELOPES  
"NULIFE" MUSIC ROLL ATTACH-  
MENT  
SPRING LUBRICANT  
VICTOR AND COLUMBIA ATTACH-  
MENTS  
TONE-ARMS AND SOUND-BOXES  
STEEL NEEDLES IN ENVELOPES  
WITH SPECIAL IMPRINT

Watch for our next month's specials

**PLAZA MUSIC CO.**  
18 WEST 20TH STREET  
NEW YORK





This book does something for the progressive music dealer that no volume ever attempted before. It gets right down to the dollars and cents basis of how to increase your profits—

- (1) By Starting a Musical Merchandise Department.
- (2) By Running One Already Established at Bigger Profits.

**A Practical Business Book**

It is a practical book of hard, cold facts. "SELLING MUSICAL MERCHANDISE" is a plain, business-like description by a successful music dealer of the ways, methods and plans he found to work out profitably in his own stores. Every page of this remarkable volume contains some definite suggestion that you can turn into dollars and cents—some sales or advertising method you can put right to work for yourself.

It covers every routine problem that will come up in conducting a profit-making department in your store.

**Meets Today's Business Needs**

It is published now because the retail music trade today is anxious to cash in on the demand for musical merchandise. There are sound business reasons for this: A musical merchandise department requires small investment, gives quick turnover, involves no risk, increases the sales of pianos, players and

talking machines and helps make a given store the music center of its community.

**Dependable Methods to Increase Sales**

The practical information Mr. Frew gives you in "SELLING MUSICAL MERCHANDISE" is thoroughly dependable. He knows every angle of the business from practical experience. His book really places at your disposal the extensive merchandise knowledge of a remarkably able dealer which you can consult at any time, any day, on any problem of buying, displaying, selling, advertising musical merchandise and making your own store the acknowledged musical center of your city.

**Wide Range of Topics Covered**

Thousands of dealers have wanted just such a helpful volume for some time.

Read over the wide range of topics that you will find in this work, a marvel for retailers.

**CONTENTS**

*THE PROBLEM OF BUYING*—buying in general—importance of quality in buying—where to buy—future buying—buying for special sales—some don'ts for buyers.

*THE PROBLEM OF PUBLICITY*—Advertising in general—space or display advertising—advertising by personal contact—advertising through service—direct or mail advertising—advertising through musical attractions.

*THE PROBLEM OF MANAGEMENT*—Management in general—stock display—the care of stock—inventory and sales analysis—the question of credit—the repair department—the value of co-operation.

*THE PROBLEM OF SELLING*—Selling in general—the sales organization—psychology of salesmanship—collective selling—organizing a band or orchestra—the used instrument problem.

*INSTRUMENTATION*—Musical organizations and their instrumentation—the principal instruments of the band and orchestra.

*APPENDIX*—List of principal musical merchandise products.

Edward Lyman Bill, Inc.  
373 Fourth Ave.,  
New York, N. Y.

Please send me a copy of "Selling Musical Merchandise," in payment for which I enclose \$2.00.

Name .....

Street .....

City ..... State .....

**Use this coupon NOW**







# PLAY THAT SONG OF INDIA

AGAIN



YOU CAN'T GO WRONG WITH ANY FEIST SONG

A Hit Vocally and Instrumentally

ASK TO HEAR IT

## AKRON, O.

*Trade Trend Is Most Gratifying—Price Stability Is Assured—What Dealers Say*

AKRON, O., April 1.—Talking machines, pianos and practically all musical merchandise has now reached a standard rating, according to Akron dealers who are now starting to make a display of their newest merchandise. Prices vary but little from those which have obtained during the past few months, and this, they believe, is going to have a healthy effect on trading, for buyers realize that the period of constant price changing is now practically past.

April looms as an active month for music dealers of Akron. Money is easing up, and in nine of ten stores visited this week by a representative of The World collections were reported better and prospects more plentiful.

### Little Damage by Fire

Business continues good with the A. B. Smith Piano Co., South Main street, probably the largest distributor of musical merchandise in the city. This store, damaged by a recent fire, suffered less actual loss than was first reported, according to officials. Sales in March were of a satisfactory volume.

"In my opinion business is on the upward trend," said Ray Porter, head of the sales department at the store of George S. Dales. "While March has been nothing startling, there is every reason to believe that April will be much better," he said. From his observation he declared that most people are buying machines ranging in price from \$100 to \$200.

### Concerts Help Business

Presentation of two concerts this month, Sousa's band and Schumann-Heink, at the city armory, has given the Windsor Poling Co., exclusive Victor dealer, considerable prestige locally. This firm has done much to stimulate record sales by offering the concerts, which in each instance were largely attended.

### Rockwell Installs Radio

E. G. Rockwell, proprietor of Akron's only exclusive small goods music store, in South Main street, has installed a radio outfit, and his store these nights is the Mecca of hundreds of music and radio fans. Eventually he intends to carry a complete line of radio accessories, he told a representative of The World. Mr. Rockwell, some months ago, opened this store with the intention of making it a complete musical merchandise emporium, and to this end he has accomplished much.

### M. O. Neil Co. Sales Big

Talking machine sales with the M. O. Neil Co. have been very brisk during the month of March. The month's volume was boosted by a special sale of a popular-priced machine, of which a carload was disposed of in less than a week, according

to Miss Elsie Baer, head of this department. The console type of machine is meeting with much favor and record sales are keeping up well. The fiscal year for the music department of the store ended in January, 1922, and, according to Miss Baer, last year was the biggest year from a standpoint of sales in the history of the store excepting 1919, when all records were shattered.

### Starr Co. Doing Well

Manager Currie, of the Starr Piano Co., reports business on the up trend and says that with continuance of existing industrial conditions his store this year will exceed the business of a year ago. Special record sales are helping the month's business volume, and outside piano salesmen are doing a nice business.

### Retail Merchants Meet

Music dealers of Akron affiliated with the Akron Retail Merchants' Board of the Akron Chamber of Commerce joined with merchants of other lines at the annual banquet of the association April 4 at the Portage Hotel. Retailers of national prominence discussed topics of the day of interest to retail merchandising.

### RICE AUDISCOPE CO. CHARTERED

A charter of incorporation was recently granted to the Rice Audiscope Co., of New York City, under the laws of New York State, to deal in talking motion pictures, with a capital of \$200,000. Incorporators are: M. Spero, G. I. Wiley and W. Kessler.

### CHAS. H. MURRAY CO. INCORPORATES

Plans to Manufacture a Combination Radiophone and Talking Machine at Early Date

A New York State charter has been granted by the Secretary of State to Charles H. Murray, Inc., to manufacture, buy and sell musical instruments, etc.

C. H. Murray, who was advertising manager of the Pathé Frères Phonograph Co., resigned from that organization last September, taking effect on December 31 last. Mr. Murray announces that there will be little to say for two or three months in regard to his company except that it is the plan to market a high-class combination radiophone and talking machine at a price even lower than is asked for the ordinary straight phonographs.

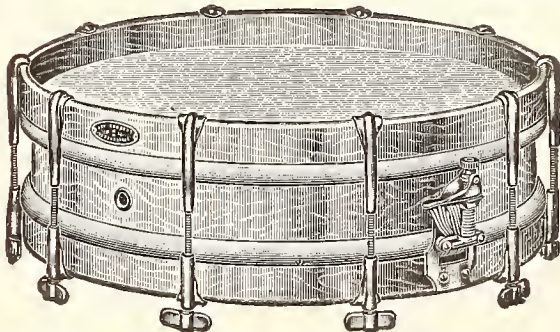
### NEW MANAGER IN CANTON

CANTON, O., April 6.—Wilbur E. Pyle, until recently identified with the music department of the May Co., Cleveland, is the new buyer and manager of the talking machine department at the William R. Zollinger & Co. store, it was announced Saturday. Mr. Pyle, who assumed his duties a week ago, succeeds A. E. Jones, who left the Zollinger Co. January 1, after several years as head of the department, to become manager of the piano department of the George S. Dales Co., Akron.

## There IS Something New in Fine Drum Making

It's the GRETSCHE Laminated Hoop That won't—CAN'T!—Shrink or Warp

This exclusive feature is found in every Twentieth Century Drum. It's a guarantee of lasting durability—insurance against dissatisfied customers. And it is only one of several features that make GRETSCHE Twentieth Century Drums easy to sell and satisfactory to own. Send for our Confidential Trade Price List. Look over the big selection offered here. Compare the prices. And then, we believe, you'll want to stock these dependable drums.



Here Is the New TWENTIETH-CENTURY "ORCHESTRA"

A beautiful drum in polished rock-maple. Has the GRETSCHE laminated hoops and counter hoops; of course, its tone is wonderfully snappy and responsive. Usually retails as follows:

- A1300—Shell, 14x3 in. Each..... \$20.00
- A1304—Shell, 14x4 in. Each..... 21.00
- A1310—Shell, 15x4 in. Each..... 22.00

Write for Wholesale Prices

Write on your own letter-head for our Confidential Trade Price List, quoting nearly 3,000 articles of musical merchandise. For dealers only.

## The FRED. GRETSCHE MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.



# IN PITTSBURGH

*Improved Industrial Conditions Help Trade—Great Welcome for DeForest—French Nestor Leaves for Florida—Budget of Live News*

PITTSBURGH, PA., April 6.—Trade conditions in the talking machine shops in the Pittsburgh district are showing signs of improvement. Several of the downtown talking machine dealers made the statement that sales for March showed a slight increase over the same month a year ago. There is, on the whole, a better tone to business of all kinds. While there is no rush business or anything like a boom the improvement in sales is taken to be rather steady and sure. As one talking machine dealer stated: "It is better to take business this way than to have it on a big boom and the bottom fall out suddenly, just when you think you are on the highway to a splendid season."

The industrial situation is clarifying rapidly and the building trades are exceptionally busy. Since January 15 last more than \$6,000,000 worth of dwelling houses and apartment houses has been contracted for and this Spring promises to be the busiest in construction circles since 1915. Live talking machine dealers are watching house construction and are ready to "talk business" to the prospective occupants of the new houses and apartments with a view to seeing that a talking machine is in every home.

#### Cheney Line for Boggs & Buhl

Henry Wood, manager of the talking machine department of Boggs & Buhl, leading Northside department store, has announced the opening of a Cheney phonograph section in his department. A complete stock of Cheney instruments is on display and Mr. Wood anticipates a brisk sale of that line. In the Pittsburgh newspapers of March 29 the B. & B. service on the Cheney was well advertised.

#### Welcome for M. V. DeForest

A rousing welcome-home reception was tendered to M. V. DeForest, of Sharon, Pa., the president of the National Association of Music Merchants, at the Lincoln Club, this city, under the auspices of the Music Merchants' Association, of Pittsburgh. Over thirty music dealers from Pittsburgh and various sections of western Pennsylvania turned out in response to a cordial invitation extended by the local Association. A dinner preceded the meeting. Wm. C. Hamilton, president of the Pittsburgh Association,

presided and acted as toastmaster. The principal address was made by Mr. DeForest, who was given an ovation when he concluded his tale of the wonderful trip to the Pacific Coast and return. Mr. DeForest said that in every city visited the Association idea was stressed to the music men, talking machine men and others to get in line with the organization idea. He said that the National Association was growing and emphasized the fact that every music dealer in the country, talking machine men included, was needed in the Association to make it powerful and influential. He told of the wonderful solidarity of the music trade interests he found in some of the cities he and his fellow pilgrims had visited. Mr. DeForest also referred to the Jubilee Convention of the National Association, which will be held in the Commodore Hotel, New York, the week of June 5. He stated that the leading talking machine companies would play an important part in the entertainment of the music merchants who will be in Gotham that week.

Among the talking machine dealers who attended the meeting were: E. B. Heyser, of the W. F. Frederick Co., Victor distributor; H. H. Fleer, of the C. C. Mellor Co., Victor distributor; Wm. C. Hamilton and Burt Hengeveld, of the S. Hamilton Co., Victor dealer; Theodore and Edward Hoffman, of the J. M. Hoffman Co., Brunswick dealer; D. L. Aaron and W. L. Bingaman, of Kaufmann's, Victor dealer; Jacob Schoenberger, L. S. Schoenberger and Arthur O. Lechner, of the Lechner & Schoenberger Co., Victor, Columbia and Edison dealer, all of Pittsburgh; J. E. Hardwick, Jr., of Uniontown, Pa., Aeolian-Vocalion dealer; S. R. Pollock, Indiana, Pa., Victor dealer; E. N. Markley, Warren, O.; William DeForest, G. S. Mitchell, R. A. Curran and Guy B. Wooster, all of Sharon, of the DeForest organization, which handles the Victor, Edison and Brunswick lines.

#### Thomas T. Evans Is Optimistic

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is back at his desk after an extended Eastern trip, during which he visited New York, Philadelphia and the Victor Co.'s plant at Camden, N. J. Mr.

Evans said: "As far as I can venture a prediction, the outlook for Victor business is showing an improvement. It is my candid opinion that the enterprising Victor dealer who will command business will be the dealer who will take unusual methods to obtain business. He will not stay in his Victor shop and wait for business to come drifting in. He will go out and force the issue, interview prospects and see that no opportunity is overlooked that will land a customer for a Victrola. The old-time method of knocking at doors is not obsolete by any means, and I believe that the successful Victor dealer of the days to come will use this as one of the methods of securing business. It can be done if the honest, everyday persistency is kept up in dealing with prospective buyers."

#### French Nestor Goes to Florida

The Standard Talking Machine Co. has announced that French Nestor, who has been with the company since April 1, 1917, has severed his connection with the company, to take possession of his own Victor distributing house at Jacksonville, Fla. J. C. Roush, president of the company, in referring to the matter, said: "We make this announcement with much regret, as Mr. Nestor's connection with our company has been marked always by most conscientious effort for both the dealers' and our own best interests, and for the most cordial relations in the trade. It has been a very great pleasure to have him in our organization. Every member of the Standard staff joins in congratulating Mr. Nestor and in wishing him unbounded success in his new venture in the sunny South. I have so arranged my own outside affairs as to devote all my time hereafter to Standard's business and I will have the assistance of Wallace Russell as my right-hand man and manager; J. E. McCormick, as accountant, and Miss Minnie I. Watson in charge of the record department."

#### Optimistic Over Trade Outlook

The offices and warerooms of the Cheney Phonograph Co. and the Record Sales Co. are located at 806 Penn avenue, with Marion Cheney in charge as manager. A full and complete line of the Cheney instruments is on display, as well as a complete assortment of Okeh records. Mr. Cheney is quite optimistic relative to the outlook for the Cheney trade in the Pittsburgh territory, which goes as far east in Pennsylvania as the Susquehanna River.

#### Doing Well With the Brunswick

One of the most comfortable and quiet demonstration rooms is that of the J. M. Hoffman Co., the well-known Brunswick dealer, who has a large building at 537 Wood street. There the latest console and period styles of the Brunswick phonographs are shown, as well as the upright line. Being far from the street and also away from the section of the building devoted to repairs and business operation, there is a quiet obtained that makes it a pleasure and a delight for the hearer to listen to the playing of the Brunswick records. Mr. Hoffman said that sales of the Brunswick line were most gratifying and that the demand for the late numbers of the Brunswick records was quite brisk.

#### J. A. Scanlan With Cheney Co.

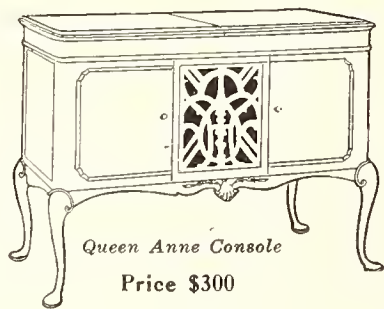
J. A. Scanlan, Jr., former manager of the Brunswick distributing agency here, has resigned and is now associated with the Cheney Phonograph Co. as manager of the Rochester, N. Y., distributing house, which covers all of New York State except the southeastern and metropolitan districts.

The Eight Victor Artists appeared at Connellsville, Pa., on March 21 before a large and enthusiastic audience in the High School auditorium, under the auspices of the Aaron Co., Victor dealer. The Connellsville News had this to say of the concert:

"It would rather be impossible to attempt to pick the 'star' of the evening, because every member of the party proved a real 'star' before the program had progressed very far."

Miss Gertrude Droegemeyer, of Ft. Wayne, Ind., has moved her talking machine and musical instrument business from 407 W. Berry street to 209 W. Berry street.

## What Is YOUR Percentage of Profit?



Suppose we could show you—and  
PROVE—that

—with Granby you can make up to **THREE TIMES**  
your *Present Percentage of Profit* at a Merchandise Investment up to 30 Per Cent less.

Would you be interested?

Why not ask us—Today—to prove it?

**GRANBY PHONOGRAPH CORPORATION**

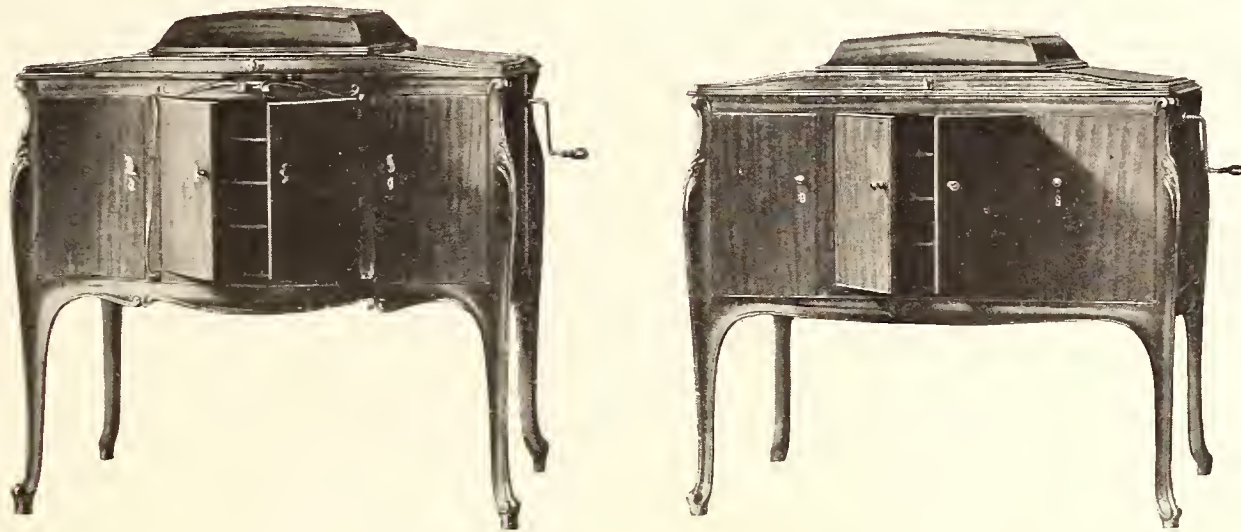
General Sales Office

21 WEST STREET

BOSTON



BRUNO



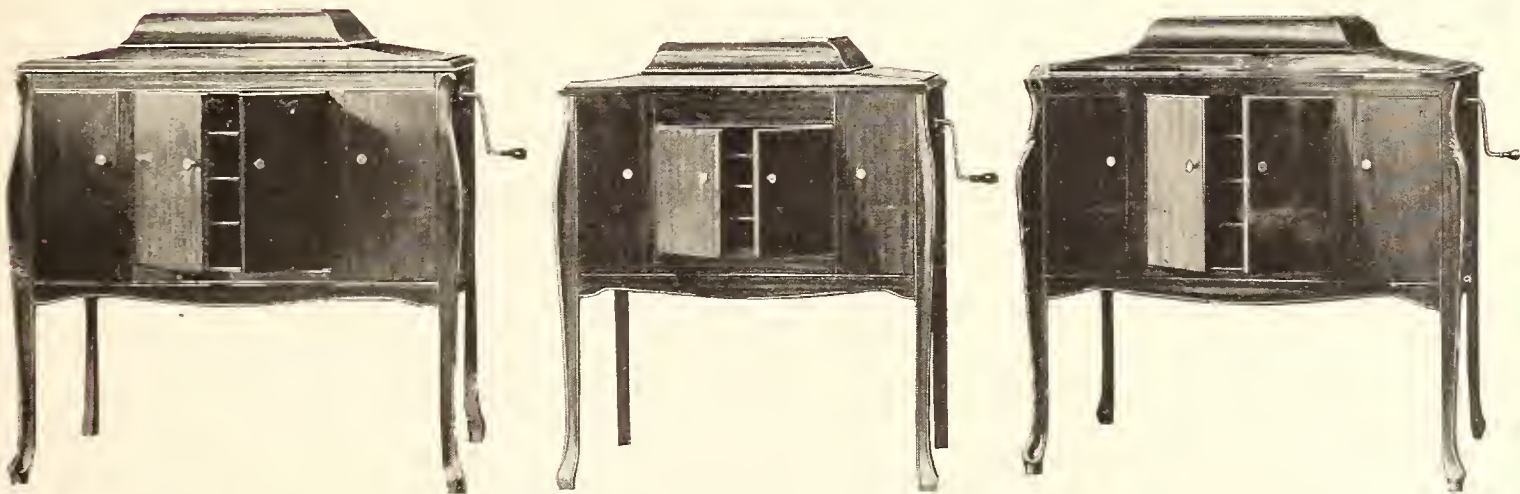
## Traveling In High!

Something really individual—something exclusive—something totally different to the run of talking machines offered the public by competitive manufacturers.

Not buffets—not drawing tables—nor “kitchen tables”—but real musical instruments, distinctive in style. That’s what every Victor Dealer has in the new horizontal types, Nos. 240, 260, 280, 300 and 330.

Give these convincing, clinching arguments to the buying public—to your prospective accounts—and then watch them register.

Nothing to hold us back, Mr. Victor Dealer—we have a wide berth—so let’s go to it!



**C. BRUNO & SON, Inc.**

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*



# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO CONTINUES QUITE AN ACTIVE TRADE CENTER

The Past Month Was Marked by Numerous Changes in the Talking Machine Field—George C. Heintzman Sails for Europe—Phinney's, Ltd., Plans New Department—The Month's News

TORONTO, ONT., April 8.—George C. Heintzman, president of Heintzman & Co., Ltd., and Mrs. Heintzman have sailed for Europe, planning to spend some time in southern France before taking the Mediterranean trip.

B. J. Philp, the well-known Brighton, Ont., resident, has been appointed local representative for Brunswick phonographs and records, succeeding F. C. McMaster, who is retiring from the business.

Among those present at the nineteenth annual convention of Grinnell Bros.' managers, held recently in Detroit, were the Canadian branch managers from Sarnia, Chatham, Windsor and Sault Ste. Marie, Ontario.

Phinney's, Ltd., of Barrington street, Halifax, has opened up a "His Master's Voice" department, carrying a complete line of records and Victrolas.

Sir John Eaton, president of the T. Eaton Co., Ltd., this city, Winnipeg, Moncton, and many other points, is so pleased with the new portable Victrola No. 50 that he has had one installed in his private motor car, which, together with a supply of "His Master's Voice" Victor records, provides him with music whenever he is in the mood.

Edwin A. Stevenson, formerly head of the Regal Phonograph Co., Ltd., states that he plans to enter the retail phonograph field in the Queen City. His location and plans will be announced shortly.

The National Piano Co., Ltd., "His Master's Voice," Starr and Sonora dealer, has completed its removal from the former quarters at 266-268 Yonge street to its new home at 15 Bloor street, West.

"Why not get busy and run a 'Children's Hour' after school or Saturday morning, and make your store the center of attraction in town?" This question has been asked "His Master's Voice" dealers by the promotional and service department of "His Master's Voice," Ltd.

Few members of the music trade know that Fred J. Robson, the local Brunswick representative, was at one time the foremost skater of Canada and the United States. For some twenty-two years he held that distinguished position.

A. G. Wolfe, who for years was an Ontario representative for the Music Supply Co., and more recently with the Brunswick organization in New York, has just joined the sales staff of the Musical Merchandise Sales Co., distributor of Brunswick phonographs and records. Mr. Wolfe brings back with him a wealth of new ideas that should be of material assistance to dealers, especially during this year when original sales effort is more than ever necessary. He will represent the Musical Merchandise Sales Co. in Western Ontario and the Niagara Peninsula.

R. S. Williams & Sons Co., Ltd., have just sustained the loss of a faithful employe in the death of George Muirhead, who had been with the firm for over six years. He was held in high esteem by his fellow employes.

The recent appearance of Leopold Godowsky, the renowned pianist and exclusive Brunswick artist, in recital at the Patricia Theatre, London, Ontario, afforded the local Brunswick representatives an opportunity of giving prominence to the various Brunswick records made by Godowsky. Similar recitals were lately given by Godowsky in Hamilton and Belleville, when Brunswick records also came in for considerable publicity.

Burn's Pharmacy, Cornwall, Ont., is working

up a nice record business and is disposing of a goodly number of Starr-Gennett records, for which it finds a splendid outlet.

The Jewett Phonograph Co. of Canada, Ltd., has been incorporated, with a capital of \$950,000, with headquarters at Windsor, Ont.

General regret is felt in Canada over the death of Bert Williams, exclusive Columbia artist, whose records had a great following and were increasing in popularity every month.

The Starr Co. of Canada, Ltd., London, Ont.,

## BERLINER EMPLOYEES HOLD CARNIVAL.

Five Hundred Present at Masked Skating Carnival and Dance—C. W. Lindsay Staff Hold Banquet—Ties Up Window With Theatre

MONTREAL, CAN., April 7.—About five hundred employes and friends of the Berliner Gramophone Co. were present at a masquerade skating carnival and dance given by the management at its plant recently. Later the scene was shifted to the second floor of the company's new building on Lacasse street, where almost an entire floor had been set apart for dancing. The guests were welcomed by E. M. Berliner, vice president of the firm; G. J. White, assistant sales manager; J. P. West, advertising manager; W. Walker, office manager, and J. Dumochel, branch manager.

A banquet was given recently to the sales staff of C. W. Lindsay, Ltd., Columbia and Sonora representatives, by J. A. Hebert, general manager of the company, at the Ritz Carlton Hotel in recognition of the exceptional success attained by them during the 1921-22 fiscal year. The honored guest of the evening was C. W. Lindsay, president of the firm, who took the opportunity of congratulating the staff upon their wonderful work and volume of sales produced. There were a number of optimistic sales talks by other members of the house.

In conjunction with the Mark Twain satire, "A Connecticut Yankee in King Arthur's Court," screened at the Allen Theatre this week, C. W. Lindsay, Ltd., under the direction of Leopold A. Poulin, display manager, have linked up their handsome show windows with artistic taste, and many appreciative comments have been heard in this direction. The windows represent the reproduction of a room in Louis period furniture, the center of attraction being a Sonora Elite table model. A card in close proximity bears the following text: "If the Connecticut Yankee could have had the wonderful Sonora to entertain King Arthur in the year 528 A. D., his happiness would have been complete."

The Compo Co., Ltd., Lachine, Que., has incorporated with a capitalization of \$100,000.

The Montreal Gramophone & Cabinet Store

reports a decided improvement in wholesale trade. Business is picking up both in phonographs and records and dealers are sending in orders more freely and for very much larger amounts. The sales organization has been materially increased by additional travelers.

At a special meeting of the directors of Regal Phonograph Co., Ltd., Bruce Riordan was elected president of the company and W. N. Martin was appointed manager, succeeding Edwin A. Stevenson, who, as reported elsewhere, is going into the retail talking machine business.

I. Montagnes & Co., Ltd., Canadian distributor for the Sonora phonograph, announces a new retail price of the Sonora Etude model, which is now priced at \$125, the original figure being \$155.

will shortly remove from 1264 St. Lawrence boulevard to No. 794 on the same street, occupying the old premises of S. Flanz.

The Happy Six Columbia dance orchestra is delighting large audiences in Montreal at the Bustanoby & Castellani restaurant and cabaret.

"Caruso Week," as arranged by the Berliner Gramophone Co., Ltd., was a great success among "His Master's Voice" dealers, and a large number of this artist's records were disposed of.

S. J. O'Donnell, manager of the local branch of the Musical Merchandise Sales Co., Toronto, is covering the large centers of the Maritime Provinces, and is expected back in a couple of weeks' time.

H. R. Braid, of I. Montagnes & Co., Ltd., Toronto, Sonora distributors for Canada, has been in town in conjunction with Sonora Week, which his firm is featuring.

Considerable interest was recently shown in the Marconi wireless telephone demonstration in Layton Bros.' show windows. Concerts took place at the head Marconi station, and were received at Layton Bros. every alternate half hour during the afternoon. An expert Marconi operator was in charge at Layton Bros. The Marconi Co. has selected the Edison Diamond Disc Phonograph and a Layton Bros. player-piano for all demonstrations.

Layton Bros. have sold a Brunswick phonograph model No. 207, retailing for \$185, to the Westmount High School, which will be used for educational purposes.

The coming to Montreal to appear in concert recitals of Alberto Salvi, "His Master's Voice" artist, should stimulate interest in this artist's harp records.

## TRADE ACTIVITIES IN WINNIPEG

Stanwood's, Ltd., Expands—W. Hughes Promoted—Artist Stimulates Record Sales

WINNIPEG, MAN., April 7.—Faith in the expansion of the talking machine business in Winnipeg is demonstrated by the extension now under way to the premises of Stanwood's, Ltd., at 390 Portage avenue. The leasing of the adjoining  
(Continued on page 82)

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 80



# SIMPLEX

## Electric Phonograph Motors

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

**NOISELESS**

**ELIMINATES WINDING**

**TROUBLEPROOF**

Make This Your  
**LEADING**  
Line for the  
Coming Season

Sample  
Price **\$19.50**



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

Particulars,  
Quantity Prices, etc.,  
on Application.

TRADE

MARK

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

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

**BETTER BUILT**

**BETTER DESIGNED**

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

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

**Record Stops Automatically on Last Note**

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

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

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

*Manufactured in United States and Canada by the*

**Simplex Electric Phonograph Motor Co.**

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



## HAPPENINGS IN CANADIAN TRADE

(Continued from page 80)

store gives this concern twice as much floor space as at present.

W. Hughes has been made manager of the talking machine department of the J. A. Banfield Co., here.

Reinald Werrenrath, baritone, exclusive "His Master's Voice" artist, recently made his first appearance in Vancouver at the Men's Musical Club. Mason & Risch, "His Master's Voice" dealers, secured the exclusive sale at the regular retail price of a limited number of this artist's records, which he specially autographed for them as a souvenir of his first Canadian appearance. A large number of records of this artist's selection were added to various record collections.

When lecturing on the history and study of music in his address of "Fifty Years of My Life in Music," Professor Laubach, of Regina, Sask., recently used a talking machine on which to illustrate certain selections to convey the impression that this instrument also had its own place in music history.

The Public Drug Co., Edmonton, Alta., partners, H. E. Merrick and Norman Watson, is successor to A. L. Kean, 10310 Jasper avenue. This concern is now pushing the sale of Victrolas and "His Master's Voice" records.

The Brunswick Shops report the sale of a Colonial Console model to the attorney-general of Manitoba. They also announce a marked interest in these new models.

Charles Kent, father of Herbert Kent, head of Kent's Edison Store in Victoria, and grandfather of Daryl Kent, manager of the Kent Piano Co., Vancouver, died in Victoria recently.

Miss Kathleen Parlow, exclusive Columbia artist, scored a great success in a violin recital at Saskatoon, Sask., recently.

A merchant who is far-sighted enough to help those with whom he comes in contact is helping himself to happiness and success.

## "TALKER" MARKET IN CANADA

Montreal Newspaper Investigation Discloses the Fact That Comparatively Few Own Machines and Many Want Them—Time to Get Busy

MONTREAL, CAN., April 6.—An exhaustive survey of the market for manufactured goods, including talking machines, has just been completed by the Family Herald & Weekly Star, a local newspaper. The survey comprised an investigation of the articles owned and desired in the 142,000 homes to which this paper goes. Of these homes 115,000 are in the farming districts, scattered over practically the entire country. The investigation disclosed the fact that there were only 42,895 talking machines in these homes and upon inquiry 23,150 families expressed the desire to own a machine.


## THE PASSING OF M. E. STANDFIELD

TORONTO, ONT., April 7.—Melville E. Standfield, well-known talking machine dealer of this city, passed away recently at his residence, 310 Brunswick avenue. The deceased was for a number of years connected with the Standfield-Macpherson Co., Ltd., Starr distributor, as secretary-treasurer, and in addition was president of the local Phonograph Dealers' Association.

## COLUMBUS CONCERN INSTALLS RADIO

COLUMBUS, O., April 1.—The talking machine department of the Morehouse-Martens Co., of this city, has installed one of the most complete radio sets in this section of the State, according to an announcement by Leslie I. King, manager of the department. In addition to giving concerts the concern is planning to furnish concert dates of various Victor artists to the public through the medium of the local newspapers ten days in advance of the actual broadcasting.

William Waldman, a talking machine dealer, at 601 Ninth avenue, New York City, has purchased the building in which his business is housed.



**THE RESURRECTONE**  
"Even pressure fulcrum"  
Trade-Mark Registered

Patented June 15th, 1915  
June 22nd, 1915  
Jan. 21st, 1919  
June 21st, 1921

Patents Pending  
Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality—increased volume. Order sample, return if not satisfied. Reasonable prices.

HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City  
Makers of the "air-tight" Tone-arm and Hoffay Phonograph

## KILLING INITIATIVE BAD BUSINESS

No Set of Rules Which Retards the Development of Employes Is Profitable From the Standpoint of Business Efficiency

The merchant or manager of any business enterprise who runs his business and directs his employes by any set of hard and fast rules which allow no freedom of action or thought on the part of his salesmen is working along lines designed to kill what latent ability the members of his staff may possess. No business which makes of an employe a soulless machine can hope to reach the topmost rung of the ladder of success. On the other hand, a set of general working rules which will aid employes in developing their initiative will do much to arouse that enthusiasm which is so necessary to the best results.

## HIGH HONOR FOR RIMINI

Giacomo Rimini, well-known baritone of the Chicago Opera Company, has recently been honored by the King of Italy by being appointed Cavaliere of the Crown of Italy. Sig. Rimini, together with Rosa Raisa, the dramatic soprano, has made a number of most interesting records for the Vocalion, their latest being a record of Faure's "Crucifix," which is highly spoken of by the musically elect.

50c.  
List Price

# Puritan Records

50c.  
List Price

10-INCH DOUBLE DISC

Puritan Records have met with instantaneous success. The recording is excellent—the price is right, and the catalogue covers a wide variety of selections.

The real reason why Puritan Records have gone over so big is found in our SERVICE. Our policy of four new selections every week enables you to get hits while they are hits—no need to wait a month.

*We are confining our shipments to a territory east of the Ohio and north of the Potomac. Dealers in that territory are invited to write for our proposition.*



**THE BRIDGEPORT DIE AND MACHINE CO.**

170 ELM STREET  
BRIDGEPORT, CONN.





# Truetone

TRADE MARK

## The WORLD'S BEST PHONOGRAPH NEEDLES

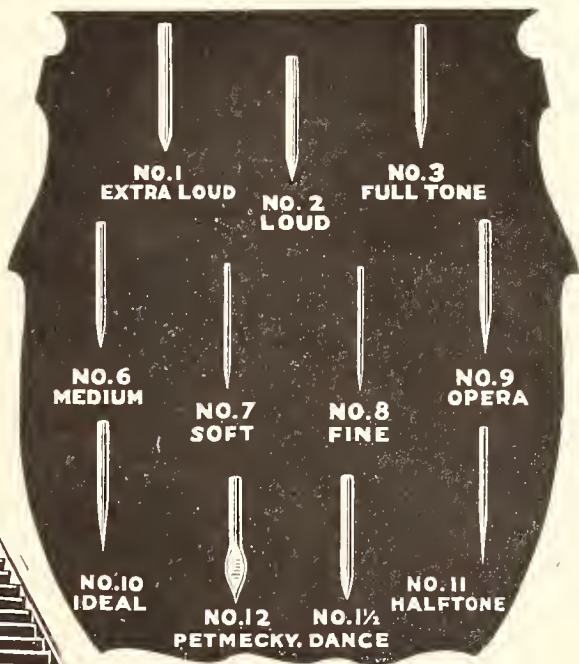
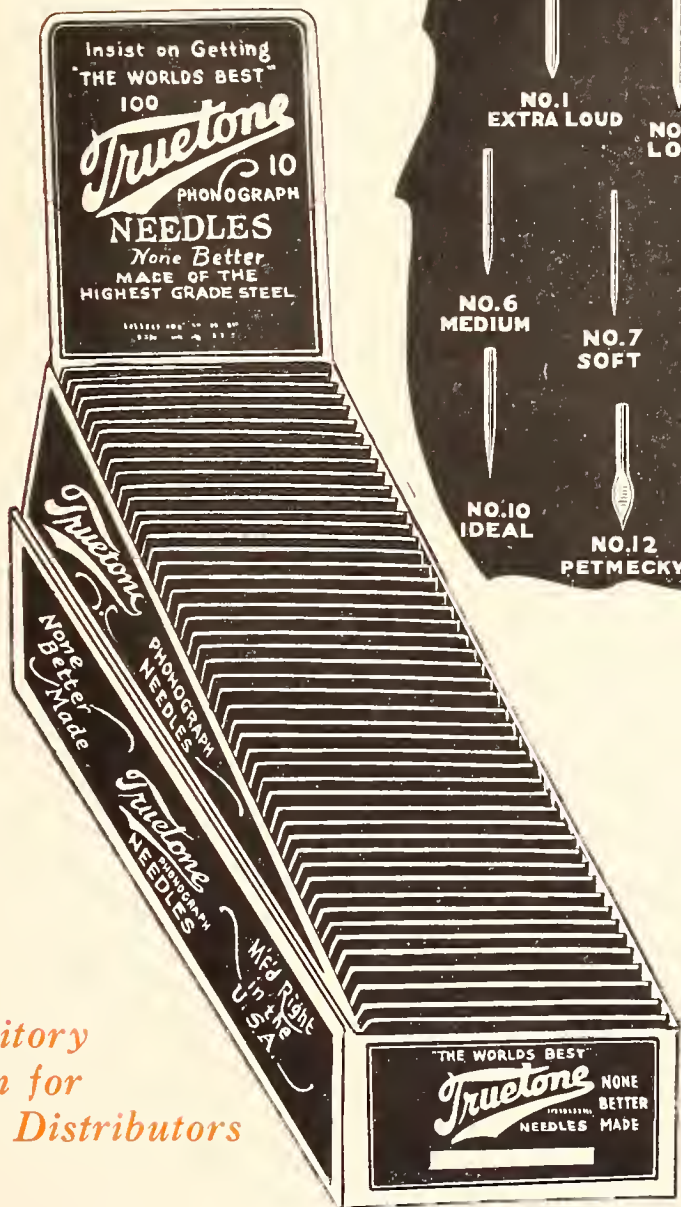
**NONE  
BETTER  
MADE**

**DEAN**

**UNIFORM  
POINTS**

**UNIFORM  
LENGTHS**

**PERFECT  
REPRODUCTION**



*Territory  
Open for  
Live Distributors*

*Write for  
Our 1922  
Prices*

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President  
25 West 45th Street, New York







## Sharpen the Fibre Needle

Without removing it from the  
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN  
FIBRE NEEDLE  
CUTTER**

**LIDSEEN PRODUCTS**

832-840 So. Central Ave. CHICAGO

# LOS ANGELES

*Evidences of Confidence and Expansion Prevail—Trade Is Tying Up  
With Musical Events—New Stores and Changes Recently Announced*

LOS ANGELES, CAL., April 6.—The approaching visit of the Chicago Grand Opera Company during the week of April 10 is being looked forward to by the music-loving public here, and music dealers are planning to have attractive window displays during the preceding week. The repertoire of operas which will be given—namely, "The Love of Three Kings," "Thais," "Le Jongleur de Notre Dame," "The Jewels of the Madonna," "Romeo and Juliet," "Tannhauser" and "Salome"—is not very well represented by talking machine records, but the idea which is being put forward is that by encouraging the love of opera as a whole people will naturally want records of all operas. The motion picture people have now realized that it is not good policy to feature their

stars only, leaving the name of the picture in the background—they now feature the story first and the star second. And therefore, similarly, it would seem that talking machine dealers should try to educate the public more and more along the lines of greater appreciation of good music, mentioning in a secondary way the names of great artists—the sales of the latter's records will take care of themselves.

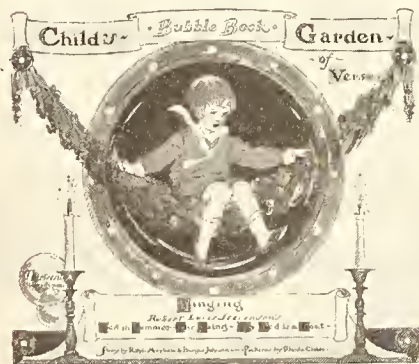
Sherman, Clay & Co. Appoint Representative

Miss Donzella Cross was appointed early in the month as special representative for the educational department of Sherman, Clay & Co., Victor distributor for the Pacific Coast. Miss Cross accomplished important work in this territory

(Continued on page 84)

## Here they are—

The two new **BUBBLE BOOKS**  
that are going to boost your sales



No. 13 is based upon Robert Louis Stevenson's immortal verses, *Bed in Summer*, *The Swing*, and *My Bed Is a Boat*. This new number gives you an opportunity to introduce Bubble Books to a new audience—lovers of classic literature. It contains the three verses mentioned above with the musical settings that have come to be accepted as the most beautiful and appropriate for them.



No. 14, *The Chimney Corner Bubble Book*, includes three old favorite songs that appeal to every youngster and grownup. These songs, *North Wind Doth Blow*, *Sandman*, and *Lullaby*, are made doubly interesting by the sound of rushing wind, buzzing bees, chirping birds, and mewing kittens that are a part of the records.

These two new books don't mean just two more Bubble Books. They mean a new chance to push the whole line.

All purchasers like novelty, children particularly, and those who buy for them are on the lookout for something new.

And it's a well-known fact that a customer who is attracted by a new display is more than likely to buy the regular line, too.

That's what these two new Bubble Books will do for you. They will not only prove good sellers themselves, but they will boost the sales on the whole series.

Order your supply of these new numbers today—feature them—and remind your customers of the new low \$1.00 price.

### Mother Goose Cut-Outs

Any child who owns a Bubble Book will be delighted with the *Mother Goose Cut-Outs*. Here are characters from the first three Bubble Books, colored daintily and ready to be cut out and mounted on the record, where they dance gayly as the record plays. This book sells for sixty cents. Properly pushed, it should be a big seller wherever Bubble Books are sold.

When you sell one you sell a habit, and when  
you sell a habit, you're business building

**HARPER & BROTHERS, BUBBLE BOOK DIVISION**

Established 1817

Franklin Square

New York

### RECORD TRADE SATISFACTORY

Samuel Steinfeld Secures Good-sized Orders for Cotton Flocks—Conditions Improving Generally

Samuel Steinfeld, president and treasurer of the Claremont Waste Mfg. Co., manufacturer of cotton flocks, was a recent visitor to New York after making a trip through the Middle West. In a chat with *The World* Mr. Steinfeld stated that business in general was improving steadily, and that he found optimism throughout the territory he visited. Building activities on a large scale were apparent throughout Ohio, Wisconsin, Michigan and Illinois, and unemployment showed a material decrease. Record manufacturers visited by Mr. Steinfeld were making plans for an active year, and he secured some good-sized orders for cotton flocks.

### INSTALL COMPLETE EQUIPMENT

MERIDEN, CONN., April 3.—The entire work on the extensive equipment made by Van Veen & Co., Inc., in the warerooms of the Griswold, Richmond & Glock Co., Victor retailers, of this city, was completed on the first of the month. The entire construction was in charge of experienced men sent from the New York headquarters of Van Veen & Co., Inc. T. H. Glock, general manager of the company, in an enthusiastic letter sent to Van Veen & Co., Inc., complimented the company on the efficient work of its men and praised the manner in which they carried out every suggestion.

### A NEW RECORD DISPLAY FIXTURE

G. L. Bailey, New Jersey salesman for the New York branch of the Columbia Graphophone Co., is the inventor of a record display fixture which is being marketed under the trade name "No-Warp." Mr. Bailey has spent several years in the development of this product and announces that he feels he has accomplished in the "No-Warp" a window display or counter fixture that will keep records from warping and at the same time display them in a most attractive manner. The manufacturer of the device is the Display Fixture Co., of Newark, N. J., and it is being distributed by several leading Victor Talking Machine Co. jobbers, the General Phonograph Corp., the New York branch of the Columbia Graphophone Co. and several accessory branches.



## TRADE HAPPENINGS IN LOS ANGELES

(Continued from page 83)

while she was a member of the educational department of the Victor Talking Machine Co., and Victor dealers are much gratified at her appointment by Sherman, Clay & Co. They realize the immense possibilities in this line of endeavor, but also feel the constant need of an expert to direct them.

### Bartlett Music Co. Enlarges

The Bartlett Music Co., on West Seventh street, has enlarged its store by an additional 6,000 feet. Last week the company announced that it has taken on the Brunswick line of phonographs and records. E. E. Searles, general manager, states that sales are ahead of those for the corresponding period of 1921, but that with much improved facilities a still larger increase is expected.

### Jack Ray Goes to Arizona

Jack Ray, who has been covering the Los Angeles County territory as special representative for the Columbia for several months, has gone to Phoenix, Ariz., where he will probably later take up similar work. He is at present, however, suffering from the effects of a recent illness. Mr. Ray was well known in New York, where for a number of years he was assistant to H. L. Willson, general manager of the company.

### New Victrola Department

Bullock's, one of the best-known high-class department stores on the Pacific Coast, will open a Victrola department some time this month. This is a new departure for Bullock's, which has hitherto been without a music department. The appointment of the manager of the department has not yet been announced, but Miss Raka Johnson, who is well known here, will have charge of the record department.

### Barker Bros. Install Station

An immense radio station, claimed to be larger than any which has yet been put up in Los Angeles, has been installed on the roof of Barker Bros.' store. It is connected with the music department and lively interest is being shown in it

by the public. But the most interesting innovations are the wireless attachments which are being installed in Sonora phonographs. Wireless receiving apparatus and the Magnavox are placed in the cabinets of period and large upright models of the Sonora at an additional cost of \$75 to \$250. The wire connecting the Sonora with the receiving equipment can be easily concealed under a carpet or rug, and the Sonora is then equipped to play regularly with records as a phonograph or in a few moments the wireless can be brought into play and concerts or talks from distant stations can be listened to through the radio. J. W. Boothe, general manager of the music department, has this new department in his charge. He states that the orders and demands for wireless attachments and for wireless-equipped Sonoras is simply overpowering and far in excess of the present supply.

### New Wightman Co. Sales Manager

Irving C. Franklin has received the appointment of sales manager of the Wightman Music Co., Long Beach. This concern is one of the oldest music stores in Long Beach and occupies one of the most unique and beautiful quarters in the country. Mr. Franklin has had eleven years' experience in the talking machine field. He has been connected at various times with the Edison, Pathé and Brunswick companies. He was also a sales manager for the Burnham Phonograph Corp., and previous to that, manager of the San Francisco branch of the phonograph division of the Brunswick-Balke-Collender Co.

### Nordskog Recordings Well Received

Arne Nordskog, general manager of the Nordskog Phonograph Recording Co., of Los Angeles and Santa Monica, has been receiving many compliments upon the excellence of the recordings which have been made at the Santa Monica laboratories. It is expected that the first commercial records will be released in the near future. Personal recordings have already been made in large numbers.

### Harry A. Beach in Los Angeles

Harry A. Beach, vice-president of the Unit Construction Co., of Philadelphia, was in Los Angeles

this week and left for San Francisco. He expects to return here for a second visit within the next few days.

### New Edison Manager at Fitzgerald's

H. C. Braden, general manager of the Fitzgerald Music Co., announced that W. A. Callahan has taken over the management of the Edison department. Mr. Callahan has been identified with the sales end of Edison's, both wholesale and retail, for a number of years.

### New "Talker" Store Opened

A music store has been opened in Eagle Rock and will be known as Hancock Music Store No. 2. Milton T. Hancock, brother of Newton Hancock, of Pasadena, is in charge. Brunswick phonographs and records will be carried exclusively.

Nelson & Schooler, who recently sold out their store in Whittier, have opened very attractive new quarters in Fullerton, where they are handling Brunswick phonographs.

Don C. Preston, the well-known talking machine man of Bakersfield, paid the sunny Southland a few days' visit recently.

### Congratulations

Los Angeles, on its way toward the 3,000,000 mark, has just had another big addition to its population, weighing seven and one-half pounds—and it's a girl! The census man, in his dull, methodical way, will probably record it as only one in number. But to Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., it's a mighty important addition. "In fact," says Mr. Jackson—who, by the way, is already the proud father of two lusty native sons—"Los Angeles would never have been quite complete without this new citizen!" Both the mother and daughter are doing nicely. And in the meantime Mr. Jackson's many friends are enjoying some good "smokes" in honor of the great event.

## WHY THERE ARE OPTIMISTS

Business men who are optimistic usually have good reason for being so. Their optimism is the result of good business and good business is the direct result of hard and effective work.

# Qualitiphone

AS GOOD AS THE NAME IMPLIES

For the discriminating buyer of a small Phonograph, who wants a genuine reproduction of tone—the Qualitiphone answers every requirement. It is the ultimate in perfection, the choice of the prospective purchaser of a table, or portable phonograph.



Retail Price  
\$15.00

Solid hardwood cabinet, mahogany finish. Genuine mica sound box—heavy silent motor—start and stop device—automatic speed regulator—all parts nickel plated. Fully guaranteed.

Jobbers and Dealers — Write for Particulars

QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET  
NEW YORK CITY



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., April 4.—While noticeably increased Spring business has not as yet been manifested, generally good conditions prevail in the retail talking machine trade in this city and locality. The betterment in weather conditions has brought increased numbers of shoppers on the thoroughfares and local retailers have not been backward in enticing these shoppers into their warerooms through the medium of publicity in the daily press and attractive window displays. Along Chestnut street the approaching Easter season is the motif of a number of attractive window displays. Among the most attractive is the window of the retail store of the Talking Machine Co. adjoining the Adelphia Hotel. In this window a huge open egg holds an upright Victrola, surrounded by the special Easter Victor records attractively arranged. In the wholesale section the window of the Louis Buehn Co. on Arch street furnishes a valuable suggestion for an Easter trim and on the next block the Penn Phonograph Co. has also given much thought to the attractive arrangement of its window. Dealers in all lines seem to have caught the spirit of Spring and are making increased efforts. In Victor retailing circles the recent Educational Convention is much talked of and the universal question seems to be: "When will there be another?" The new horizontal type Victrola to retail at \$115 has been delivered to the Victor dealers throughout Philadelphia. This new model has found much favor and the general opinion expressed is that it will be one of the biggest sellers of the Victor line.

#### O. F. Jester Succeeds R. M. Nelson

O. F. Jester has succeeded R. M. Nelson and has been given charge of the Philadelphia city

territory for the Brunswick. Mr. Jester was formerly in charge of the Southwestern Pennsylvania territory, which hereafter will be in the hands of W. J. Lorenz, who was formerly with the Columbia Co.

#### The Talking Machine Co. Makes Its Debut

Arch street, which has for a number of years housed the headquarters of the Louis Buehn Co. and the Penn Phonograph Co., has lately welcomed another Victor wholesaling house, the Talking Machine Co., of Philadelphia. This Victor wholesaling firm has secured the large and commodious quarters formerly occupied by the George D. Ornstein Co., at 1025 Arch street. Extensive alterations have been made and every effort has been exerted to most efficiently lay out the new quarters of this progressive house. Adequate space has been provided for the storage of machines and the filing of records and the front part of the street-level floor is devoted to the offices of the company. Harry A. Ellis, wholesale manager of the company, who is in charge, is a thoroughly experienced Victor man and numbers many friends in Victor retailing circles. The Talking Machine Co. is rapidly taking possession of the new quarters and is making good use of its facilities in taking care of its steadily increasing business.

#### Artistic and Interesting Unico Folder

The Unit Construction Co., of this city, has recently issued an attractive six-page folder on its equipment. The center spread of this folder depicts twenty-one actual installations recently made in widely separated sections of the country and which are destined to serve admirably in the way of a suggestion to the dealer for the improvement of his warerooms. Half-

tone illustrations are presented of various designs and suitable space is also devoted to the accessory and service tables, specials racks and the efficiency repair bench.

#### Budget of Columbia News

The value of the window display service issued by the Columbia Graphophone Co. was emphasized recently by the experience of C. C. Baer, Columbia dealer at Oxford, Pa. Mr. Baer decided to cut down expenses on January 1 and canceled his window display service. However, after going one month without it he found that the service was a necessity and not an expense, and he re-ordered it immediately, stating that he intended to use it regularly despite any adverse business conditions.

Robert Porter, field sales manager of the Columbia Graphophone Co., was the principal speaker at the monthly meeting of the Philadelphia Columbia Grafonola Dealers' Association held on Tuesday, March 28. Mr. Porter gave an interesting discourse on general business conditions, which was received with keen interest by the dealers.

Dolly Kay, exclusive Columbia artist, recently completed an engagement of several Philadelphia theatres. Practically every local dealer featured this artist in window displays, and her theatre engagements, coupled with these displays, stimulated the sale of Miss Kay's records materially.

Columbia dealers in adjacent Philadelphia territory are enthusiastic regarding the special Grafonola advertising allowance made by the Columbia Graphophone Co. Over twenty dealers are already using the advertising campaign, and the Philadelphia branch expects many additions to

(Continued on page 86)

## EVEN HEAVEN HAS TO BE SOLD TO MOST PEOPLE

Great as is the natural demand for Victrolas and for Victor Records, don't expect quantity sales of a quality product without *quantity* and *quality* of sales effort.

Dealers buying in Philadelphia need not be without the information or inspiration necessary to increase sales. Every member of this organization works continually for the Dealer's interest.

**The Louis Buehn Company**  
of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

the list as soon as the dealers appreciate its selling possibilities.

Among the recent visitors to the Philadelphia branch were: S. Kline, Philadelphia Supply Co., Bridgeton, N. J.; S. E. Meister, Lancaster, Pa.; S. B. Speigle, Woodbury, N. J.; I. N. Sortman, Wilmington, Del.; H. B. Newkirk, Salem, N. J.

## Weymann &amp; Son Happenings

H. W. Weymann, president of H. A. Weymann & Son, Inc., Victor wholesalers of this city, reports that dealers are achieving exceptional results in the sales of the new Victor Models Nos. 240, 260, 280 and 300. A suggestion was recently made by this firm to its dealers that they display these new horizontal models separately from the upright models of the Victor line. It has been found through actual experience that the dealers who followed this suggestion and made a separate extensive display of these models achieved the greatest results and were most successful in the merchandising of the models.

A shipment of the new type No. 240, retailing at \$115, was received from the Victor factory on the last day of March and was promptly shipped out to the dealers. In commenting on this popular new model Mr. Weymann stated: "I consider the No. 240 which we are shipping out to-day an instrument of the greatest value. The advance illustration of this model did not do it justice at all. It must be seen to be fully appreciated. As proof of this I might mention that a number of dealers who personally visited our headquarters and saw the model on display here and who had ordered only one of the model immediately increased their orders to four, five and six of the same number, with requests to ship immediately. I believe that this model is going to prove an exceptionally popular one and will produce very heavy sales." Mr. Weymann continued: "We have just finished our weekly staff meeting. It has long been a policy of this house to hold these meetings on each Saturday afternoon, when all of our traveling staff are in town. They have proved of exceptional benefit in solving problems beneficial to us and the dealers' interests in increasing the sales of Victor products. The sales promotion department, in charge of Charles Paulson, is doing very good work in promoting the sales of Victor merchandise. One of the recent features inaugurated by this department which is proving so successful is the mid-month hanger of suggested numbers selected from the Victor catalog. This is resulting in increased sales of records everywhere and has been especially beneficial in moving record stocks.

## H. A. WEYMANN &amp; SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Q. R. S. PLAYER ROLLS

WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS

Our Organization is constantly alive to the individual requirements of our Victor Dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.

All Victor Dealers in our territory should be on our mailing list and receive our "Mid-Month Suggestions" Hangers.

This is one of the many features of our Victor Service

In fact, we have invited suggestions from dealers, in making up these mid-month lists, so that we might include on this list such numbers as dealers might be particularly well stocked with. This mid-month suggestion hanger combats a somewhat growing tendency among the consuming public to only buy each month as the new releases are issued and from the new list, whereas there are so many excellent numbers in the Victor catalog which should be in the home of every talking machine owner. This hanger is doing much in attracting the attention of the general public to the gems to be found in the general catalog."

Under the able direction of Mr. Weymann the wholesale business of H. A. Weymann & Son, Inc., has enjoyed exceptional growth. Perhaps a secret source of inspiration to Mr. Weymann in his work is to be found in a photograph which

occupies a conspicuous place upon his desk. This photograph depicts Harry Power Weymann, Jr., his grandson and son of H. Power Weymann, also connected with H. A. Weymann & Son, Inc. Young Harry is a bright-eyed, laughing youngster of less than two years and is particularly fond of his grandfather. Mr. Weymann proudly points to Harry Power Weymann, Jr., as one of the future executives of the house of Weymann.

## Ornstein Estate Appraised

The appraisal of the estate of George D. Ornstein, Victor jobber, whose interests were purchased by the five leading distributors of this city, has been appraised at \$354,998.14. Mr. Ornstein's share in the enterprise is valued in the estate appraisal at \$123,000. Other of his holdings included 500 shares Bethlehem Steel, \$28,625; 500 Consolidated Cigar Co., 100 American Sumatra Tobacco Co., 28 Atlantic Refining Co., \$29,400, and 121 United Cigar Stores Co., \$15,246. The Ornstein holdings of real estate have not yet been appraised.

## Now for Pennsylvania's Music Week

The program for Music Week which will be celebrated in Pennsylvania under the auspices of the State Department of Public Instruction from April 30 to May 7 is practically completed and will include community singing, choral and orchestral concerts, music memory contests and music festival competitions. Music Week is being promoted in a very liberal way by Weymann's sales promotion department, which has sent out a letter to dealers enclosing a pamphlet which has been issued by the State Department. It is up to the dealers to co-operate in every way possible in this movement—to tie up their stores with this great campaign for music which has aroused the enthusiastic support of the Governor

# On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only

# DECALCOMANIA

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

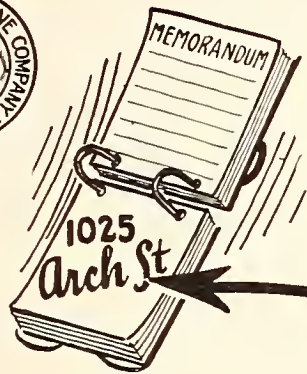
Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.



# 1025 ARCH ST.



**J**OT THIS ADDRESS DOWN  
ON YOUR MEMO PAD

Many Victor dealers have benefited by our experience in Victor Merchandising. You can do the same.

When you come to "Philly" be sure to call at our new home, we will make your visit a pleasant one.

**THE TALKING MACHINE CO.**

1025 ARCH ST.  
PHILADELPHIA  
VICTOR DISTRIBUTORS

*LET PHIL FILL 'EM*

**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)**

of the State, who has issued a letter in which he urges that the people of the Commonwealth join hands in making Pennsylvania's Music Week a success to the end that there shall be better music in the homes and churches—that schools, industries and business houses, civic, fraternal, patriotic and welfare organizations shall join in playing and listening to music.

**"Prove It With Profits"**

Sonora dealers in Pennsylvania always look forward with a great deal of interest and considerable profit to the sales tips which E. S. White and F. H. Owens, of the Sonora Co., Philadelphia, circulate when they either reach them in person or when they hear from them in the form of literature. For instance, here is a recent letter which ranks with the famous Garcia message:

"The Message That Went Over the Wire. It was a real message; it was a man's message. It went from the general manager to a branch manager. We think it is worth repeating. 'Close your prospects or close your doors.' That was the message.

"Every Sonora dealer has some prospects that need closing. There always is a possibility of a competitor closing them first. Make April a closing month. Get those prospects in a corner, but, before you do it, go carefully over all the features of several models and don't forget the Elite and Grand. They are two good models to close prospects with. If you do not have them in stock, order at once.

"There is business. It is a little harder to get now, but it can be done. The two models suggested eliminate most competition and give you strong-closing talking points. You can get business. One big man recently said: 'You can, but will you?' Your business will increase greatly if you realize on Sonora prestige. There are more high-priced Sonora phonographs sold than any other make. Tell the Elite or Grand story. Prove it with profits."

**Broaden Equipment Scope**

The Unit Construction Co., of this city, manufacturer of Unico equipment for talking machine warerooms, has added rugs to its line. The Unit Construction Co. has built up an enviable reputation in the quality of its equipment and, in an endeavor to completely serve the dealer in demon-

stration room equipment, some months ago added service tables, self-service record racks, lighting and ventilating fixtures. With the addition of rugs it is now possible to secure the entire equipment for the demonstration room at one source, thus assuring entirely harmonious fittings.

**United Music Stores Expand Lines**

The United Music Stores, of this city, report generally satisfactory business. It is announced that this company has lately added the Pianostyle word roll to the lines which it distributes. The Pianostyle word roll is now handled in addition to the Connorized word roll, which the company will continue to distribute as heretofore. Joseph Wexler, representative of the company throughout the State of Pennsylvania, has opened a num-

ber of new accounts in various parts of the State. This company also distributes a number of well-known talking machine accessories.

**Now the Reliable Phono Supply Co.**

Robert Stein, proprietor of the business formerly known as the Keen Talking Machine Supply Co., has announced the change of the name of that company to the Reliable Phono Supply Co. This company will continue to wholesale and job talking machines, records, parts, etc., as in the past, and from the same address, 109 North Tenth street.

Mr. Stein states, in a general announcement recently made to the trade, that the name of Keen was abandoned because of a tendency on

*(Continued on page 88)*

Ok

Ok



## April Showers Produce Results

# Ok Records

Produce the results you want.  
Sales and profits. Write today  
for agency.

## Sonora Co. of Phila.

1214 Arch St., Phila., Pa.

Ok

Ok

**Italian Music Rolls**

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

**UNITED MUSIC STORES**

619 Cherry Street  
225 W. Mulberry St.

Philadelphia, Pa.  
Baltimore, Md.



CABLE ADDRESS REG'D  
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES  
106-110 W. LAKE ST.,  
CHICAGO, ILL.

MRS. SALES COMPANY  
339 FIFTH AVENUE  
PITTSBURGH, PA.

V. T. SCHULTZ  
CLEVELAND, OHIO

RAYSOLO SALES CO.  
LANCASTER, PA.

JORDAN & COMPANY  
305 BROADWAY,  
NEW YORK, N. Y.

SAMUEL TOOLE,  
336 BURGESS AVE.,  
INDIANAPOLIS, IND.

WALTER S. GRAY  
SAN FRANCISCO, CAL.

ARTHUR BRAND & CO.  
CINCINNATI, OHIO

FRANK G. SCHOFIELD  
220 KING STREET W.  
TORONTO, CANADA

H. A. BEMISTER  
122 ST. ANTOINE ST.  
MONTREAL, CANADA

STANDARD T. M. SHOP  
VANCOUVER, B. C., CANADA

STEINOLA COMPANY  
KANSAS CITY, MO.

ARTOPHONE COMPANY  
1103 OLIVE STREET  
ST. LOUIS, MO.

PROVIDENCE PHONO. CO.  
95 FOUNTAIN STREET  
PROVIDENCE, R. I.

DAVENPORT ACCESSORY CO.  
DAVENPORT, IOWA

S. RAKUSEN & COMPANY  
SHANGHAI, CHINA

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

the part of a number of dealers to associate this company with a company of similar name, the Keen-O-Phone Co., which failed some time back. Mr. Stein announced it will be the endeavor of the company to live up to the name "Reliable" closely in the conduct of this business.

### New Victor Horizontal Styles Popular

The headquarters of the Louis Buehn Co., Victor wholesaler, has been the scene of much activity during the past month. The new horizontal type of Victrola No. 240 was received during the latter part of the month and displayed in the warerooms of the company. This new model attracted much attention and a good volume of orders has been received for this type.

William H. Nolan, of the Buehn sales staff, is still hearing many complimentary expressions from Victor retailers upon Mrs. Nolan's exceptionally fine rendition of "Spirituals." At the recent banquet tendered by Philadelphia jobbers to the retailers Mrs. Nolan obliged by singing several "Spirituals" which were appreciated.

### New Brunswick Dealers

Among the important recent Brunswick dealer appointments is that of F. A. North & Co. piano stores in Chester and West Philadelphia and Daniel L. Green, of Kennett Square. These stores are prominently located and will undoubtedly dispose of a great number of Brunswick machines and records.

### Why G. Dunbar Shewell Is Enthusiastic

There are few more enthusiastic men in the trade here than G. Dunbar Shewell, president of the Cheney Sales Corp., who is building up a very fine business in this territory for the Cheney. During the past month he has opened a number of new accounts and his business is from five to six times as large as the same month a year ago.

### Penn Phonograph Co. Expansion

The headquarters of the Penn Phonograph Co. at 913 Arch street was visited by a number of out-of-town dealers during the month. Possession has been taken of the second floor of the building for office purposes, thereby allowing the entire third floor for increased storage space. The constantly increasing business of the firm has made this move imperative. The Penn-Victor dog continues in popularity and is doing its share in providing the dealer with an excellent means for getting prospects into the wareroom. A local dealer has featured these dogs in a large Ferris wheel for a window display.

### Harry A. Beach on Pacific Coast

Harry A. Beach, vice-president of the Unit Construction Co., is now on the Pacific Coast in the interest of the company. Mr. Beach reports

remarkable activity in various commercial centers on the Coast and has secured contracts for a number of extensive installations in talking machine warerooms.

### Congratulations for Harry Fox

Harry Fox, popular general manager of the Emerson Philadelphia Co., of this city, is receiving the congratulations of his friends upon the arrival at his home on March 30 of a baby girl. This heiress to the Fox fortunes has been christened Barbara Ann, and Harry Fox is so delighted that he is buying cigars for all of the boys.

### Gimbel Bros.' Pathé Sale

Gimbel Bros. have had tremendous success with the special sale of Pathé machines. Many thousands were sold and in this connection the talking machine department was kept open almost every night until nine o'clock for three weeks.

### Finds Improving Business Conditions

Ben Witlin, of the Witlin Musical Instrument Co., distributor of Starr phonographs and Gennett records, has just returned from an extended trip, which included Washington, Baltimore and surrounding territory. He found a much better feeling existing than for months past, and is quite optimistic regarding the future of Starr products in this territory.

### Increasing Call for Edison Records

Herbert E. Blake, who, as announced in The World, took possession of his new store at 20 South Tenth street last month, is doing an excellent business in Edison phonographs and records. The latter, owing to the new reduced prices, are in great demand.

### B. H. Rogers Tells of Vocalion Popularity

B. H. Rogers, of the Lincoln Business Bureau, is very optimistic regarding the demand for Vocalion records. He says that general business is steadily improving and this is manifested in the demand for Vocalion phonographs and records.

### Pleased With Outlook

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., recently visited the Lincoln Business Bureau, Vocalion distributors in Philadelphia, and reports that for February and March, the first full months in which the new distributors handled the line, the sales exceed those of any previous month in the Philadelphia territory. The result is that B. H. Rogers, of the Lincoln Business Bureau, who has charge of Vocalion distribution, was enthusiastic regarding the possibilities for the development of that business.

## SONORA DISTRIBUTOR MOVES

PITTSBURGH, PA., April 8.—H. Milton Miller, manager of the distributing agency of the Sonora phonograph, has moved his offices and showrooms to the original quarters on the second floor of the Jenkins Arcade, where he is welcoming his Sonora dealers daily. Mr. Milton is quite "sold" on the Sonora line and is positive that this season will show a large gain in sales of the Sonora, especially the period models.

## SLIGHT DAMAGE FROM FIRE

The Brunswick Phonograph Shop, West Jackson street, Macomb, Ill., was slightly damaged recently in a fire which broke out in an adjoining building.

## CELEBRATE INDUSTRIAL WEEK

Columbia Dealers in Philadelphia Participate in Celebration and Parade

PHILADELPHIA, PA., April 4.—During the early part of March retailers of all lines of merchandise from York street and Allegheny avenue and Broad street to Sixth street held an "Industrial Week," under the auspices of the Central North Philadelphia Business Association. Monday afternoon an unusual parade was made up of bands and floats, in which Columbia dealers participated.

Myers F. Hall, Columbia dealer, had his truck decorated with the national colors and a Magnavox attached on the hood kept playing popular airs. All of the retailers' windows in the vicinity were dressed up and among the most artistic windows were those of G. J. Oldervurtle and Mr. Hall. Both attracted considerable attention and were well worth the time and attention bestowed upon them.

Among the recent visitors to the Columbia branch in Philadelphia were: J. W. Maus, Shamokin, Pa.; H. B. Newkirk, Salem, N. J.; L. M. Paul, Pottsville, Pa.; E. O. Lockwood, credit manager from the executive office in New York, and H. L. Pratt, branch service manager.

## APPOINTED PRODUCTION MANAGER

J. N. Foreman Joins Deca-Disc Factory Executive Staff—Company Is Increasing Its Production Rapidly to Meet the Demand

HANOVER, PA., April 6.—J. N. Foreman, formerly production manager and superintendent of the Landis Tool Co., of Waynesboro, Pa., has taken full charge of the factory production activities of the Deca-Disc Phonograph Co., of this city, manufacturer of the Deca-Disc automatic phonograph. This company is planning to increase its factory production materially, and Paul D. Bodwell, general manager of the company, states that the dealers throughout the country are evincing unusual interest in the company's sales plans.

## STARR POPULARITY IN PITTSBURGH

PITTSBURGH, PA., April 8.—H. C. Niles, secretary of the Starr Phonograph Co., of Pennsylvania. Starr phonograph and Gennett record distributor in this territory, states that Starr phonographs and Gennett records are steadily increasing in popularity and the outlook for this line in the Pennsylvania territory is exceedingly bright.

## To the Jobber and Retailer

We want you to try "SUPERB," the Perfect Semi-Permanent Needle. So send for samples and discounts. Plays 100 to 200 Records.

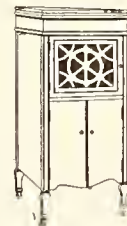
Loud Medium Soft Tone

4 for 30c.

**Mellowtone Needle Co.**  
Ansonia, Conn.

## VALUES

TALKING MACHINES  
COMPLETE—or if desired  
—CABINETS ONLY.  
Brown and Red Mahogany,  
Golden and Fumed Oak Low  
Prices.



Write for Further Information Today

**THE H. LAUTER COMPANY**  
Indianapolis, Indiana



Most people like to add a good 'cello solo frequently to their collections. Here's a new one to push! "Sweet Evening Star," from *Tannhäuser*, played by Pablo Casals, the master 'cellist. 49813.



Columbia Graphophone Co.  
NEW YORK

**EDISON PITTSBURGH DEALERS MEET**

Conference at the Fort Pitt Hotel Attended by a Great Array of Dealers—N. W. Russler Elected President of a Permanent Organization

PITTSBURGH, PA., April 3.—Edison dealers in the Pittsburgh zone held an all-day conference at the Fort Pitt Hotel on March 23, which was attended by a majority of the retailers in the district, who were welcomed by A. A. Buehn, of the Buehn Phonograph Co., local Edison jobbers.

Steps were taken during the meeting for the formation of a permanent organization of local



Nelson W. Russler

Edison dealers, the following officers being elected for the first year: President, N. W. Russler, of the Russler-Chadwick Co., Cumberland, Md.; secretary-treasurer, J. C. Dilts, Sr., of Wheeling, W. Va.; executive committee, J. E. Bumbera, Swissvale, Pa.; H. H. Findt, Steubenville, O.; S. A. Phillips, Morgantown, W. Va.; P. P. Brooks, Altoona, Pa., and George J. Carney, Parkersburg, W. Va.

The entire day was taken up in discussions of matters of importance to the Edison dealers, during which there was a full and free interchange of opinions. The afternoon session was exclusively for dealers, the Edison jobbers not being in attendance.

In the evening there was the usual dinner and dance. This proved to be a most interesting social event, with the handsomely gowned women and gallant men dancing to the music of a fine orchestra. The menu that was served was up to the notable standard of the Fort Pitt Hotel. Those who attended the affair were: C. Ament, Apollo, Pa.; T. Anderson and H. McMillen, Blairsville, Pa.; Mrs. N. Aughenbaugh and Miss A. McGeary, Monaca, Pa.; P. Brooks and Miss McConville, Altoona, Pa.; J. E. Bumbera, Swissvale, Pa.; George Carney, Parkersburg, W. Va.; R. J. Commons and J. H. Miles, Patton, Pa.; Miss M. Little, East Liverpool, O.; Carl Dufford, Newcastle, Pa.; D. C. Feather, Pitcairn, Pa.; H. Findt, Steubenville, O.; Miss Ruth Bowers, Kittanning, Pa.; R. Gerecter, Mt. Pleasant, Pa.; C. Hempstead, Masontown, Pa.; A. Ohringer, A.

Goldsmith, Burton Goldsmith, J. Groff, William B. Wagler and Mrs. Fetterhoff, Braddock, Pa.; C. H. Hutson, New Bethlehem, Pa.; R. B. Keefer and Miss B. Verner, Irwin, Pa.; H. O. Keefer, W. O. Altman and Miss Ethel Wegley, McKeesport, Pa.; F. A. Knouff, J. B. Vaughan and H. W. Schneider, Crafton, Pa.; John Haggerty, Pittsburgh, Pa.; Louis Luxenberg, Barnesboro, Pa.; J. Hayes and Miss Marcella Castner, Marietta, O.; Miss A. Fisher and Miss Ruth Mytinger, Ambridge, Pa.; H. Levine and Frank Boyd, McDonald, Pa.; W. J. McKnight, Brookville, Pa.; Victor Nelly, Miss Catherine Nelly and G. Jewell, Carnegie, Pa.; M. S. Nimmo, Nanty-Glo, Pa.; C. A. Nessler and Miss Irene Herron, Monongahela, Pa.; J. C. Dilts, Wheeling, W. Va.; S. G. Patterson, Beaver Falls, Pa.; S. A. Phillips, Morgantown, W. Va.; J. M. Stewart, R. K. Houck and H. C. Trader, Indiana, Pa.; C. A. Puffinburg and Miss Florence Kountz, Wilkinsburg, Pa.; Mrs. S. Leyton, Coraopolis, Pa.; H. L. Rosenberg, South Fork, Pa.; N. W. Russler and J. W. Slatary, Cumberland, Md.; R. D. Stephens, Barnesville, O.; Clarke W. Wright, Miss A. Miller and Miss McAllister, East Pittsburgh, Pa.; A. R. Webber and W. F. Jenkins, Lisbon, O.; Miss E. A. Dunn, Connellsville, Pa.; W. E. Sharps, Uniontown, Pa.; L. H. Fullerton, Miss Elizabeth Buxton and Miss V. Dickinson, Burgettstown, Pa.; A. A. Buehn, Jas. McKelvie, E. J. Patterson, C. C. Latus, T. A. Dillon, D. S. Hartley, C. W. English, J. K. Nichol, L. A. O'Neill, Miss Margaret O'Neill, Miss Helen Hughey, Miss M. Lergenmiller, Miss M. Toole, Miss Lillian Scholl,

Miss Ethel Chillay, Miss A. Raida, Arthur Chilcott, R. P. Chilcott and A. J. Boehm, Pittsburgh.

**WILL INTRODUCE NEW LINE**

Harponola Co. Will Have New Models Ready July 1—Consoles Will Be Featured

CELINA, O., April 6.—The Harponola Co., of this city, is bringing out an entirely new line of talking machines. The date for the introduction of the new machines is set for July 1. H. J. Beam, secretary of the Harponola Co., says that the new machines are to be popular in price and will include five new consoles which will embrace some novel ideas in distinctive styles. The company will continue the use of the golden spruce horn amplifier, as this feature has been one of the most popular in the Harponola line.

**NOW OCCUPYING LARGER QUARTERS**

The Magic Phono Supply Co., formerly of 67 Debevoise street, Brooklyn, N. Y., has just leased quarters at 261-273 Lorimer street. The new home gives the company greatly increased floor space to care for the growing demand for its popular-priced two-spring motors. The company now manufactures the Markel motor under the trade name Magic, as well as the Butterfly motor.

If you lack faith in the worthiness of your business, go into some other business where this insurmountable obstacle does not hold you down.

**IN THE SPRING  
MR. VICTOR DEALER**

You can lay the foundation for a healthy, active business for the entire year.

Victrola and Victor Record sales will undoubtedly be healthy and active this Spring, as industrial conditions are steadily improving.

Mickel Service is ideally equipped to make this Spring your banner season.

**MICKEL BROS. CO.**  
VICTOR WHOLESALE EXCLUSIVELY  
DES MOINES, IOWA



# SAN FRANCISCO

*High-Class Musical Entertainments Help Trade—Officers of Local Association Elected—Business Steadily Improves—The News*

SAN FRANCISCO, CAL., April 3.—It is conservatively estimated that over 400,000 tickets to high-class musical entertainments have been sold in San Francisco and vicinity during the present music season. That such a showing can be made in the San Francisco Bay region, which has a population of about a million people, fully justifies the claim that this community regards good music as one of the prime necessities of life. Visiting artists love San Francisco, and when they appear before San Francisco audiences they are inspired to do their very best because they know their offerings will be appreciated and that appreciation expressed by unstinted and enthusiastic applause. Data is not available for the sales volume on classic records, but it is safe to say that the demand is fully in proportion to the patronage of the great musical performances. This week, which marks the opening of the Chicago Grand Opera season in San Francisco, the leading talking machine dealers are featuring opera records in their show window and newspaper advertising.

### Handling Radio Equipment

Blossom time is here again, yet business has not revived enough to make the trade gloat over its profits. Conditions are steadily improving, however, and interest in talking machine merchandise is alive. The radio interests have somehow become closely allied to the talking machine interests and some of the talking machine concerns are already handling radio equipment with success. The San Francisco trade, quite generally, sees benefit to the talking machine business in this radio music, for the reason that a wider interest in mechanically recorded music is stimulated among a class of people scientifically inclined.

### Northern California Association Meets

The Music Trades Association of Northern California held its second annual meeting and luncheon on March 14 at the Hotel Stewart in San Francisco. The following were elected directors for the ensuing year: C. H. Hanson, Hanson Music Co., San Francisco; Henry Grobe, San Francisco; Shirley Walker, Sherman, Clay & Co.; Bernard Goldsmith, Oakland Phonograph Co.; F. A. Levy, California Phonograph Co.;

George R. Hughes, Wiley B. Allen Co.; Gibson McConnell, Gibson McConnell Co.; Walter Gannon, Kohler Industries; M. V. Thompson, Baldwin Piano Co.; W. A. Craven (for Sacramento), Hauschildt Music Co.; S. S. Hockett (for Fresno), Hockett, Bristol & Cowan; Fred E. Turner (for Stockton), Stewart School Supply Co., and W. B. Reilly (for San Jose), Robinson & Sons Co. Following the regular meeting these directors unanimously elected the following as officers: George R. Hughes, president; Shirley Walker, first vice-president; S. S. Hockett, second vice-president; F. A. Levy, treasurer, and M. B. Bowman, secretary.

### Excellent Progress During the Year

The Association has made good progress in its first year and Mr. Hughes, who was re-elected president, was congratulated for his activity in promoting the welfare of the music trades. It was decided at the meeting that hereafter there would be a special committee, composed of talking machine dealers, to take up matters pertaining to this branch of the industry. Owing to the many new concerns which have entered the talking machine business there is still much need for getting together on important issues. One of the chief problems is that of handling instalment sales. The policies of certain houses in making fantastic instalment sale inducements have tended to lower the dignity of the business, it is claimed.

The Nathan Dohrmann Co., of San Francisco, large dealer in household merchandise, is to add a talking machine department. The Blue Bird machine will be featured.

### To Distribute Vocalion Records

The San Francisco wholesale branch of the Aeolian Co. has been discontinued, and Manager Hull has returned East. The Magnavox Co. has taken the agency for handling Vocalion records in northern California and the Northwest. The popularity of these records is growing fast on the Coast.

Morley Somers, manager of the Phonograph Shop, San Francisco, finds March business fully up to last year's record, both in the wholesale and retail ends. The Sonora line has been just placed with Lowell Dixon, jeweler, 1512 Seventh street, Oakland, and with the Garrett Owen Co., which operates two stores in Berkeley.

J. W. Boothe, manager of the talking machine department of Barker Bros., Los Angeles, was a business visitor in San Francisco this month. He reported business good in the South.

### Encouraging Increase in Business

The Wiley B. Allen Co., San Francisco, is enjoying an encouraging increase in business. The record sales are fairly heavy and the movement of machines is much brisker. Practically the full line of Brunswick machines is now in stock by reason of new shipments from the factory.

Andrew McCarthy, of Sherman, Clay & Co., says the wholesale Victor business is satisfactory on the Coast and that the exclusive Victor dealers are certainly getting their full share of the retail business.

### Victor Line for Phonograph Studio

The latest San Francisco establishment to take on the Victor line is the Phonograph Studio at O'Farrell and Powell streets. W. H. Quarg, the manager, is delighted with the increase in sales this month. The Phonograph Studio caters largely to the night trade in the downtown district and keeps open until 11 p. m. Two shifts of employes are required. The shop also carries the Columbia line. An enlarged show window has been put in adjoining the O'Farrell street entrance.

Walter King, the Ellis street phonograph dealer, has closed his establishment.

### Edison Artists in Recital

Helen Davis, the well-known soprano, and Victor Young, the pianist, gave a recital at the

Hotel St. Francis on the evening of March 24 under the auspices of the Edison Shop, San Francisco. Admission was by special invitation. A large audience attended to hear the tone test of Edison Re-creations.

The Victor department of the Emporium, in this city, has been removed to a more favored position in the large department store and it is now directly facing the elevators on the third floor and very convenient for callers.

### "JACK" BLISS WITH U. S. MUSIC CO.

Popular Music Roll Executive Opens Offices for U. S. Music Co. in New York—Sales Efforts Already Producing Results

George H. ("Jack") Bliss, one of the best-known members of the music roll trade, recently opened an Eastern branch for the United States Music Co., of Chicago, at 122 Fifth avenue, New York. A complete stock of U. S. player rolls has



George H. Bliss

been installed at this branch, and results to date indicate that Mr. Bliss and his staff will meet with unlimited success.

Mr. Bliss, who has rounded out fourteen years in the music roll business in various capacities, came East eight years ago to establish a branch for the Q R S Co. in New York. He was one of the organizers of the Greater New York Music Publishers' and Dealers' Association, and acted as secretary for that organization for four years. He has also been active in the National Piano Travelers' Association, of which he is at present first vice-president.

The opening of Eastern headquarters for the United States Music Co. is expected to increase materially the demand for this company's rolls throughout the Eastern territory, and it is probable that further steps, including possibly the opening of a branch factory, will become necessary in the future to meet the requirements of the trade.

The music store of McCauley & Powers, Adel, Ia., has been taken over by Clarence E. Powers. In the future Victor products only will be handled at this establishment.

Columbia Grafonolas are being featured in an extensive sales drive by the Automatic Music Shop, 844 Grand avenue, New Haven, Conn.

**RECORD DEALERS AND SHIPPERS**  
Send for Your Sample Today

## RECO-RAPS

A Transportation Package for Talking Machine Records

CROSS-SECTION VIEW

—DESCRIPTION—

- #1 & 7 — Top & Bottom Board
- #2, 4 & 6 — Corrugated Fillers
- #3 & 5 — Records
- #8 — Center-Post in Use
- #9 — Reco-Rap Complete
- #10 — Center-Post before Used.

**SAVES** — Far More Than Their Cost  
In Postage and Insurance  
**PREVENTS BREAKAGE**

Write for Particulars and Samples

**THE RECO-RAP CO., Inc., 104 N. 12th St., St. Louis, Mo.**

**ATTENTION**  
**Cabinet Manufacturers**

who are in a position to manufacture cabinets of a new and most desirable kind (Patents pending), upon a basis either of royalty or of straight order, and at reasonable prices, should write immediately to

**TRIPLEX ARTISTIC PHONOGRAPH CO.**  
Pershing Road and Ridgeland Ave.  
BERWYN, ILLINOIS

Dealers will be delighted with the TRIPLEX on the floor. Customers say that it is the best they have ever seen.





# Kreisler

“The effect produced by the *Hall Fibre Needle* is most pleasing. The music becomes mellow, enriched. I believe that it is really the best to use in order to obtain the most from a talking machine record”

— FRITZ KREISLER

**Hall Fibre Needles**  
U.S. PATENT  
**FOR SALE HERE**

**Mr. Dealer:—**

The above speaks for itself. This beautiful display card, size 18½" by 12½", reproduced in sepia may be had upon application to your jobber or direct to us—supplying the name of your jobber.

**HALL MANUFACTURING CO.**

*Successors to B & H Fibre Mfg. Co.*

**33-35 West Kinzie St.**

**Chicago, Ill.**



# M I L W A U K E E

*Trade Conditions Reviewed—Carberry Heads Association—Many New Dealers in Evidence—Participants in Style Week—The News*

MILWAUKEE, Wis., April 6.—The talking machine trade here is making good progress in the sale of machines as well as records, despite a number of unfavorable factors, chief among which is the recrudescence of strong and injurious competition from "gyp" dealers. In the past two or three weeks it appears that a large number of instruments of more or less doubtful origin have been "dumped" into this market and offered at prices that can hardly represent even cost, regardless of the cheapness of the make. There also has been considerable selling of cheap records at starvation prices, although this competition is probably less severe on dealers than the marketing of instruments without regard to cost.

There is, of course, always a class of people which will buy the "gyp" machines and make it worth while for those who market such goods to take on lots of instruments. But in the case of records it is somewhat different, for even the biggest bargain hunters seem to realize that a cheap record is not much good, nor will it last. But, on the other hand, it seems that certain people will buy cheap machines and then buy good records, because the cheapest machine is willing to play a good record.

The orderly merchandising of trustworthy instruments is going forward in an encouraging way, notwithstanding the strenuous competition of cheap merchandise. Talking machine dealers who value the prestige they have built up and decline to enter into the merchandising of cheap stuff are getting more and more business. Sales so far in April command respect. March was a good month—better than February or January—and the improvement in business apparently is not only sustained, but being accentuated. This view is borne out both by jobbers and retailers.

#### Easter Season Speeds Victor Sales

"Business is good, and it is getting better right along," is the cheery word from Sam Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber. "We had a good month in March, and April so far has developed some excellent orders. The Easter season in recent years has come to be more and more a season of music, and people are buying musical instruments in a way that is reminiscent of the Christmas and New Year's periods. We have no complaint to make—in fact, business is so satisfactory that we are rather inclined to point to earlier predictions of constantly improving trade and being able to prove that these are coming true."

#### Brunswick Popularity Increasing

The Brunswick, which in the last year or two has come to be regarded as one of the real big sellers in this territory, is continuing its march of progress, a statement which is borne out by the actual sales records in the office of Thomas I.

Kidd, manager of the local branch of the Brunswick-Balke-Collender Co. But the biggest step forward has been made by the Brunswick record, the sale of which, by Milwaukee and Wisconsin talking machine shops privileged to handle this line, is something truly remarkable. In a few years' time the Brunswick record has established rank as one of the very best sellers, and the popular numbers especially are enjoying a vogue that is making some of the "old-timers" look up.

#### Local Association Elects Officers

Frederick W. Carberry, head of the Frederick Carberry Co., who recently added a Brunswick talking machine department to his Chickering piano business, was elected president of the Mil-



Frederick W. Carberry

waukee Association of Music Industries at the annual meeting held late last March. Hugh M. Holmes, sales manager of the J. B. Bradford Piano Co., featuring the Victor, Sonora and Vocalion, was elected vice-president. The new secretary is R. H. Lanz, of the musical merchandise division of the Yahr & Lange Drug Co., Sonora and Okeh record distributor. Adam C. Schroeter, manager of the piano department of Gimbel Bros., is the new treasurer. The Association has recently undergone a complete rejuvenation and is engaged in some very practical work for the advancement of music which undoubtedly will work greatly to the benefit of the sales of instruments, records and other musical merchandise.

#### Edison Dealers Kept Busy

Sales of the New Edison phonograph and Edison records have been of splendid proportions during the past month and business is of a most satisfactory character, according to members of the Phonograph Co. of Wisconsin, distributor of

the Edison line in Wisconsin and upper Michigan.

#### Yahr & Lange Pushing Sonora

The Sonora is steadily increasing in popularity due to the vigorous promotion of the Yahr & Lange Drug Co., distributor in the Wisconsin and northern Michigan territory. "The Highest Class Talking Machine in the World" is emblazoned on most of the best-known and tallest buildings in this section, and the advertising it is receiving in this and many other ways is helping a great deal to make sales. The Sonora dealer organization in the city of Milwaukee embraces some of the most prominent retail stores, and the Yahr Co. is making it a point in its local advertisements to tell where the instruments can be purchased.

This, naturally, is a dealer aid that makes many sales. There are eighteen dealers listed in Sonora advertisements, these including the Wm. A. Kaun Music Co., Gether Piano Co., Joe Goldman, George Durner, Kunzelman-Esser Co., Luebtow Music Co., E. Eggert & Sons, M. B. Barkan, Charles Gitzel, Carl Euler, A. W. Fuchs, Edward J. Jensen, A. Kittleman, Wm. Klug & Sons, Noll Piano Co., Thien-Pentler Co., Winter Piano Co.

#### New Vocalion Dealers

Harry M. Hahn, for many years associated with Milwaukee wholesale and retail talking machine concerns, who recently opened a wholesale business in general musical merchandise here, is now featuring the Aeolian-Vocalion. Mr. Hahn has furnished the Aeolian Co. with some excellent outlets in a retail way in the past month. One of his newest acquisitions is Reinhold Hille, jeweler, at Menomonie Falls, Wis., who has been handling several other lines for a number of years, but is making the Vocalion a distinctive seller in his territory. James Kleiner, 2810 North avenue, this city, is now an exclusive Vocalion dealer and is planning the entire remodeling of his shop to meet the service required for proper representation of the Vocalion franchise. Edward Karl also is a dealer who has decided to concentrate on the Vocalion phonograph and records, a line that is producing a very gratifying amount of business in the exclusive Hi-Mount Boulevard residence district.

#### A. Kittleman Enlarges Store

A. Kittleman, who handles the Columbia and Sonora, has recently remodeled his store and built an addition to accommodate his increasing trade. It is now the largest music store in the extreme Northwestern section, and this is the result of more than three years of intensive cultivation of a fertile field.

#### Dealers Take on Starr Products

The Hoeffler Mfg. Co. reports a steady increase in sales to the retail trade of the Starr phonograph and Gennett records. The record department has been especially active and the list of dealers handling this line has been augmented recently by the addition of some of the best-known stores in the Wisconsin territory.

#### Changes in Badger Shop

The Badger Music Shop, of Fond du Lac, Wis., which is conducted by the same interests as the Badger Victrola Shop, is now under the management of J. A. Sandee, vice-president, who has

## Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.  
Let us send you details regarding agencies.



## A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.



**Al Jolson hitting on all six cylinders sings "Angel Child"--his newest pet. Coupled with Al Jolson's solo is "Angel Child," played as a fox-trot by the Columbians. A sure-fire seller. A-3568.**

**Columbia Graphophone Co.  
NEW YORK**



been transferred from Milwaukee to Fond du Lac following the retirement on April 1 of E. R. Sweeney. Mr. Sweeney will take a month's vacation in California before making new connections, which will be in the West. President L. C. Parker has been devoting considerable time to the Fond du Lac store, but with the installation of Mr. Sandee as manager in the up-State city Mr. Parker will again concentrate his attention upon the rapidly growing retail business here. Both stores feature the Victor line and are also building up extensive piano departments.

**J. M. McLaughlin Resigns**

J. M. McLaughlin, for several years vice-president and general manager of the Wisconsin Cabinet & Panel Co., New London, Wis., one of the principal members of the Edison industries group, has resigned to become associated with the O'Neil Oil & Paint Co. as vice-president and sales manager. The New London plant is one of the main sources of supply of Thomas A. Edison Co., Inc., for talking machine panels and complete cabinets.

**Passing of G. B. Hancock**

George B. Hancock, vice-president of the A. J. Farnham Co., Inc., distributor of the Edison dictaphone, died March 23 after a long illness, at the age of forty years. The deceased had many friends here who mourn his passing.

**E. A. Heaney Loses Daughter**

Edward A. Heaney, president of the General Mfg. Corp., a large manufacturer of talking machines, is mourning the loss of his daughter, Mary Eileen, who died March 17 at the age of thirteen years. She was a girl of great promise.

**A. G. Kunde Plans European Trip**

A. G. Kunde, importer and distributor of musical merchandise, and formerly a widely known Columbia dealer of this city, expects to leave within a short time for another extended tour of Europe, accompanied by his family. His present trip is for pleasure and recreation.

**Dealers Participate in Style Week**

During Style Week, March 20 to 25, most of the talking machine shops were decked out in gala attire. This stimulated business to a considerable extent, although the real results are just becoming apparent. One of the handsomest window displays on this occasion was that featuring the Cheney phonograph by Edmund Gram, Inc. Mr. Gram made an exhibit of pianos at the Auditorium, where sixty-seven local merchants staged an elaborate exposition of wearing apparel of all kinds. This was in the nature of a replica of the famous Board Walk of Atlantic City and attracted nearly 80,000 visitors, who paid on an average of 50 cents to gain admission to the Auditorium.

**Manufacturing New Needle**

George E. Bernecker, president of the Standard Accessory Corp., is bringing out a new type of talking machine needle which is claimed to cover a multitude of purposes and eliminates the need of using more than one style of needle to obtain different gradations of tone. He has obtained a patent on his invention and is now engaging in quantity production. The Bernecker needle does its work by being rotated in the receiver of the reproducing device.

**COLLINGS & CO.'S STRONG DRIVE**

**New Horizontal Type of Victor Machines Grows in Favor—L. W. Collings' Educational Campaign in Behalf of These Machines**

L. W. Collings, head of Collings & Co., Victor distributors for northern New Jersey and north-eastern Pennsylvania, is very enthusiastic over the new horizontal type talking machines manufactured by the Victor Co. Mr. Collings has made it a point to visit every dealer in his territory and on numerous occasions has addressed the sales organizations of the various retailers regarding the possibilities of these new products.

In speaking of these new musical instruments Mr. Collings said: "At first our efforts met with resistance. However, when the various models were placed upon the dealer's floor and the pertinent features of the new product were brought before them the response was most pleasing."

Collings & Co. are making a special drive in their territory in behalf of these new products

and besides the personal attention given to bringing the merits before the dealers the campaign is being supplemented by letter and by a feature article in The Record, the monthly house organ issued for Victor dealers. In this latter publication many points that dealers might have a tendency to overlook are brought out and methods of creating as well as closing the sales are outlined.

Following the initial release of these new models, the retailer is giving an enthusiastic response in the way of sales and orders.

**PLAUT-CADDEN CO. IMPROVEMENTS**

NORWICH, CONN., April 3.—The Plaut-Cadden Co., of this city, recently placed a contract with Van Veen & Co., Inc., of New York City, for the construction of a complete talking machine department, consisting of eight hearing rooms and a record department, with a capacity of 20,000 records. It is expected that work will be completed on this job in record time.

**TONE QUALITY  
par excellence**

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

**Wins Instant Approval**

The following excerpts are from letters in our files:

*A famous artist, under exclusive contract with a maker of phonograph records, says:*

"... that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

*From a phonograph manufacturer:*

"... it proves to be first-class and the best we have heard on classical records."

*From a builder of special designs only:*

"We have concluded our tests... it is superior to any we have tested heretofore... we intend to use your tone arm."

*From household owners:*

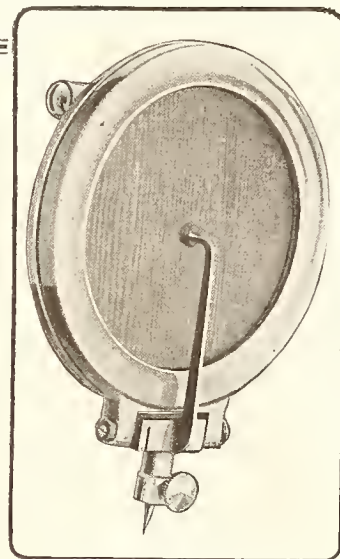
"... is the most wonderful I have ever heard."

"... it has brought out tones from my records I never heard before."

"... I tell my friends it is the perfect reproducer."

*From a sales executive, fourteen years in the talking machine business:*

"... I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."



**Attachment For  
Edison Phonographs**

Our new attachment for Edison phonographs is equipped with Violin Spruce Diaphragm Reproducer; plays lateral cut records only. Designed with a single ball joint for lateral movement, and a spring tension that automatically maintains correct pressure on needle-point. Patents have been applied for.

**Of Special Interest to Manufacturers**

We are prepared to furnish in any quantity, the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.

**Violin Spruce Diaphragm Reproducer as illustrated, retails for \$7.50**

**THE DIAPHRAGM COMPANY  
Cleveland**



**Violin Spruce Diaphragm**

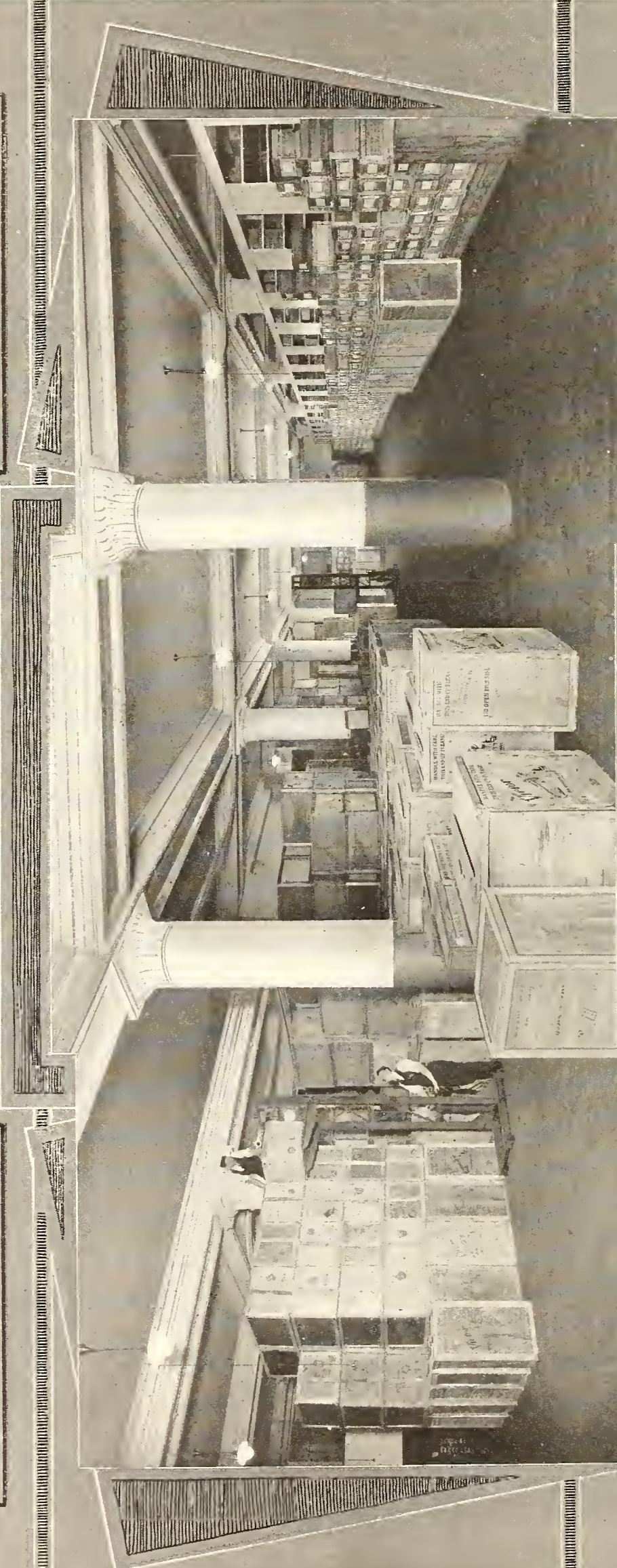


# CONFIDENCE + COURAGE = PREPAREDNESS

IS SHOWN BY THIS STOCK-ROOM, CONTAINING OVER 15000 SQ. FT. OF STORAGE SPACE

IS EMPHASIZED IN LARGE, EARLY FACTORY ORDERS FOR IMMEDIATE DELIVERY

VICTROLAS AND VICTOR RECORDS IN STOCK ASSURING UNUSUAL SERVICE TO BLACKMAN VICTOR DEALERS



VICTROLAS of all models and finishes obtainable from the Factory . . . insure unequalled Blackman Victrola Service.

**Blackman**  
TALKING MACHINE CO.  
28-30 WEST 23RD STREET NEW YORK  
VICTOR DISTRIBUTORS-WHOLESALE ONLY

VICTOR RECORDS - in Racks holding 750,000 records and hundreds of original cases - insure unequalled Blackman Record Service



# C I N C I N N A T I

*Improving Conditions Prevail—Radio Grows in Favor—Edison Dealers Meet—Musical Events Help Trade—News of the Month*

CINCINNATI, O., April 8.—Business in talking machines, records and auxiliary lines in the Cincinnati district looked up considerably during the month of March. Practically all dealers reported a business much greater than that of the preceding month and some said that trade in all lines of the business was immeasurably better than that of March last year.

Some of this increase is ascribed to the large number of high-class musical events held in the city during the month. In addition to four regular concerts and one popular concert of the Symphony Orchestra, Sousa's Band, Kreisler and Schumann-Heink appeared on the concert stage—occurrences which always are followed by a greater or lesser demand for records made by these artists. Building and other business conditions are, too, somewhat better in this section and the special efforts being made by some houses to exploit their goods along various publicity lines are bearing fruit.

### Many Stores Talking on Radio

The radio is growing rapidly here in popularity. Thousands of receiving sets have been sold to individuals and hundreds of others made by ingenious persons out of a receiver, a coil, a bit of wire and the bed springs or other ready conductor of radio waves. The Precision Instrument Co. has been doing a good business along this line, in addition to holding regular concerts for the benefit of its patrons. The Crosley Manufacturing Co., dealer in talking machines and supplies, also is exploiting the radio, broadcasting sermons, speeches, vocal and instrumental music and news bulletins in cooperation with the Cincinnati Enquirer.

Several talking machine dealers in Cincinnati and vicinity also have installed, or plan to install, sending and receiving radio sets. Several dealers have made arrangements for equipping their

stores with radio supply outfits in addition to their regular machine and record business. Among these are the Chubb-Steinberg Music Shop, East Sixth street, and the Victrola department of the John Shillito Co., Race street. The Shillito Co. plans to conduct its radio department separately from the regular Victrola department. Howard L. Chubb, of the Chubb-Steinberg Co., announced, however, that he plans to install a complete radio receiving set for the entertainment of his patrons and to include a special department for equipment to sell to customers.

A receiving set already has been installed in the Victrola department of the H. & S. Pogue Co. and also in the Columbia Record Shop, conducted by T. J. Shepherd, Orleans, Ind.

### Tie Up With Better Homes Week

Good advantage was taken by one talking machine dealer of Better Homes Week, exploited by the Cincinnati Enquirer in an attractive special supplement, and including a "Better Homes Exhibit," for four days at Music Hall. This enterprising dealer was Ross H. Wilson, manager of the Dealer Service department of the Columbia wholesale branch in this city. Mr. Wilson contrived to "sew up" the privilege of exhibiting a musical instrument and had on display, among the many other home furnishings, some Columbia machines.

### How Record Albums Were Moved

A feature that is working exceptionally well for the Victrola department of the Baldwin Piano Co., West Fourth street, is the "one cent" sale of record albums. This month the sale brought a repetition of the success recorded earlier in the year—all the albums in stock were sold out, both ten and twelve-inch. The plan is to sell one ten-inch album for \$1.25, two for \$1.26, three for \$1.27, etc.; one twelve-inch album for \$1.50, two for \$1.51, etc. Four gross of each size of album were sold during the short duration of the sale.

### Rowbotham Opens in Lexington, Ky.

Mr. Rowbotham, for some time manager of the Victrola department of the Baldwin Co., has resigned that position and has gone to Lexington, Ky., to engage in business for himself in partnership with Robert M. Morris. Mr. Rowbotham is president of the Morris & Rowbotham Music Shop and Mr. Morris is secretary and treasurer. The store occupies a good location in Lexington and is capitalized for \$10,000.

### Edison Dealers Meet

Early in the month district dealers in Edison phonographs met at a meeting held at the Hotel Sinton. No changes in policy or plans were announced. New models were shown and a tone test was conducted with the aid of Glen Ellison, comedian, and Miss Hill, pianist.

"Our business for March," reported Mr. Oelman, of the New Edison Co., West Fourth street, "was very good. It showed a good improvement over trade for the previous month and over March, last year. Lower prices for records have increased business materially."

### Widener Shop Finds Outlook Encouraging

The Widener Grafonola Shop, West Fourth street, did an excellent business during March. "Business," said Morris Fantel, manager, "is on the upgrade, I am sure. Everything is encouraging. Although we made no special efforts to sell, beyond the usual advertising and display, our business was splendid. It made February business look very small and was five times as great as business done last March."

### Brunswick for Steinway Retail Stores

One of the largest and most important accounts opened by the Brunswick Co. in the Cincinnati district was contracted for last week, when S. Reis, district manager for Brunswick products, completed arrangements assuring that all retail stores of Steinway & Sons in Ohio,

Indiana and West Virginia will handle exclusively Brunswick products. These salesrooms are to be equipped with Unico booths, record racks and an exhaustive line of Brunswick products to make a thoroughly up-to-the-minute machine and record store. These salesrooms are located in Cincinnati, Dayton, Columbus, Ohio; Charleston, Huntington and Wheeling, W. Va., and Indianapolis, Ind.

Mr. Reis reported that business done during March by Brunswick dealers was very good and that he was encouraged to look forward to still greater improvement.

### Increase the Sales of Ponselle Records

The Civic Music Commission of Evansville, Ind., conducted a pretentious musicale on March 17, with Rosa Ponselle as the headliner. The city made a great deal of this festival, a situation that gave Columbia dealers, who sell Miss Ponselle's records, an opportunity to exploit their wares. C. E. Hall, Columbia salesman in that territory, made the very most of this chance and dealers in Evansville benefited greatly by his clever window displays and his very effective advertising.

### Other Columbia Brieflets

Mrs. Nell I. Sharpe, educational representative of the Columbia Co., has been confined in the Jewish Hospital, Cincinnati, for two weeks, following an operation for appendicitis.

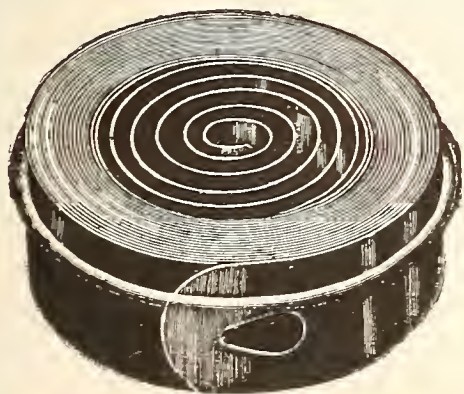
A new account for the Columbia people is the Guttman Furniture Co., which opened its shop March 18.

### Starr Co. Pleased With Business

Business in the talking machine department of the Starr Piano Co. has been very good during March, according to E. I. Pauling, Cincinnati manager of the company. Mr. Pauling reported that the business in machines was good and that in records exceptionally so.

The Gregory Music House, of Saginaw, Mich., has moved from the West Side to a more advantageous location on Jefferson street, the East Side. The Unico equipment, with which the new store is fitted, makes this one of the most attractive establishments in the city.

## Main-Springs



**For any Phonograph Motor  
Best Tempered Steel**

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

### SAPPHIRES—GENUINE

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

### TONE-ARMS

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

### PHONOGRAPH NEEDLES

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

### ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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

## H. N. McMenimen

*Consulting Engineer*

*Announces that a client has just perfected an*

## IMPROVED AUTOMATIC PRESS

that will make from two to three records per minute, and which will eliminate all the bad features of the modern automatic press.

It will not only increase production, but will cut down pressing rejections and the overhead while the presses are idle.

*For Further Details  
'Phone or Write*

### Laboratory:

**Scotch Plains, N. J.**  
Tel. Fanwood 1438

### Offices:

**2 Rector Street, New York**  
Tel. Rector 1484





SOPHIE TUCKER, Exclusive Okeh Artist

*Announcing*

# SOPHIE TUCKER'S

First Release

on

# Okeh Records

The Records of Quality

4565 10-in. 75c	}	HIGH BROWN BLUES (Jack Yellen-Milton Ager) .....	SOPHIE TUCKER	{	Contralto With Orchestra
		SHE KNOWS IT (Jack Stern-Clarence J. Marks) .....	SOPHIE TUCKER		

Okeh dealers will reap rich harvest in the sale of Okeh Records by Sophie Tucker, vaudeville's greatest headliner.

Millions of people who have heard Sophie Tucker on the vaudeville or musical comedy stage will welcome the opportunity of hearing her in their own homes, through the medium of the famous Okeh Records.

Every Okeh dealer in the country has a splendid opportunity for sales with the announcement of her exclusive Okeh Records.

If you are considering an agency proposition, if you want to promote your record sales, if you would like to know how to make an agency a producer of big profits, communicate with us. Let us serve you. Consolidated service is famous for its efficiency and promptness.

*Wholesale Distributors for Okeh Records*

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



Old Vir-gin-ia Blues, The mean-est kind of homesick Blues

# VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES



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

HEAR IT NOW!

## BUFFALO

*Exhibitors at Better Homes Exposition—Trade Showing Betterment—News of Month*

BUFFALO, N. Y., April 3.—Talking machine dealers made the most of the opportunity presented by the "Better Homes" exposition, held in the Broadway Auditorium during the week of March 25, to show how better and happier homes are created by the presence of a musical instrument. Many leading machines were shown at the exposition. In addition to a number of sales that were made outright, dealers report the development of new prospect lists from which much is expected this Spring and Summer.

The John G. Schuler Co. attracted thousands of exposition visitors to its booth by offering one of the most popular Sonora models free to the person guessing nearest the number of talking machine needles contained in a glass jar. Thousands of guesses were made and it will be some time before these are tabulated and the result of the contest made known. A number of the most popular Sonora models were shown by this firm.

An especially tasteful and well-arranged display was that of the Utley Piano Co., which showed an extensive line of Edison and Brunswick machines. This firm also placed an Edison machine in an exhibit showing an ideal home.

Neal, Clark & Neal showed Victor machines exclusively, giving demonstrations of various models throughout the exposition. Some of the latest records were played in the firm's booth, which was constantly filled with visitors throughout the exposition.

The Larkin Co. had one of the choice locations of the show and exhibited Symphonola talking machines.

Many talking machine dealers attended the "Get Acquainted" meeting of the music group of the Buffalo Chamber of Commerce, held late in March. C. N. Andrews, wholesale Victor dealer, presided at the meeting, which followed noon luncheon at the Buffalo Chamber of Commerce.

Following brief remarks by Andrews A. A. Van DeMark, managing director of the National American Music Festival, told of the history and aims of the Festival. He was accompanied by two of the Festival soloists, Miss Marguerite Kraemer and Miss Florence Reid, both of whom sang delightfully.

After the meeting and program opportunity was provided for dealers to become acquainted with each other.

Dealers report that while March business did not show a sensational spurt, it was quite satisfactory and there is a general feeling that April and May will see volume of sales steadily increasing. Medium-priced machines are the best sellers just now, while standard records have the call in this line.

Collections are showing some improvement and the general condition of the market is one of slow but apparently steady improvement. Jobbers report dealers placing substantial stock orders for Summer models, and dealers are hopeful that portables will prove good sellers during the next few months.

Columbia dealers in the Buffalo district have entered whole-heartedly into the international sales contest and are keeping the local agency near the top in this drive to rejuvenate trade.

Dealers taking part in the contest in this district are: Household Outfitting Co., M. Turchin, Variety Music Co., Seeber & Hofheins and Verbeck Musical Co., Buffalo; Pritchard & Ropelt, O. Provenzano, John Gugino and Carfi Bros., Rochester; Jacob Weinheimer & Sons, Syracuse; Claude Buckpitt, Elmira; G. F. Schafer, Batavia; J. A. Goldstein, Niagara Falls; Swanson Piano Co., Jamestown; Jones Bros., Lockport; George L. Traver, North Tonawanda; McNall & McNall,

Albion; N. H. Vasbinder, Corning; Allen Music Store, Ithaca; Overton & Hall, Westfield; M. A. Meagher Co., Skaneateles; Conservatory of Music, Portland.

The M. A. Meagher Co., of Skaneateles, is the latest addition to the ranks of Columbia dealers. It is composed of live wires and they propose to make the agency an important one.

Sascha Jacobsen, violinist, delighted his many Columbia record friends at his recent appearance at Shea's Hippodrome.

A Grafonola and Columbia records were used recently in a wireless telephone demonstration given before the Engineering Society of Buffalo by McCarthy Bros. & Ford.

Harry Barsuk has moved his talking machine and record store at Batavia from 43 Ellicott street to 59 Jackson street. He recently purchased the building which he now occupies.

Another Batavia dealer who recently moved is Samuel C. McRoberts, who has moved his place of business from 32 Main street to quarters in the old postoffice building at 16 Jackson street.

After a chase extending across several States Sam Poindexter, of Boston, was arrested in Buffalo charged with the theft in Boston last Christmas of a talking machine and a number of records. He presented the machine to a lady friend and she and the instrument later disappeared.

The building in which the new Kurtzmann store is to be located is now nearing completion and removal will be completed late in April or early in May, it is expected.

Removal of the McClellan Music House from 732 Main street to 678 Main street will take place early in May, it is expected.

J. N. Adam & Co. will open an exclusive music shop in the building now occupied by the U. S. Rubber Co., on Washington street, opposite the company's present department store, some time in May. In the new store, which will consist of three entire floors devoted to instruments and accessories, extensive space will be devoted to the talking machine department.

## A Machine Stock Register Book That Will Make Money for Victor Dealers

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Victor Jobber or Direct to

### CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, N. Y.

IT TELLS YOU AT A GLANCE

Where Each Machine Was Ordered.

Date Ordered.

Quantity.

Finish.

Balance Due.

From Whom Each Machine Was Received.

Serial Number.

Date Received.

Date Sold.

Name, etc., of Buyer.

ALL ON FACING PAGES



**NEW YORK'S THIRD MUSIC WEEK ON APRIL 30 TO MAY 6**

Talking Machine Dealers Should Appreciate the Business-building Value of This Great Event in Which the Prominent Men of the City Are Interested—A Campaign for Music

There is every prospect at present that New York's Third Music Week, to be held from April 30 to May 6, will prove the most successful yet held by a very substantial margin, in view of the active participation of thirty-seven special committees covering different fields under the auspices of the general committee, of which C. M. Tremaine, director of the National Bureau for the Advancement of Music, is chairman.

Some of the more important committees this year and their chairmen are: Actors' Equity Association, John Emerson, chairman; Artists' Co-operation, Berthold Neuer, chairman; Boys' Clubs, Major Edwin W. Dayton, chairman; Camp Fire Girls, Mrs. Henrietta Baker Low, chairman; Churches, Rev. Ernest L. Stires, D.D., chairman; Synagogues, Rev. Dr. Joseph Silverman, chairman; Church Organists, Lynnwood Farnam, chairman; City Government, Hon. Philip Berolzheimer, chairman; Colleges and Universities, Prof. Samuel A. Baldwin, chairman; Concert Managers, Milton Diamond, chairman; Council of Jewish Women, Mrs. N. Taylor Phillips, chairman; United Neighborhood Houses, Miss Harriet Righter, chairman; Girl Scouts, Mrs. J. D. Rippin, honorary chairman; Inter-Racial Council, Felix M. Warburg, chairman; Motion Picture Houses, Hugo Riesenfeld, chairman; Music Clubs and Organizations, Mme. Edna Marione, chairman; Music Schools and Conservatories, J. Lawrence Erb, chairman; New York City Federation of Women's Clubs, Miss M. Louise Mundell, chairman; Parochial Schools, Mgr. Joseph Smith, chairman; Private Schools, Prof. Charles H. Farnsworth, chairman; Public Schools, Music Department, George H. Gartlan, chairman; Lecture Bureau, Dr. Ernest L. Crandall, chairman; Public Welfare, Kenneth Clark, chairman; Salvation Army, Staff Captain George Darby, chairman; Y. M. C. A., Walter Diack, chairman.

A proper conception of the extent and quality of this voluntary co-operation can be had by reading the newly issued folder of the General Committee, giving the complete personnel of the various special committees; or, better still, by examining the hundreds of replies received to date from churches, clubs, schools, colleges, etc., whose participation in the observance the committees have helped to secure. The work of organizing the special committees and supervising the huge correspondence for which they are responsible has been in charge of Miss Isabel Lowden, director of Music Week.

The committee for the co-operation of the city government includes, besides Mr. Berolzheimer, Thomas J. Drennan, Fire Commissioner; Richard E. Enright, Police Commissioner; Francis D. Gallatin, President, Park Board; Joseph Haag, Secretary, Board of Estimate; Murray Hulbert, President, Board of Aldermen; Joseph Johnson, Commissioner of Public Works; Julius Miller, Borough President; Anning S. Prall, Tax Commissioner; Alfred A. Taylor, Street Cleaning Commissioner. The participation of the city administration along definite and most helpful lines has already been promised and more detailed announcement will be made in the near future.

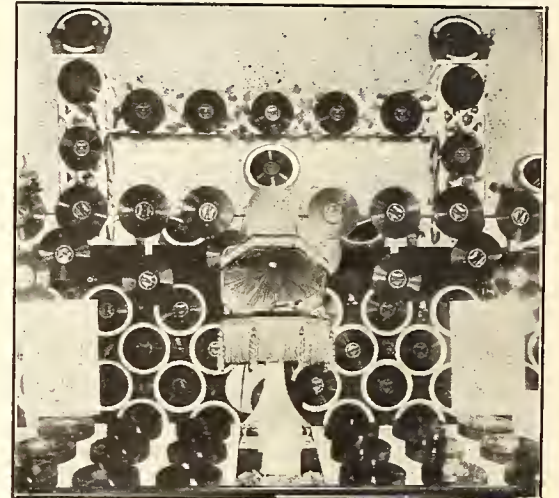
The Music Industries Special Committee is divided into five parts as follows: Piano Manufacturers and Merchants, Theodore E. Steinway, chairman; Music Merchandise, S. Buegeleisen, chairman; Music Publishers, George Fischer, chairman; Phonograph Dealers, Irwin Kurtz, chairman, and Phonograph Manufacturers and Distributors, J. Newcomb Blackman, chairman. Ample opportunity will be offered the trade to participate in Music Week. Beautiful posters have been prepared for the dealer to display in his windows during the observance, also folders, stickers and envelope slips for use in his corre-

spondence. Other suggestions made by the committee are that the dealers give concerts in their stores, decorate their windows appropriately and feature Music Week in their advertising. Nearly 100 replies have already come in from dealers in New York and the surrounding territory within a radius of thirty miles, declaring their intention to associate themselves with the observance in these ways. More responses are coming in daily.

The trade all over the country has been quick to appreciate the business-building value of these Music Weeks, and in many cities the leading music merchants have taken an active part in initiating the movement. Since the National Bureau for the Advancement of Music has started the Music Week campaign seventy-eight different cities have held Music Weeks.

**DISPLAY SELLS REGAL RECORDS**

SOUTH BEND, IND., April 5.—The accompanying illustration will give some idea of the effectiveness

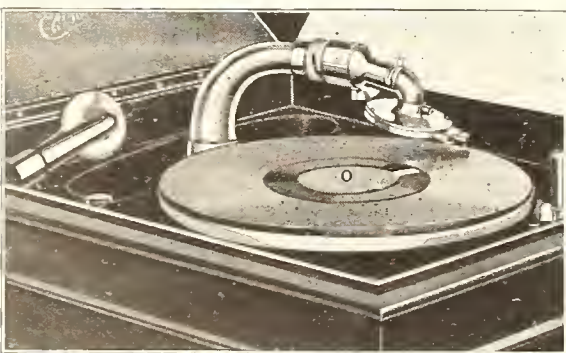


Regal Display of Metropolitan Store

of a recent window display prepared by the Metropolitan Store No. 98, which handles Regal records. This display not only sold Regal records in large quantities, but was sufficiently attractive to win the favorable attention of all passersby.



Showing Reproducer of Jewell Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewell Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph

**Jewell**  
NEEDLE EQUIPMENT

For The New Edison

**NOT**  
Just Another Equipment  
**BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

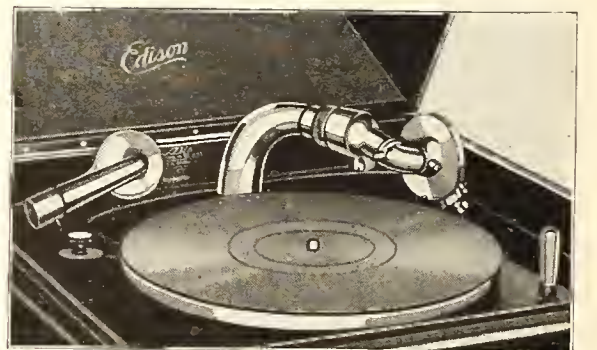
**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewell Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewell Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**











# S A I N T L O U I S

## Review of Business Conditions—Koerber-Brenner Co.'s Victrola Exposition—"Talker" Speeds Typists in School—Trade Changes

St. Louis, Mo., April 5.—Talking machine business in the St. Louis trade territory is still dragging. In the high-class stores most of the sales are of machines priced at \$100 to \$200. There are not many inquiries for those that cost more than \$200, although inquirers can in some instances be persuaded that the higher-priced machine is the best buy. On the other hand, there is a fairly good movement of the cheaper machines that are offered by the stores that specialize in them and in the bargain basements of the department stores.

### Victrola Music to Speed Up Typists

The proprietor of a Belleville, Ill., business college has just introduced a novelty into the school by which he expects and declares he will increase the speed of students taking up the study of typewriting. He installed a Victrola and the typists accompany the music of the Victrola on the typewriters. He declares that a march gives the students a speed of between twenty and twenty-five words per minute, a waltz about thirty-five words per minute and a two-step between fifty and fifty-five words per minute. He declares that harmony is the greatest thing in life and persons who are in harmony seldom are failures. Beginners start to the accompaniment of marches and are advanced to the waltz and then to the two-step. Jazz music is entirely out of the question, as it throws everything out of gear and causes the pupils to add motion of the body to the nimbleness of fingers and the fingers and the typewriter are forgotten.

### To Get Supplies From St. Louis

Texas Vocalion dealers will hereafter obtain supplies from the St. Louis wholesale Vocalion headquarters. They formerly were supplied by

the Crowdus Dry Goods Co., at Dallas. That company is no longer acting as distributor.

### Featuring Vocalion Records

J. Conrad, music publisher, has opened a music shop at 526 DeBaliviere avenue, in the West End, where, in addition to sheet music, Vocalion records will be handled.

### Now With Peoria Music Shop

Miss Leona Nichols, for the past six months record buyer for the Scruggs, Vandervoort & Barney talking machine department, has resigned to take a position with the Peoria Music Shop at Peoria, Ill.

Mrs. Anna Marie Price, wife of T. J. Price, a Victor dealer at Belleville, Ill., died recently at the age of fifty-six years.

### The Victrola Exposition

The arrangement of interesting Victor exhibits planned by the Koerber-Brenner Co., known as a Victrola Exposition, has just finished its third showing and is proving more successful every week. The dates were: Marion, Ill., Cline-Vick Drug Co., March 6-11; Harrisburg, Ill., L. L. Parker Music House, March 14-18; St. Louis, Scruggs-Vandervoort-Barney, March 22-28.

A teaser campaign in the newspapers opened a week before the exposition. Five teaser ads, consisting of a circle enclosing the letters V. E., and a Victor dog increasing in size each day were run. The day before the opening an explanatory ad was run, giving the program for the entire week. This was followed each day with interesting explanations of things to be seen and heard at the exposition. In all, some 7,000 lines of Victor advertising was carried.

At Marion, in addition to the regular display, Fay Luyster, manager of the Cline-Vick Victrola

stores, was able to get two dozen of the old seven-inch, single-face records of the Victor make and of the Berliner Gramophone records. These added to the interest in the trade-mark Victrola. A window display was made of them, using a five-piece band record of twenty-five years ago in contrast to a 100-piece orchestra record of the present day. Several hundred people saw the exhibit in Marion and many sales resulted, as well as a prospect list of importance.

At Harrisburg Mr. Parker, of the Parker Music House, moved out his stock of pianos, giving over a large and attractive floor to the exhibit. In spite of three days of heavy rain the attendance was remarkable, almost a hundred people seeing it each day. The Parker Music House reports an increased business as a result of the exhibit.

At Scruggs-Vandervoort-Barney, in this city, a part of the piano floor was cleared for the exhibit. This was directly in front of the elevators and attracted even casual visitors. Here a lighted glass case contained the parts of the Victor motor against a background of black. This and the glass-encased Victrola were centers of interest, especially to the men. The exhibit is booked solidly through April and May.

### Many Hear Fritz Kreisler

Fritz Kreisler played to a crowded house in St. Louis on March 22. The capacity of the Odeon Concert Hall was taxed, a hundred or more occupying the stage and several hundred were turned away. St. Louis dealers were lax in supporting the concert through advertising and only one, Hellrung & Grimm, used the program to advertise his records.

Fifteen copies of "The Victrola Book of the Opera" are in the St. Louis Public Library, placed there through the efforts of the educational department of Scruggs-Vandervoort-Barney.

The San Carlo Opera Co. is giving the only week of grand opera heard in St. Louis in two years and the window of the Kieselhorst Piano Co. has been cleverly decorated to celebrate the event. The Penn Victor figures are used on the

(Continued on page 100)

## MUTUAL

### tone ARMS & SOUND BOXES

A tone arm and reproducer that will meet the requirements of the most critical.

**Attractive in Design**  
**Durable in Construction**  
**Superior in Tone Quality**  
**Plays All Records**

The MUTUAL PRODUCTS are manufactured with throw-back or straight arms, and in nickel or gold-plate. All plating is guaranteed to withstand wear and use for a period of one year. Sizes 8½ and 9 inches.

Each reproducer leaving our factory is thoroughly tested, and every combination is guaranteed to be in absolutely first-class condition.

Prices from \$2.15 up

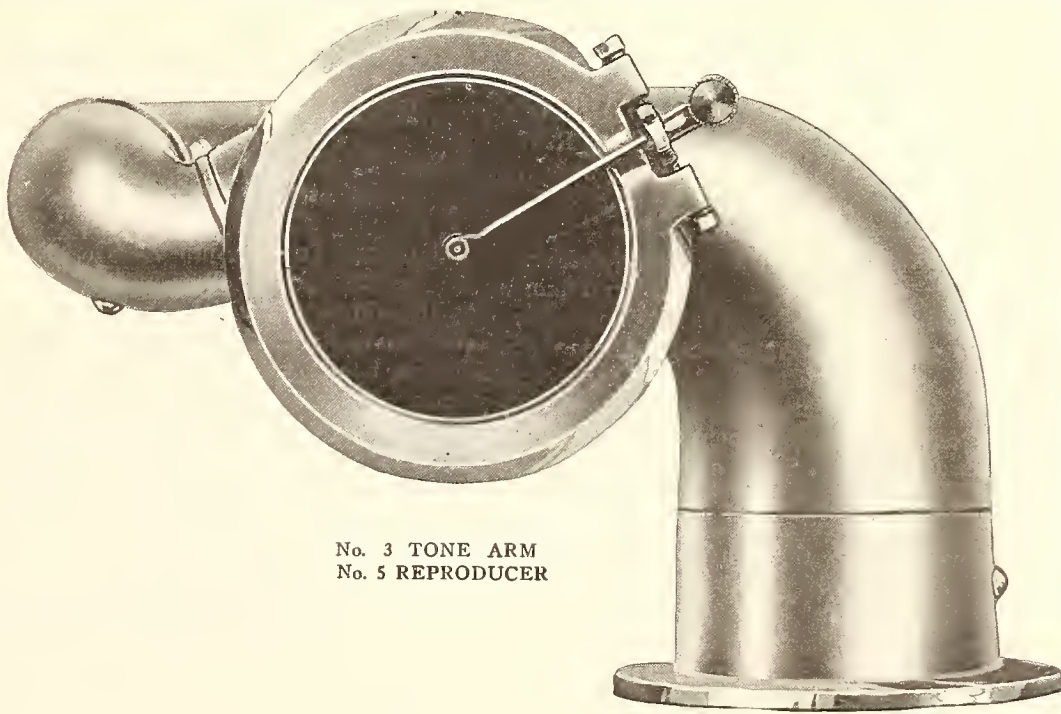
## Mutual Phono Parts Manufacturing Corp.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King Street, West, TORONTO, CAN.

Exclusive Distributors for Canada and All Other British Possessions.



No. 3 TONE ARM  
No. 5 REPRODUCER





Another laugh-maker comes through with a new May record. Frank Crumit sings "She's Mine, All Mine" and "Ha! Ha! Ha!"—both hits on one record. An easy seller for dealers. A-3573.

Columbia Graphophone Co.  
NEW YORK

## NEWS GLEANINGS FROM ST. LOUIS

(Continued from page 99)

revolving table of the window; each is plainly labeled as to character represented and the Victor artist who has made records of that role.

### Bauer's Music House Remodeled

Residents who have had occasion to enter the well-known music house of Bauer's, on Gravois avenue, have been most agreeably surprised at the wonderful improvements that have been made both in the interior and outside. The interior has been completely remodeled, enlarged and decorated in white enamel and partitions removed, large pillars replacing them. Mr. Bauer has just completed twenty-five years of business activity, during most of which he has been a Victor dealer and can lay just claim to a store that answers every purpose in the musical line.

Miss Lacy McGee, formerly with the record department of the Stix, Baer & Fuller Dry Goods Co., is now with the same department of the Lehman Piano Co.

### Report 50 Per Cent Increase

Retail Manager Schlude, of the local Edison house, reports an increase of 50 per cent in March over the preceding month. The demand was mostly for the larger machines, twice as many of these being disposed of as of other models. E. A. Beldwin, Kennett, Mo., and R. N. Monahan, Gillespie, Ill., Edison dealers, were in St. Louis recently.

### New Starr Dealers

Manager Earl E. Fay, of the Connorized Music Roll Co., which has the agency for Starr talking machines and Gennett records in St. Louis, has opened an account for machines, records and music rolls with the Bitterth Music Co., which opened for business Saturday, April 1, at 5049 Gravois avenue. The company formerly did business as the Service Shop, of East St. Louis.

Frank L. Fay, traveler for the St. Louis Connorized music roll branch, left April 3 on a trip of several weeks through Illinois with the Connorized rolls, Starr talking machines and Gennett records.

Miss Marie Tucker, bookkeeper of the St. Louis Connorized roll branch, has recovered from an illness which kept her at home for a week.

### Enlarges Record Counter

Manager J. F. Ditzel, of the Famous & Barr Co. talking machine department, has found it necessary to enlarge his record counter 25 per

cent to handle the increasing record business. The counter is now one of the largest in the country.

F. J. Ennis, manager of the Stix, Baer & Fuller talking machine department, was out of the city a part of last week.

### Some Brieflets

E. D. Follin, supervisor of the Widener chain of stores, was here early in April and returned to New York by way of Indianapolis and Cincinnati.

R. V. Johnson, manager of the Vocalion department of the Aeolian Co., has returned from a business trip to Kansas City, Mo., and cities in Kansas.

A. A. Trostler, manager of the Schmelzer Co., Kansas City, Mo., Victor wholesaler, stopped in St. Louis on his way home from a visit to the Victor factory.

### Lectures on the Radio

F. H. Kroger, representing the Radio Corp. of America, lectured on a recent evening before 400 members and guests of the American Institute of Electrical Engineers. He gave a detailed account of large transmitting apparatus, of the apparatus used by the army and navy during the war and by the commercial stations. He explained the

transmitting apparatus, beginning with the earliest types.

A picture of what Mr. Kroger called the 1922 phonograph was shown. It showed a phonograph cabinet, which, instead of the usual motor and revolving disc for the record, was completely equipped with dials and rheostats and apparatus for a first-class receiving outfit, with three stages of amplification.

### Indicted on Complaints of Investors

George N. Dobson, of Rogers, Ark., former president of the Lampagraph Co., and J. G. R. O'Hara, of Indiana Harbor, Ind., are charged in three indictments returned here with obtaining money by false representations. They are accused of having represented that the company had bought the Madame De Foe farm in St. Louis County, whereas the place was never acquired. The complaining investors are B. L. Hannah, Robert H. Becker, Adolph Stocker, Scott Stites and Otto Oberlag, all of St. Louis. Dobson and O'Hara are also charged with floating the stock of the Lampagraph Co., sales of which are alleged to have amounted to \$85,000. The representation was that the company was to manufacture a combination table lamp and phonograph in St. Louis.

## TRADE ACTIVITIES IN MEMPHIS

Talking Machine Dealers Plan Exhibits at Carnival—Arrange Music Memory Contest

MEMPHIS, TENN., April 7.—The celebration of the Viaduct opening on McLemore street, June 5 to 10, will be made the event of a pageant and carnival by local merchants. There will be industrial booths and other features to attract residents. A number of the local talking machine dealers will participate. Another event of interest in music circles here is a music memory contest, which will be held some time this Spring. A number of prizes, including a Victrola and records, will be presented to the winners.

## EQUIP BUCKLEY-NEWHALL BUILDING

Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warerooms, recently installed new equipment for the Buckley-Newhall Co., New York City. An indication of the appreciation of this work by the Buckley-Newhall Co. is to be found

in the fact that Van Veen & Co., Inc., subsequently were awarded a contract for woodwork, consisting of partitions and screens throughout the entire building.

## JEROME B. SULLIVAN IN NEW POST

Jerome B. Sullivan has been appointed representative for New Jersey by the Musical Products Co., Vocalion distributor for that State, succeeding J. M. Wale, who recently severed his connection with the company to go with the United Music Roll Co. Mr. Sullivan was formerly connected with the Emerson and Cardinal organizations.

People lacking in brain power usually manage to keep busy telling other people what they know. The most effective way to prove ability is by action.

**SUPERIOR STEEL**  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
**NEEDLES**

*Made by W. H. Bagshaw & Co.,  
Oldest and Largest  
Manufacturers of  
Talking  
Machine  
Needles  
in the World.*

**BRILLIANTONE**  
STEEL NEEDLE CO., of AMERICA, Inc.  
Selling Agents for W. H. Bagshaw & Co.  
Factory, Lowell, Mass.  
**347 FIFTH AVENUE, NEW YORK**

**\$3.25 Sample**

With 10 inch Turntable  
and All Accessories

**MOTORS**

2 SPRINGS

*We are the Exclusive Manufacturers of*

**THE MAGIC AND BUTTERFLY MOTORS**

(FORMERLY MARKELS)

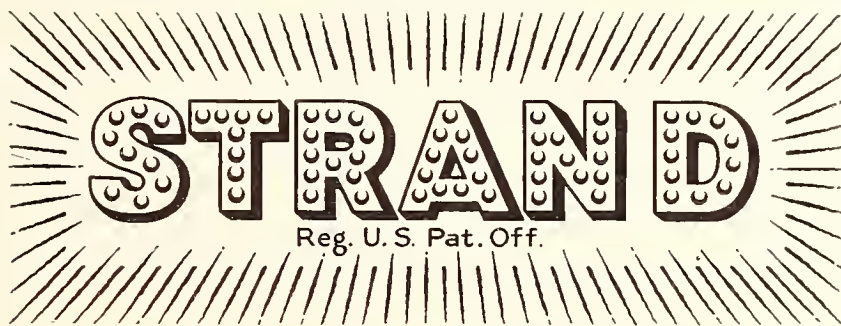
Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—  
Main Springs, Etc.

**MAGIC PHONO SUPPLY CO.,**

**261-273 Lorimer St., Brooklyn, N. Y.**

Telephone Stagg 1591

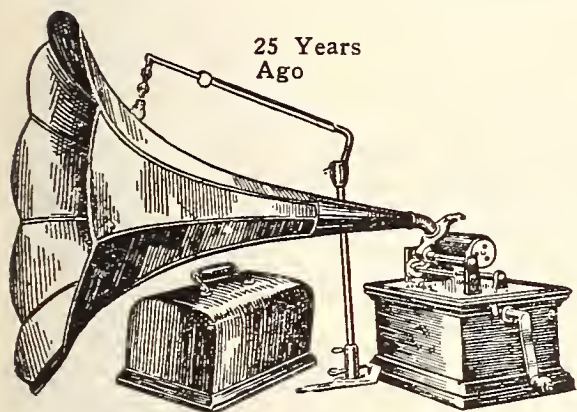




Latest Design  
Beautiful Tone

Best Quality  
Lower Price

# The Evolution of the Talking Machine



25 Years Ago

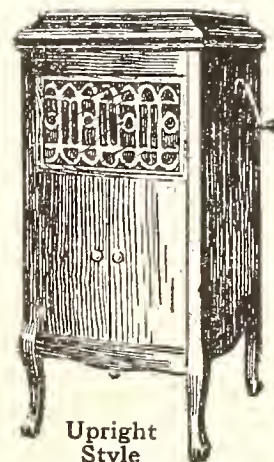


20 Years Ago

*Talking Machines, like automobiles, furniture, etc., have gone through a series of changes and styles which have made them more attractive and desirable. We show a few styles as a comparison.*



15 Years Ago

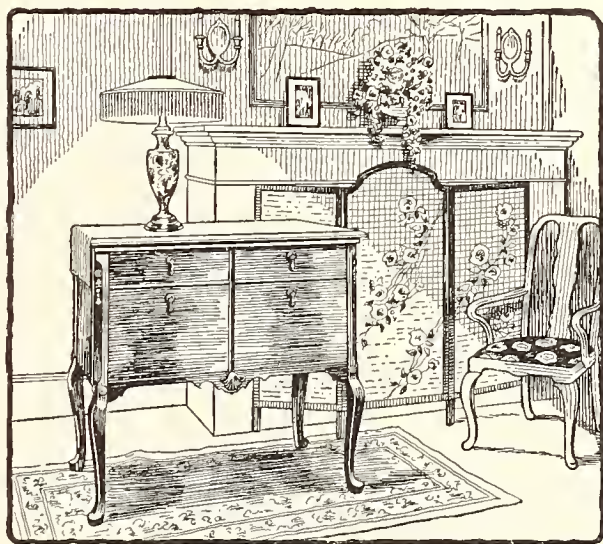


Upright Style  
Past Few Years

## And Today—the Modern STRAND Console

THE trend today is unmistakably toward the flat-top Console. Strand Consoles are all flat-top, have the correct lines, and are faithful representations of each period.

In addition to Model 8 (Queen Anne Console) at \$125, illustrated at the right; our Model 1 (Louis XV Console) at \$150; our Model 2 (Italian Renaissance Console) at \$175; and our Model 4 (Louis XVI Console) at \$200 are correspondingly correct and beautiful.



STRAND Consoles are made of finest Mahogany or Walnut, and are equipped with heavy double-spring motor, all-wood tone chamber, solid brass tone arm and universal sound box, which permits the playing of all records, and with six well finished record shelves built in. Every Strand model is guaranteed, not only as regards tone, finish, design and workmanship in every part, but also in *packing*. Our packing and shipping system is *trouble proof*.

*"BETTER MERCHANDISE, LOWER LIST AND FATTER DISCOUNTS"*

These Direct STRAND Representatives are Ready to Serve You:

- RICHARD H. ARNAULT  
95 Madison Avenue, New York City
- W. O. CARDELL, Tulsa, Okla.
- A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
- CONSOLIDATED TALKING MACHINE COMPANY,  
227 W. Washington Street, Chicago, Ill.
- A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
- W. S. GRAY, 942 Market Street, San Francisco, Cal.
- G. C. SILZER, 1005 45th Street, Des Moines, Ia.

- WALTER L. ECKHARDT,  
Empire Bldg., Philadelphia, Pa.
- RICKEN, SEEGER & WIRTS,  
Globe Bldg., Detroit, Mich.
- STERLING ROLL & RECORD CO.,  
137 West 4th Street, Cincinnati, Ohio
- W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.
- MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
- R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio

**MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Avenue, New York**  
**GEORGE W. LYLE, President**



## BROOKLYN DEALERS CONCENTRATE ON RECORDS

Window Displays and Special Sales Efforts on Records Make Up for Slack Machine Business—Plan Sonora Outdoor Ad Campaign—A Successful Sales Campaign—Recent Trade News

Dealers in this section of metropolitan New York have made the past month one of real achievement in record business, which has helped materially in bringing sales up to a respectable figure. This phase of the talking machine business is the ever-present stabilizer of retail sales and, as the sale of instruments the past few weeks has been low, dealers have made up the deficiency by concentrating their activities on records and also accessories with gratifying results. Store windows everywhere are devoted to striking and attractive displays featuring many groups of record selections, popular and classical, and as a result business has been of good proportions, despite a generally depressed condition.

### Plans Big Outdoor Ad Campaign

The Long Island Phonograph Co., wholesaler of the Sonora phonograph for Brooklyn and Long Island, is busily engaged in completing one of the most extensive outdoor advertising campaigns ever carried on in this territory. More than 150 of the most desirable sites have been secured, where attractively painted signs will be erected, featuring the Sonora phonograph "Clear as a Bell," and which will display prominently the name of this popular distributor. Robert H. Keith, general manager of the company, stated that this campaign was a forerunner of several more, for which plans have already been perfected—that it represents one phase of service which the company is endeavoring to give the Sonora dealers in the territory and also reflects the confidence it has that talking machine sales will more than hold their own during the Summer season.

### Sales Campaign Moves Large Stocks

Edward Strauss, pioneer music dealer and one of the oldest in metropolitan New York, recently conducted a very successful sales campaign, through which he was able to liquidate a large stock of Pathé, Emerson and Aeolian instruments which he has carried. He is now planning to feature the well-known Brunswick line of machines and records. Despite the depressed demand for instruments this campaign was productive of many sales and, in consequence, the months of February and January compared very

## GET THE BENEFIT

OF THE EXTRA DOLLARS TO BE MADE  
BY VICTOR DEALERS, NOW THAT THE  
LINE OF

### NEW HORIZONTAL OR ART MODELS

IS COMPLETE.

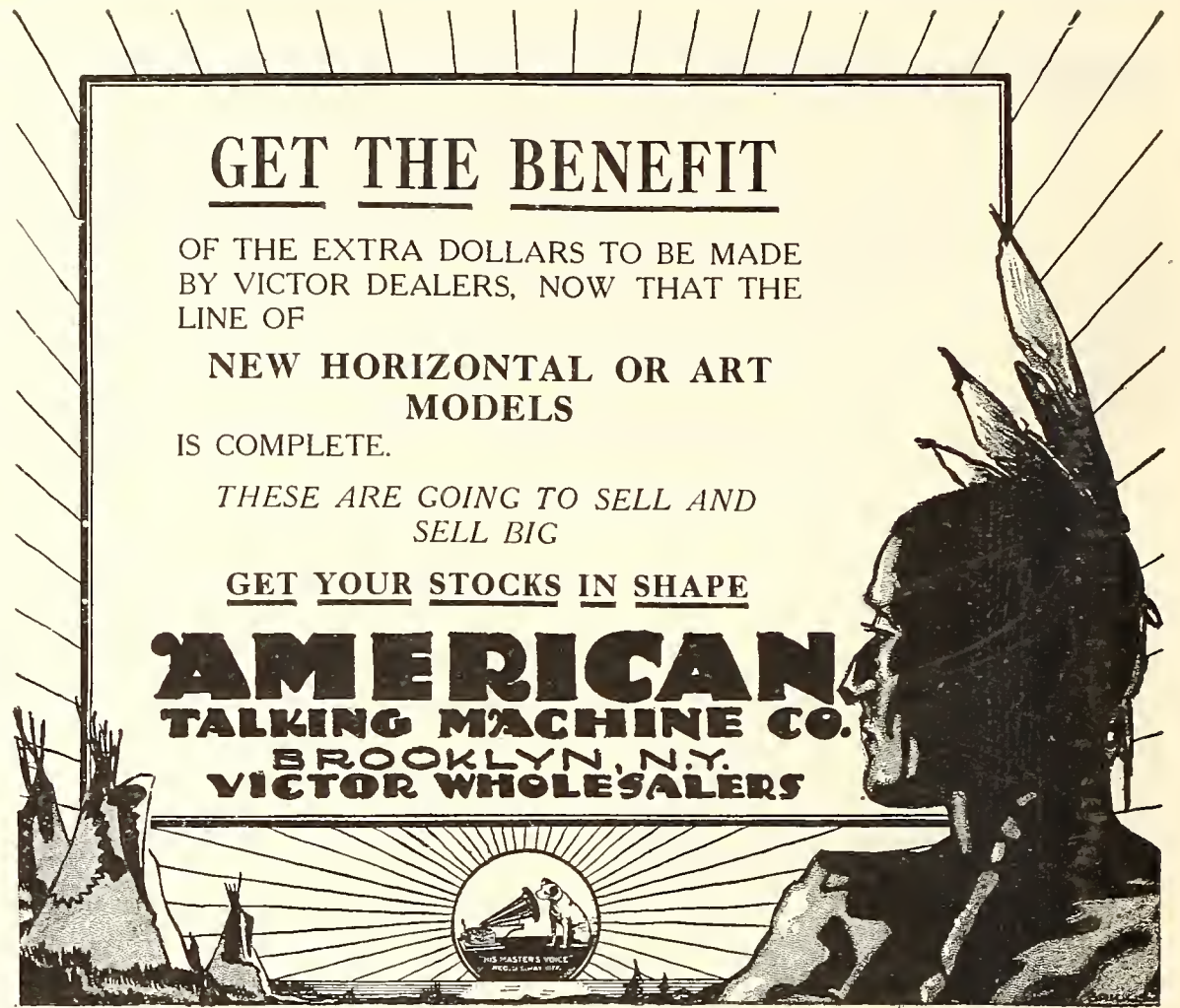
*THESE ARE GOING TO SELL AND  
SELL BIG*

**GET YOUR STOCKS IN SHAPE**

# AMERICAN

## TALKING MACHINE CO.

BROOKLYN, N. Y.  
VICTOR WHOLESALERS



favorably with the same months last year. The location of this store, at 94-96 Court street, is in the heart of the shopping district and is considered one of the most desirable in Brooklyn.

### Victor Dealers Enjoy Good Trade

The American Talking Machine Co., Victor wholesaler, reports that dealers have had a very good month in sales, the demand for records being especially lively. Machine sales were few, but some large and expensive models were sold. All dealers, it states, are confident that the coming months will produce some real business.

### Sofus Hjelden in Larger Quarters

Sofus Hjelden, well-known Victor dealer at 5403 Fifth avenue, is now moving into his new and larger quarters recently acquired, at 5116 Fifth avenue. This move was made necessary, as the old location was found inadequate to take care of his fast-growing business, and it is expected that these new quarters will take care of

his large number of customers in a more efficient manner. When completed this new store will present a very attractive appearance and, with the latest store improvements installed, will be one of the most modern establishments in Brooklyn. This move certainly reflects the confidence held by the retail trade for the future of the talking machine business in this territory.

### Sells Expensive Sonora

A recent noteworthy sale of a high-class model talking machine was one made by the Ideal Piano Co., Sonora dealer, at 582 Sutter avenue. The model sold was a Louis XV Du-Barry Sonora, which retails for \$1,000, and, according to I. Weshal, proprietor of the store, who made the sale, is only one of others which he hopes to close in the near future, as he has several good prospects, who he believes will purchase later on. J. J. Schatweiser, sales manager of the Long Island Phonograph Co., also reported that another live Sonora dealer in the person of Leon Brick, of 1803 Pitkin avenue, had just placed a similar model in the home of one of his customers. It takes real salesmanship to sell a high-priced machine, but it can be done, as demonstrated above, provided the proper effort is put forth, for there are many prospects who could be induced to buy if approached with real salesmanship.

### Music Shop Adds Sonora Line

The Music Shop, Babylon, Long Island, conducted by J. R. Ferguson, is one of the latest additions to the long list of Sonora dealers in this section. It is planned to feature this popular instrument, in conjunction with other makes, and with the facilities of a well-appointed store the prospective purchaser can be suited as to choice in the most approved manner. Lee Coupe, genial representative of the Long Island Phonograph Co. for this territory, is responsible for the establishing of this desirable Sonora account.

### Will Hold Formal Opening

The Greenpoint Talking Machine Co., located at 638 Manhattan avenue, this city, is making extensive plans for the formal opening of its new establishment some time this month. An elaborate program is being prepared at which prominent Victor artists will participate. L. R. Sherman is the head of this organization and is one of the leading Victor dealers in his section of the borough. The new building is right next door to his present location.

### Fred Becht Remodeling Store

Fred Becht, Jr., progressive Victor dealer at

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

*Any communication from you will have our prompt and careful attention.*

**Long Island Phonograph Co., Inc.**

*Sonora Distributors for Brooklyn and Long Island*

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186



2587 Atlantic avenue, is a typical live dealer, who is always striving to give to his clientele the best and newest in the way of service, a policy that has won for him an enviable standing in local talking machine circles. His latest move in this direction is the rearrangement and redecoration of the entire store and the installation of several new equipment features, which are designed to take care in a more efficient manner of the needs of a steadily increasing business. This work is bound to make for him many new desirable customers and also enable him to offer an efficient and genuine service to the large clientele which he now serves.

**UNIQUE WAY OF FILING RECORDS**

Okeh Dealer at Riverhead, N. Y., Introduces Novel Filing Plan—Self-service Idea That Sells

The accompanying picture shows a most unique way of filing records, which enables the prospective customer to serve himself. Sylvester L. Cavanaro, Okeh and Edison dealer at Riverhead, Long Island, N. Y., is responsible for this self-service idea. He has just installed a new department on the second floor of his commodious quarters in the thriving Long Island town, and it has already proved its worth.

One hundred different records are filed in this way along the entire side of the store. All the latest Okeh releases are prominently displayed, in addition to the regular stock. On the other side of the room are comfortable sound-proof booths, and "Mr. Prospect," after looking over the record stock, selects some of the numbers which he wishes to try and goes to a booth and hears the records.

The display racks are thirty feet long and ten feet high, and are arranged in three sections. Okeh records are devoted to the first and second sections and a part of the third. Mr. Cavanaro has in all five booths in his store, but the new department on the second floor, because it is so very quiet, offers ideal quarters for prospects to try out records. The results have more than justified the outlay through the increased sale of the selections that are featured.

Mr. Cavanaro is one of the most wide-awake and progressive phonograph dealers on Long Island, and, while he is situated in Riverhead, he covers the entire Eastern section of the Island.



S. L. Cavanaro's Interesting Self-service Record File

He is ably assisted by Mr. Preston, his salesman, whose principal task is to look after the trade outside of Riverhead. Both Mr. Cavanaro and Mr. Preston were recent visitors to the Okeh recording laboratories in New York. They report

an increased demand for Okeh records, both of the popular dance and vocal type, and of the celebrity records. They are also doing a big business in the piano selections of Ferdinand Himmelreich, the well-known pianist, who is a resident of Riverhead.

**PLEASED WITH NEW HEADQUARTERS**

Rogers & Fischer Have an Admirably Arranged Establishment for Victor Wholesaling

WASHINGTON, D. C., April 4.—Rogers & Fischer, Victor wholesalers of this city, are finding their new headquarters at 1219 I street particularly efficient in taking care of their steadily increasing business. This building was erected in accordance with the plans and specifications laid down by Mr. Rogers and Mr. Fischer for an efficient Victor wholesaling headquarters. Before the first piece of furniture had been moved into the building every foot of floor space had been carefully planned out with great care. The building extends straight through to a back street, thus providing excellent shipping facilities without interruption to business. The ground floor is devoted to the general offices of the company, together with a model demonstration booth and display of Victor merchandise. The other three floors are devoted to storage purposes for both machines and records. An excellent filing system has been installed for records.



VICTROLAS

## Sales Producers

THE New Horizontal Type Victrolas are being placed before the public as attractive popular models with all the exclusive Victor musical qualities.

The Victor retailer will invariably find a ready response to his announcement of these new styles, and should, therefore, stock these new machines in sufficient quantities to meet the demands of discriminating and critical music lovers.

VICTOR RECORDS

# G.T. WILLIAMS CO. Inc.

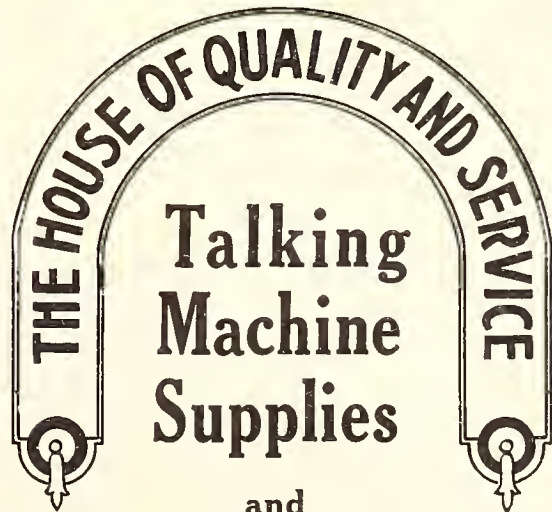
**217 DUFFIELD ST. ~ BROOKLYN, N.Y.**

**THE LION STORE SPONSORS CONCERT**

Well-known Toledo Firm Arranges for Appearance of Victor Artists—Selling Tickets on Credit Increases Attendance at Concert

TOLEDO, O., April 8.—The Victrola department of the Lion Store here, which arranged for the appearance of the Eight Famous Victor Artists, reaped profits in the shape of good will and increased record sales. More than 2,500 persons were present at the concert. The Lion store arranged matters so that regular patrons were able to secure tickets on credit, a service which was appreciated by customers and aided materially in stimulating ticket sales. The staging of this concert is in line with the policy of the Lion Store to educate the public to an appreciation of the better class of music.

Some housewives in a far Western city have succeeded in solving the servant problem by installing small styles of talking machines and a goodly library of records in their servants' quarters, realizing that music is not confined to any station in life.



**Repair Parts**

**SAMUEL ESHBORN**

65 Fifth Avenue  
New York

**PRICES ARE REDUCED ON COTTON FLOCKS**

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED

May We Have Your Inquiry, Mr. Record Manufacturer?

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



# KANSAS CITY

*Merchants Experience Decided Revival in Business—Agricultural Betterment and Increased Building Help Trade—News of the Month*

KANSAS CITY, Mo., April 6.—The talking machine business is sharing the better conditions that have come to this city and trade territory during the past three months. There has been a decided increase in the prices of agricultural products, and the farmers are all not only feeling better but many of them have a lot more money than they had, or expected to have. This has had its effect on all sorts of business in the territory.

In addition, there is the largest number of buildings, especially of dwellings, being erected now that has ever been erected in a given time. This condition is continuing, and has been in effect for the last six months. This is releasing considerable money, and, of course, practically every new house makes a new prospect for a talking machine. Then there is the general improvement of business being felt all over the country. This is the theory. The reports from both retail and wholesale merchants bear it out.

Practically all dealers agree as to the large increase in the sale of records. Those who have had no change in prices are saying that the sales are better this year than last, and that the February sales were larger than those of January (which is unusual for this market), and that the March sales have been larger than those of February. The companies which have reduced prices have enjoyed an increase in the number of sales, and most of them are saying that the cash value was held up. Dealers are frankly stating that the increase in the sales was largely due to the lower prices.

#### Big Increase in Edison Business

The local Edison Shop, which is managed by M. M. Blackman, has had a big increase in business over the corresponding months of 1921. Besides the cut in record prices there has been a

vigorous advertising campaign put on, and special inducements for immediate orders offered. In March the business is reported to have been two and one-half times that of March, 1921. The vigorous advertising is being continued during April. Mr. Blackman is just home from New York, where he participated in the conference of branch managers. He came back bubbling over with enthusiasm, and full of optimism as to the future for the Edison in this territory.

#### Expansion of Brunswick Activities

The Brunswick is looking forward to the occupancy of another building which will be more suitable for the carrying on of its business, and which will be large enough to take care of the growing trade of this branch. The building at 1329-1331 Main street has long been too small for the business and additional room has been used for carrying the stock; and now the company has sold the Main street property and expects to move into the more strictly wholesale district. It has not secured a suitable building yet, however.

The increase in the sale of Brunswick records is attributed to several things. In the first place, the list of records has been very materially increased during the year. In the second place, the times are better. In the third place, Brunswick artists have stimulated sales by visits to the territory. Because of the expected visits of several of these to cities in this territory in the near future the demand is expected to continue to grow.

Among the Brunswick artists that are announced to visit in this territory soon are: Miss Dux, who will be in Emporia April 13. The Elshuco Trio is soon to visit Salina, Coffeyville, Concordia and Independence, Kansas. It will be

at Salina on the 17th. Irene Pavloska will be in Wichita in "Carmen" on the 21st.

An encouraging feature of trade conditions as reported by F. M. Briggs, manager of the Brunswick branch, is that there are less overdue accounts on their books at this time than there have been for a long time. This indicates that there are more merchants who are in a condition to buy goods than usual.

#### Schmelzer Co. "Hitting on All Six"

Victor sales are reported very satisfactory. A. A. Trostler says, "We are going over, and hitting on all six." He reports that M. C. Schonly, who came to the Schmelzer Co. about six weeks ago, has had a very successful and satisfactory trip over the territory, getting acquainted with the dealers and preparing for increasing the business. The new horizontal models of the Victor are being well received, and Mr. Trostler expects them to grow in favor.

#### Fred Jenkins in Charge

Fred Jenkins, Jr., now has charge of the wholesale Victor department of the J. W. Jenkins' Sons Music Co. He was formerly at the head of the record department. He is pushing the horizontal models of the Victor, and is just getting in a carload of the \$115 model. This company is just finishing a demonstration booth in its wholesale department, which is not only to be used in demonstrating machines, but it in itself is a demonstration of how a booth can be erected at a small cost and yet include in itself all the most modern equipment.

There is being installed in the wholesale department of the Jenkins Co.'s Victor wholesale department a radio receiving equipment. There has been a great deal of interest manifested in radio sending and receiving in the Kansas City territory recently, and with it an increase in all sorts of music.

#### J. W. Jenkins Heard From

J. W. Jenkins and wife, who are on a trip through the Mediterranean, have reached Rome on the return trip. They will visit, also, on the Continent rather extensively, and run up to London for a short visit. They are expected home

## Every Home Should Have THE RECORDOLA

*THE MOST INGENUOUS DEVICE SINCE THE CAMERA  
A Voice Photograph That Can Be Preserved Indefinitely*

**Dealers—The "Recordola" Offers Unlimited Sales Possibilities**

### THE PERFECT RECORDER AND REPRODUCER

**Practical Fool-Proof  
Positive in Operation  
Any Child Can Operate**

#### Complete "Recordola"

Outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making many recordings.



CAN BE ATTACHED TO ANY PHONOGRAPH

**Permanent Records  
Made  
Of Your Own  
Voice**

The "Recordola" will reproduce your voice, so that you can have a permanent record made, that can be played on any phonograph. We are now prepared to supply one or any number of hard permanent records at a small cost. Send us your best recording to be made permanent.

**Retail Price, Complete \$26.00 Extra Homograms \$1.00 each**

*Liberal and Attractive Discount to the Trade*

*Reliable Jobbers Wanted Everywhere*

**RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.**



some time in May. Mr. Jenkins is the president of the J. W. Jenkins' Sons Music Co.

Chas. R. Lee With Jones Co.

Charles R. Lee, formerly manager of the Edison retail store in Kansas City, is now manager of the Victor department of the Jones Store Co. Miss Jeanette Pointer, formerly in charge of the record department, now has charge of the Edison retail store.

**Distinguished Columbia Artists Heard**

Radio fans who enjoy Columbia record concerts each night broadcasted by the Western Radio Co., of Kansas City, Mo., had an unusual treat March 20 when the concert of Rosa Ponselle, Metropolitan grand opera singer, and exclusive Columbia artist, was broadcasted. Miss Ponselle appeared at the Convention Hall under the auspices of the Murray-Davis Post of the American Legion. Immediately following her concert a special Columbia record Ponselle concert was given to the radio fans in addition.

Advance bookings of the appearances of Margaret Romaine in the Kansas City branch territory have just been received. Miss Romaine is an exclusive Columbia artist and Columbia dealers in towns in which she is to appear are arranging for complete tie-ups, so that they can secure the very desirable publicity which is inevitable through her appearance.

Lucy Gates, an exclusive Columbia artist, was a visitor at the Kansas City branch recently and advises that she will appear in an engagement at Manhattan, Kans., during the month of April. This is the first appearance of Miss Gates in the Kansas City branch territory for several years, and music lovers and friends who have heard her before will be glad of the chance to hear and see her again.

**BRUNSWICK FOR STEINWAY STORES**

Complete Line of Brunswick Machines and Records Installed in Retail Stores of Steinway & Sons—A Distinctly Important Move

CINCINNATI, O., April 10.—R. E. Wells, general manager of the Steinway & Sons retail department here, made the announcement this week that they have taken on the Brunswick line of phonographs and records, and will give them exclusive representation in the six Steinway & Sons retail establishments supervised by Mr. Wells. The opening dates are as follows: Cincinnati, O.; Columbus, O., and Huntington, W. Va., will open Brunswick departments early in April and the retail stores at Indianapolis, Ind.; Dayton, O., and Charleston, W. Va., will formally inaugurate Brunswick sales on May 1. All these establishments, which are tributaries of the Cincinnati store, have already been equipped with Unico demonstration booths, record racks and counters.

Clarence Browning, a man of long and successful experience in the talking machine field, has been appointed manager of the new talking machine departments in the seven stores. Mr. Browning for the past ten years was manager of the talking machine department of the Pogue department store in Cincinnati and he is well known throughout the trade.

Manager Wells, of Steinway, and sales manager A. J. Kendrick, of Brunswick, are to be congratulated for the work they have done in bringing about an association of these two great institutions. The prestige of both the Steinway pianos and Brunswick phonographs is nationally established, and a joint representation of both of these well-known products offers, as a matter of course, a great amount of added prestige to the local representation.

**R. L. CHILVERS VISITS NEW YORK**

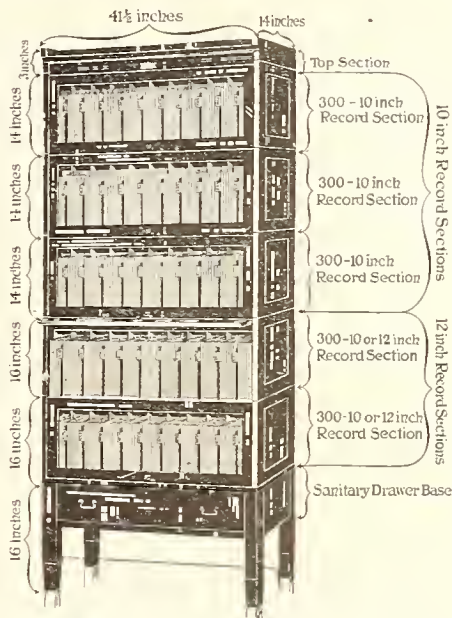
A recent visitor to the New York trade was R. L. Chilvers, former sales manager of the Berliner Gramophone Co., Ltd., of Montreal, Can. While in the metropolis Mr. Chilvers consulted with representatives of several well-known lines of talking machines, which he plans to represent in Canada, where he is widely known to the talking machine fraternity.

**Improve Your Service AND Increase Your Sales**

By Equipping With

**The OGDEN "UNIT" or Sectional System**

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



Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes .....\$59.25

**Quar. Oak, Mahogany and Enamel Finishes**

- Ship us via: FREIGHT— EXPRESS—
- Top or Crown Section No. 1.....\$4.00
- Record Section No. 1 (holds 300 10-inch and 12-inch records)... 9.75
- Record Section No. 31 (holds 300 10-inch records) ..... 9.75
- Base No. 1 with Locking Accessory Drawer ..... 6.50
- Base No. 1 without Accessory Drawer ..... 5.50
- Finish Wanted .....

**5 Record Sections, a Top and Base No. 2 (without Doors) \$43.00**

- Ship Us via: FREIGHT— EXPRESS—
- Top or Crown Section No. 2 only .....\$3.00
- Record Section No. 2 (holds 300 10-inch and 12-inch records). 7.00
- Record Section No. 62 (holds 300 10-inch records)..... 7.00
- Sanitary Base No. 2 with Accessory Drawer ..... 6.50
- Sanitary Base No. 2 without Accessory Drawer ..... 5.50
- Finish wanted .....

**Reduced Prices on Unit Model No. 2150 D. D. (Not Illustrated)**

Each Holds 2,150 10 and 12-Inch Records OAK, MAHOGANY and ENAMEL FINISHES

- No. 2150D.D. With Locking Wood Roll Curtain .....\$85.00
- No. 2150D.D. With Spanish Leather Curtain ..... 75.00
- No. 1800 Without any curtain.... 65.00

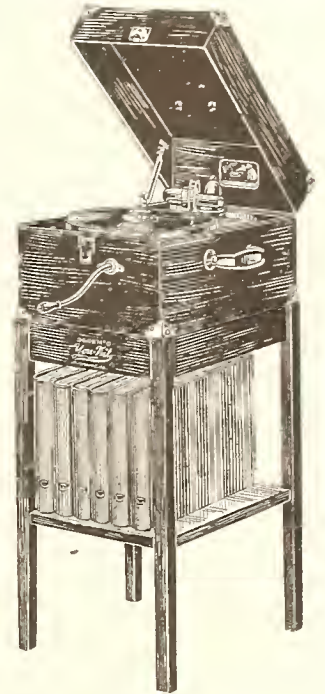
**Ogden's Original Stands**

For Portable Victrolas No. 50—IV & VI **SELL** with Profit and Satisfaction

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola and watch the Big Machine and Record Sales "Jump."

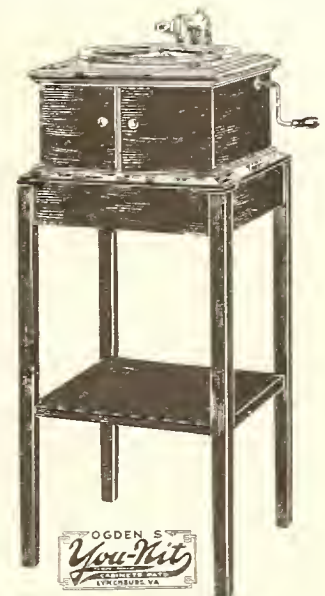
**A "UNIT" with Original Graceful Different Exclusive Novel 'STANDS**



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

**Costs You Only \$6.50 Delivered**

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stands Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

Oak Nos. IV and VI, each \$3.60—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models; each, 90c.

**Utility or Service Tables**

Are just what many of your customers need for SURPLUS RECORD STOCK IN THE HOME.

These tables are finished to match the Standard Machines. They are convenient for many purposes and with a set of Albums ideally solve the problem of Excess Record Stock and find a ready sale. Select Mahogany and Quar. Oak; each, \$4.75.

Tables No. VIII and No. IXA with a set of Albums from your stock make a splendid Cabinet outfit for these Victrolas. Finished to match. Price, each....\$6.50

Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

**Ogden Sectional Cabinet Co., Inc.** LYNCHBURG, VA.



# Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

## VAN VEEN & COMPANY, Inc.

*Principal Offices*  
47-49 West 34th Street

*Factory and Warerooms*  
413-417 East 109th Street

New York City

### DENVER DEALERS ARE WORKING HARD

Merchants Overcome Trade Lethargy by Sheer Hard Work—Plan Extensive Programs for Music Week in May—Noonday Concerts Boost Record Sales—New Store Opens—M. L. Leve Weds—News of the Month

DENVER, COL., April 8.—The energetic efforts of the talking machine dealers in this city are proving effective in overcoming, to a great extent, a natural lethargy which is being felt throughout the trade at present. Attractive window displays, advertising in the local newspapers, increased efforts on the part of members of the various sales staffs and other means are being taken advantage of to bring business up to a satisfactory level, with considerable success.

The outstanding event of the talking machine trade here is the approaching Music Week, which will be held in May. Dealers throughout the city are all busy planning to make this one of the most successful musical events ever held here, and preparations for extensive programs are under way.

One of the busiest stores in Denver is the Boot Music Co., which is concentrating on the sale of Victor records. Noonday concerts are proving instrumental in disposing of large numbers of records, both popular and classic.

An attractive new establishment has been

opened at Fifteenth and Market streets by F. Hodus. Victor, Columbia, Vocalion and other well-known makes of machines and records are handled.

Milton L. Leve, one of the youngest music dealers in this city, and president of the Marsh-Leve Music Co., was married to Miss Etta Schonfeld recently. Both Mr. and Mrs. Leve are popular, and they have the best wishes of their many friends for a happy matrimonial career.

William Alfred White, music director of the Denver schools, passed away recently following an attack of influenza.

J. M. Spain, formerly manager of the talking machine department of the American Furniture Co., is now associated with the Columbia Stores Co., distributor of the Columbia Grafonola.

The establishment of the Knight-Atmore Piano Co., which has been undergoing alterations for some time, is now completed and this concern now boasts of one of the most attractive music stores in this part of the State. The concern features the Ampliphone.

Alterations which have been going on at the store of the Denver Music Co. for some time are rapidly nearing completion.

### NEW DREHER STORE TO OPEN SOON

Interesting Program Being Arranged for Formal Opening of Cleveland Establishment

CLEVELAND, O., April 9.—A removal sale is under way at B. Dreher's Sons Co.'s store here to facilitate moving into the new store, which will be opened within the next few weeks. The new establishment is said to be one of the finest in the State. A feature of the store will be the talking machine department, which will be located under the mezzanine floor. This department will be up to date in every particular. Plans for the formal opening are being prepared by Robert Jones, advertising manager of the firm.

### EDWARD TISCH PLANS NEW STORE

ELMHURST, N. Y., April 9.—Edward Tisch, head of the firm of A. B. Tisch, Victor dealer here, is planning the construction of a handsome new store in the Jackson Heights section of Elmhurst, according to information made public by the New York Talking Machine Co., Victor distributor, of New York. Mr. Tisch visited the headquarters of the company for data covering dealer equipment and store plans, which were placed at his disposal.

The merchant who is too near-sighted in the conduct of his business to think of to-morrow is in a bad way, indeed.

### VOCALION RECORDING DIRECTORS

T. P. Ratcliff in Charge of Classical Recordings While Cliff Hess Will Look After the Recordings of Popular Selections for This Company

Thos. P. Ratcliff has been placed in charge of the recordings of classical and standard records at the Vocalion Record Recording Laboratories of the Aeolian Co. and Cliff Hess will have supervision over the recording of popular selections following the resignation of George Sheffield, who for some time past had been in charge of the laboratories.

Mr. Ratcliff is a man of wide experience in the talking machine trade, and particularly in the recording field, and some time ago was associated with the Vocalion record department of the Aeolian Co. in an important capacity. Cliff Hess is a well-known musician and pianist and has been connected with the Aeolian Co. in its music roll department for some years past.

### OKEH RECORDS IN NEW ROLE

Appeal to Members of "Second Story" Profession as Highly Desirable—Two Okeh Dealers, Victims of Burglars, Lose Many Records

Okeh records are becoming more and more popular daily, and this condition applies not only to the general public, but to the members of the "second story" profession. This is indicated by the fact that burglars recently broke into the Sinn Fein Department Store at 415 West Forty-second street, New York, which is owned by T. J. Joyce, and stole 100 Okeh Irish records. Among the records picked out by the thief were selections by Gerald Griffin, Frank Kennedy, John McCormack and others.

Soon after this burglary was placed on "record" another group of music-loving highwaymen broke into the Plaza Sport Shop at 1085 Second avenue, New York. After taking a couple of cameras they evidently spied the Okeh record department and, as a result, the entire stock of Okeh records in this store became the property of the burglars. Both of these dealers admit that Okeh records are meeting with a ready sale, but they hope that all future customers will enlarge their Okeh record libraries through the usual way—over the counter.

### COTTON FLOCKS

.. FOR ..

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

**PERRY B. WHITSITT & CO.**

**Records Make Ideal Gifts**  
Every Victor dealer should teach his community to accept this fact.  
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

**COLUMBUS ~ OHIO**  
VICTOR DISTRIBUTORS



# PATENT GRANTED

On March 28th, 1922, the Long Furniture Co., Hanover, Pa., was granted a patent by the U. S. Patent Office covering the interior construction of the chamber in the LONG CONSOLE CABINET, wherein the table machine is placed.

LONG CONSOLE CABINETS are now fully protected by the patent laws, and any other Console cabinets manufactured with the LONG type of interior construction are, therefore, infringements.

To commemorate the granting of this important patent and to give the dealers an opportunity to increase the popularity of LONG CONSOLE CABINETS, we are announcing

## “A SPECIAL ONE MONTH SALE”

beginning April 20th on Consoles 601, 602 and 603.

During this period these LONG CONSOLE CABINETS will be sold to the dealers at **20%** less than the regular prices.



Style 601  
Colonial

Regular Price \$31.50

Sale Price  
**\$25.20**



Style 602  
Louis XV

Regular Price \$35.00

Sale Price  
**\$28.00**



Style 603  
Chippendale

Regular Price \$33.50

Sale Price  
**\$26.80**

The quantity is limited. Place your orders today.

**THE GEO. A. LONG CABINET CO.**  
HANOVER, PA.



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., APRIL 10, 1922

WHEN the paragraphs which fit into this page were written last month it was really too early to discuss the doings of the Mid-West Victor Dealers' Association, but we hope that no one will think it is now too late. For the topics which were discussed by the eminent speakers from East and West, to the accompaniment of one of those excellent dinners at our Drake (which hostel we decline to trade for any Biltmore or Pennsylvania or Ritz or Manhattan), were of the kind which waxeth not stale. Particularly were we struck by the very apt observations of J. Newcomb Blackman from New York. Now, Mr. Blackman is an eminent man when it comes to the talking machine business. For he has been in it, of it and a considerable thinker for and in behalf of it ever since there was a talking machine business. The writer of these words, once a happy Manhattanite, knows how, eighteen years ago, when The Talking Machine World made its debut, J. Newcomb Blackman was in evidence with an imposing advertisement and he has been in evidence ever since in this publication, because he has always been doing something important, valuable or useful for the talking machine business. So when he came down and told our Mid-Westerners all about the early days of the talking machine business we applauded vigorously and wished he would talk a lot more than he did. We fellows in these blessed days simply do not know what trouble is. We only think we do. Brother Blackman did a real service when he reminded some of the local kickers of what really went on in those old days—those "good old days." For our part we'll take 1922 with all her troubles. And so, we know, will Brother Blackman.

The Wise  
Black  
Man

TALKING of dealers' associations leads us very naturally, of course, to the movement now under way to organize a state-wide association of music merchants for Illinois. Some ten days after the publication of these paragraphs the music men of the Blackhawk State will be meeting at Springfield to organize a state-wide association for the furtherance of their common aims and interests. We are not privy to the designs of the eminent Illinois merchants who are behind this admirable move, but we are aware that most, if not all, those who are likely to join the association already deal in talking machines, more or less extensively. Some of them indeed are very extensively interested in the talking machine. These gentlemen will remember, we are sure, that the talking machine is to-day of such importance that it has a merchandising problem all its own, a problem quite individual and much in need of analysis and solution: The problem of educating the mass of the country and city dwellers to their immediate need, not only of some talking machine, but of a good one; not only of some records, but of many and the best records. This problem has not been settled, nor has the parallel problem of financing received its due heed of attention. The Illinois music merchants have our best wishes in their new endeavor, and we heartily hope that they will remember the talking machine in all their comings and goings on April 24 and 25.

Get  
Together  
Illini!

THE RADIO is evidently having its day. The craze continues to grow in the West. Lyon & Healy, who handle "Everything in Music," announce a jobbing arrangement which will enable them to supply to retailers De Forest, Cunningham, DeVeau and other supplies of a very technical nature. Then the Lakeside Supply Co. has come out with the announcement that it will soon have its own equipment on the market, complete for sending and receiving, and there is in general a buzzing of excitement among the wise men in our trade which portends still wider developments. So it seems that after all the talking machine men out here are doing what we counseled them to do some time ago, when we said to them, in effect: "If this new game is just a fad, then at least while it lasts it will make a lot of folks think about music, which won't hurt you at all. Then it will pass away and you won't be harmed. On the other hand, if it is to

Radio De-  
velopment  
in the West

be permanent you cannot charm it away. Therefore, turn it to account." We said that, in slightly other terms, some time ago; and we see no reason now to take back the words.

WHEN P. L. Deutsch recently stood up before the assembled Brunswick dealers in St. Louis and talked to them about the history of the great house in which he performs so important a part, he was telling a story which constitutes a true romance of business. From the little factory down in Cincinnati which J. M. Brunswick started three-quarters of a century ago to the fifty-million-dollar corporation of to-day is a long way, whether reckoned in time or in accomplishment. But more important than this was his statement: "It is a tradition that Brunswick products must be good." In this simple remark is summed up the secret of a great and powerful house. Now, the talking machine business has likewise been founded and come to greatness upon the tradition that its product must be good. The entrance of the Brunswick house into that business was therefore eminently appropriate. Mr. Deutsch's words are quoted from the address he made at the organizing meeting of the Brunswick Dealers' Association of St. Louis. This is the first local Brunswick dealers' association and therefore deserves more than passing attention. Our industry is already well acquainted with the fact and the value of intra-corporation work of this kind, where the interests of a single manufacturing house in respect of distribution become so intricate that they can best be handled as to the general policies of merchandising by associations of jobbers and dealers who market their products. When rightly conducted these associations of jobbers and dealers in one product have been extremely successful, radiating beneficent power throughout the entire trade and encouraging all members thereof to stand firmly for the policies and the ideas which they know to be right but often feel too weak to maintain by themselves. It is, therefore, highly appropriate that we should here welcome the first local Brunswick dealers' association and tell its officers—as we now tell them by these words—that we are glad to see them established and shall hope to watch them grow steadily and healthily. The first meeting of the new body was held on the first Tuesday of the present month.

WE note that the Hall Mfg. Co. has started its national advertising through the Saturday Evening Post. This sounds like rather tall work for a house which makes so apparently small a product to go in for such elaborate publicity. Yet in fact the fibre needle makes an industry in itself, and the sort of publicity which the Hall Mfg. Co. is now so splendidly conducting is the kind that pays on a large scale. We are advised that dealers who feature the Hall fibre needle are reporting increased sales since the starting of the Saturday Evening Post campaign. Well, why not? They ought to. Incidentally, it might be observed that when an accessory product is being pushed in this manner the stability of the talking machine industry is being taken for granted, as it ought to be.

THE great increase in the building of homes, not only in the West, but, in fact, throughout the country, is good news to everyone engaged in the manufacturing and retailing of musical instruments. There are a lot of people who have been able to buy talking machines during the past year or so, but they have not done so simply because they have been crowded in temporary living quarters awaiting an opportunity to occupy an apartment or a home of some kind. These are prospective buyers—hence the importance of this great campaign for the building of homes which is so pleasingly evident throughout the country. The construction of homes now scheduled for the first half of 1922 exceeds all the anticipations made at the opening of the year, and the greater employment of workers in building these homes will be a decided factor in the larger demand for talking machines and records.

Romance  
in  
Business

Fibre Needle  
Nationally  
Advertised

Building  
and  
Prosperity



# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., April 8.—The Chicago office of The Talking Machine World learns from the wholesalers and manufacturers that the trade over the country is very spotty; that is to say, some sections, for example, various localities throughout the mid-West, are reported to be enjoying very good business. This claim is substantiated by the fact that many dealers are sending in orders continually from their localities, whereas dealers in other localities are unheard of so far as communication via the order book is concerned. Some of those who supply these dealers have become curious as to why business should be good in one locality and not in another. Throughout the mid-West some of these men have been making a sort of canvass and have found that for one thing the chaotic conditions existing throughout the coal fields of Indiana, Illinois and Kentucky have put somewhat of a damper on business. Dealers in these districts say that for a time the big coal strike, which went into effect on April 1, had business in general demoralized in those sections, but that, as usual, it only took a week or so for the residents of those localities once more to accustom themselves to labor troubles. As soon as this had been accomplished business began to go on again. As a matter of fact, hardly a year goes by but that the public is knocked out of its shoes by newspaper scare-heads, telling about the biggest coal strike in the history of the world, and what it means and how it is going to demoralize industry throughout the country. But after the excitement dies down business goes on just as usual, even though there is a strike. Perhaps the reason of it all is that the coal operators want an excuse to raise the price of their

product. Anyhow, we know that in other years talk such as this caused the talking machine business to fall off in the mining section of the country, but it was only a temporary falling off, and the same holds true this year.

The farming districts, according to many of the wholesale men, are contributing very much to the cause of good business. Machine sales are keeping the dealers busy and the records are also moving along in a very fair manner.

We recently talked to a man well known throughout the talking machine trade who in reality is one of the pioneers in the West. This man has gone through all kinds of business since his entrance into the industry and from the way he talks to-day he is going to spend a great many more years with it. We asked him what he really thought was the matter with business in general to-day and here is what he had to say:

"Salesmanship—that's the big thing. Whenever we had good business we had good salesmen. During the war we had an awful lot of business thrust upon us suddenly. Everybody was satisfied, but, when you really come down to it, was it good business? So far as the money part was concerned it was good business, temporarily, but, oh, the morning after! Now, if this business had been really done by salesmen, men who had actually gone out and made the sales, we would not be suffering at this time from any harmful effects caused by an overdose of abnormal business virtually thrust upon us. During the war period and immediately following for a number of months many of our high-pressure salesmen were lost to the trade. The men who were doing business were quick to discover that you didn't need good salesmen, all you needed

was an order-taker; some school kid could fill the bill. Consequently, these men who were real salesmen were dispensed with and they, accordingly, went into other lines of business, or, better still, went into business for themselves. Anyhow, they have not returned, and now that we are actually facing a period where intensive selling and experience are needed we find ourselves up against a new proposition. We hate to admit that we haven't as many men as we need to cope with the situation and we are only too willing to acknowledge that business conditions are not what they should be. We then ask, why is it that the automobile men are not losing any sleep over business? The answer is that they have a plentiful supply of crackerjack salesmen, whom they run out in relays after prospects and, believe me, brother, if you ever had the automobile crew get after you as a prospect you are finally going to buy in self-defense. When one of them runs out of breath another one steps into his place. Now, any of the old-timers in the game remembers that the real selling was done by these high-pressure boys, many of whom have gone into the auto business, and the thing it behooves us to do is to get them back by all means. Now, by this I do not mean that there are not good salesmen left in the game. There are, but not enough and it's up to us to get our depleted ranks filled up again. We must get over this idea, and get over it quickly, that business conditions of to-day do not warrant additional salesmen. If we continue with this belief it will not be long before business will come to a point where it will not warrant even the number of salesmen we have to-day. The real thing we must do

(Continued on page 111)

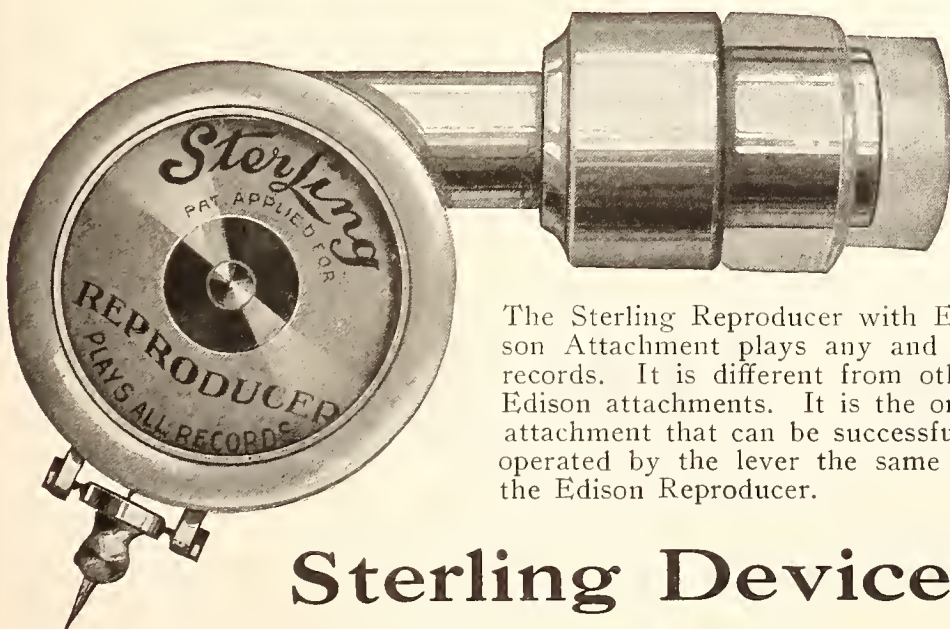
# JUST OUT

# STERLING BULLETIN

No. 10

## GET IT BY ALL MEANS

*It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.*



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

## Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois



# We Got 'EM!

## Complete Victor Record Stocks

Not for many years has our stock of Victor records been so complete and so comprehensive as at present. Our shelves are once more smiling with bright shiny records just waiting for your order. That record that you have been trying to get for so long—the one that all of your customers are asking for—we have it! Just try us on all of those numbers that have been unavailable for so long.

## Victrolas

With the announcement of the new Victrolas in horizontal style, we have the most complete line that any live dealer could desire. There is now a Victrola for every person, every purpose, and every purse. Lyon & Healy are fortunate in maintaining a very representative stock of Victrolas with which we supply our dealers on the shortest notice. Try us.

## Service

It is the high character of the service which we offer to our dealers that gives us an enviable reputation for speed and efficiency amongst the trade. Orders are filled promptly and accurately. A special department is maintained for aiding the dealer in sales promotion. You are invited to make use of it.

# LYON & HEALY

*Victrola Distributors*

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

is to put on our salesmen, and it will not take long before these fellows will make the business warrant them."

**Fire Does Serious Damage**

The biggest fire that Chicago has witnessed since Mrs. O'Leary's cow kicked the lantern over, way back in '71, occurred three weeks ago, when an entire block of buildings was destroyed, and half the interior of a modern office building (the C. B. & Q. R. R. offices) was gutted. Most of the buildings were eight and ten-story affairs, housing numerous printing and publishing concerns. The fire, of unknown origin, started about midnight and within twenty minutes the entire block was blazing away merrily. Among the firms with connections in the talking machine trade who suffered by fire loss were: The "morgue" or art filing department of Barnhart Bros. & Spindler. This department was quite a distance from the main plant and was used for storage purposes by the art department. This company, besides making the famous Scottford tone-arm and die castings, runs the largest type foundry in the country.

Another concern, which unhappily was entirely destroyed, was the Rosenow Co., publishers of The Brunswick Record Digest, which it got out monthly for all Brunswick dealers. No sooner was it apparent that their building was doomed, than the heads of the Rosenow Co. began plans for an immediate resumption of business in new quarters, so as to get the Digest out on schedule time.

"Robinson, the Plater" also suffered heavily by the fire. The same "I will" spirit characteristic of Chicagoans in 1871 again prevailed, however, and hardly had the firemen got the fire under control in this building than a number of building repair men were put on the job by Mr. Robinson and ere long a sign was hoisted over the front door, "Business going on as usual."

The Modern Phonograph Co. was another victim. This company manufactures knock-down cabinets. The safe was buried in the debris for ten days and upon being opened the contents were found to be in perfect condition. The Shaw-Walker Co., of this city, maker of steel files and safes, now has this safe on display in its show window and it is needless to say that it has attracted quite a great deal of attention. The Modern Phonograph Co. is making temporary headquarters with the Lakeside Supply Co., at 416 South Dearborn street.

**Benson at the Tivoli**

Victor dealers on the South Side took advantage of the appearance, recently, of Benson's orchestra, with Roy Bargy directing, at the Tivoli Theatre, Sixty-third street and Cottage Grove avenue. This galaxy of stars was the center of attraction at this wonderful theatre and Victor dealers for miles around were early on the job and cashed in on the tie-up offered them. Many of the dealers formed "community parties" and took large numbers of their customers to the theatre to see these famous Victor stars in person. The Tivoli is a Balaban and Katz house, and is said to be the most beautiful and commodious movie theatre in the world. The week the Benson orchestra played at this theatre happened to be the week set aside by the management to celebrate the first anniversary of its opening. According to South Side Victor dealers, Messrs. Balaban and Katz could not have hit upon a better attraction for this event than Director Bargy with Benson's orchestra.

**Attractive Easter Windows**

With eggs selling at 25 cents a dozen and plenty of good Easter records on sale the populace of Chicago and its numerous suburbs ought to have a happy time this Easter. As a matter of fact, there are more strictly fresh eggs on the Chicago market than there have been in more than a year. In fact, eggs are so plentiful and so fresh that Chicagoans are quite apt to forget the taste of the cold storage variety if some steps are not taken immediately.

The dealers in Chicago are certainly tying up with the Lenten season this year and many beau-

tiful and seasonable greetings are sent throughout the city. It seems as though the manufacturers of records have concentrated on Easter as well, for many of these dealers are heralding handsome and extensive Easter libraries. At this particular time it might be well to recall to the readers of these columns the fact that our next national holiday will be on May 30, Decoration Day.

**Open Chicago Office**

The Jewett Phonograph Co., of Detroit, Mich., has opened a handsome and commodious suite of offices on the sixteenth floor in the North American building. A full and complete line of Jewett talking machines is on exhibition. The offices are in charge of H. J. O'Connor, but the preliminary organization of the sales and office staff is being directed by E. F. Sharpe, assistant sales manager of the Jewett Co.

**New Hall Needle Envelopes**

The Hall Mfg. Co. is now packing its product in very handsome and elaborate envelopes,

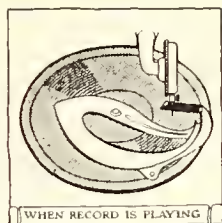
lithographed in three colors. The major part of the front of the envelope is colored, which shows up in shadow a background of bamboo poles. The famous Hall trade-mark is shown in red and yellow, and the lettering of the address, etc., is in white. The color scheme for this background is of two kinds, a royal purple for No. 1, or 50-cent, package, and an emerald green for the No. 5, or 25-cent, package. The needles come packed in a handsome display carton, which is gotten up along the same lines as the needle envelopes.

**Kreisler Praises the Hall Fibre Needle**

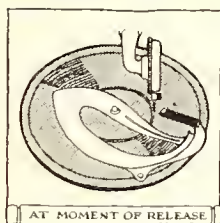
A great tribute to the merits of the Hall fibre needle, made by the Hall Mfg. Co., 33-35 West Kinzie street, this city, has been paid by Fritz Kreisler, the famous violinist and Victor artist, who recently made this statement:

"The effect produced by the Hall fibre needle is most pleasing. The music becomes mellow, enriched. I believe that it is really the best to use in order to obtain the most from a record.

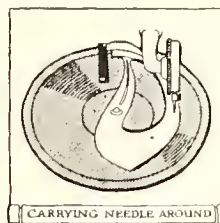
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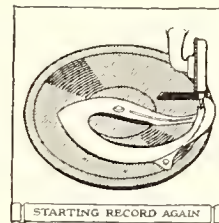
WHEN RECORD IS PLAYING



AT MOMENT OF RELEASE



CARRYING NEEDLE AROUND



STARTING RECORD AGAIN

# THE GEER REPEATER

If we asked you to accept our views regarding the Geer Record Repeater, you might justly hesitate, but what about the judgment of men who are in the same line of business as you?

**Letters of Proof**

**Hill Talking Machine Co.**  
(Huntington, W. Va.)

"We received our three demonstration Geer Repeaters this morning, and while it has been a bad day, with few people in the store, they are all sold and orders booked for more. Kindly ship us at your earliest convenience twenty-five repeaters."

**Brunswick Phonograph Shop**  
(Chicago)

"A few weeks before Christmas, we placed an electric machine in our window demonstrating the Geer Repeater and sales tripled at once. The demonstration is still running, and we are convinced that it has increased our business, considerably in all departments."

**Consolidated Talking Machine Co.**  
(Chicago)

"We have very carefully tested the Geer Record Repeater and are convinced that it is something that ought to be in the hands of every phonograph owner. From a sales point of view, we are very glad to handle this repeater and to recommend it to our dealers because we know it will give satisfaction to their customers and be an unexpected and additional source of profit."

**Wade Talking Machine Co.**  
(Chicago)

"We are pleased to advise you that after making a test of eight hours per day for two weeks, we decided to use your Record Repeater in our show windows as an attraction, with the result that it has kept large crowds of people before the show windows continuously, resulting in the sales of 15 to 25 repeaters per day, and a very material increase in our sales of dance records."

SALES records are being broken every month—that is the latest news regarding the Geer Record Repeater. If you could see the rapidity with which hundreds of our dealers are selling Geer Repeaters, you would say instantly: "Yes, sir, ship me an order today." Some of the letters which we have recently received are herewith reproduced.

**Why Geer Repeaters Sell Quickly**

Practically every large distributor of phonographs and accessories has endorsed the Geer Record Repeater. Here are the reasons why Geer Repeaters sell quickly:

1. It is as easy to put on and take off as a record.
2. It will repeat instantly and as often as desired.
3. It cannot possibly break or get out of order, and will last a lifetime.
4. It will not injure the record, needle or machine.
5. It fits any phonograph with free swinging tone arm.
6. It comes packed in a beautiful, durable box and can be laid away when not in use.
7. When dancing, entertaining, dining, or when you want music while working or resting, the Geer Repeater proves its remarkable usefulness.

**Send for Our "DEMONSTRATION PACKAGE" Today**

For the dealers who want to stock the Geer Repeater immediately and share in the quick profits that are being made, we have arranged a "Demonstration Package," containing three repeaters. Should you desire to place a larger order than three repeaters, you may do so, direct or through your jobber. The coupon attached is for your convenience.



Our Special Window Demonstrating Record Is Now Ready. Sent FREE on Request.

**WALBERT MANUFACTURING CO.**

925-41 Wrightwood Avenue, Chicago, Ill.

New York Office,  
200 Fifth Avenue.

Please send by return mail your "Demonstration Package," containing three Geer Repeaters. I agree to pay \$4.75 C. O. D.\* for the repeaters—the retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record.

Name .....

Address .....

Jobber .....

\*Credit extended to rated concerns.



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Few men are better fitted to pass judgment upon the value of this needle as a means of conveying to the user of records the fullest measure of the musical value of the music on the record than this great artist, whose fame is international and whose ability as a composer and violinist ranks among the foremost.

**Planning Intensive Campaign**

The W. W. Kimball Co., manufacturer of the well-known Kimball phonographs, is planning a campaign by means of which it hopes to add several hundred new Kimball dealers to its following. This campaign was suggested by reason of the large number of inquiries received from different parts of the country, as an answer to the company's national advertising campaign. These results indicate renewed interest on the part of buyers and the Kimball Co. believes that those who make voluntary inquiries constitute usually but a small percentage of the actual prospects who can be sold if an aggressive local selling campaign is conducted by the dealer.

In planning this campaign the W. W. Kimball

Co., through J. V. Sill, manager of the wholesale talking machine department, has laid out a prospectus that is very comprehensive. The one big idea behind the whole campaign, according to Mr. Sill, is that the right kind of merchandise, backed by intensive selling methods, will produce surprising results, regardless of any of the so-called depression waves. This thought is the backbone of the Kimball Co.'s present campaign, which has already had a reception that leaves no doubt as to its success. Mr. Sill further believes that a portion of the public may have quit buying, but that is no reason why the Kimball Co. should cease selling, as the success of a number of dealers in selling Kimball talking machines proves that business depends largely on the efforts of the dealer.

**Novel Plan of Interesting Public**

N. H. Shoukair, who has recently moved to a new location at 1361 East Forty-seventh street, this city, employs a novel feature in his newly equipped store. An instrument that plays records out through a horn under his window platform

to the street is entirely surrounded by a plate-glass case, which eliminates from the store any surface noise from the record being played and prevents the music from coming into the store to conflict with anything going on there. An electric motor operates this instrument and the records are changed by lifting a glass cover. This idea is only one of the many original and practical features of Mr. Shoukair's new store. He has installed, at a great expense, a hearing-room ventilating system, which keeps his hearing rooms supplied with warm, fresh air at all seasons of the year.

**Another Manufacturer Enters**

A new organization, known as the J. D. Keating Corp., of Chicago, has just been capitalized for \$25,000, under the laws of Illinois. The new concern will manufacture and deal in phonographs, accessories, etc. The incorporators are: H. E. Keating, J. D. Keating and H. Heise. J. D. Keating is one of the pioneers in Chicago manufacturing circles and during some years put on the market an instrument known as the Usona. Just what name the new company will give to the instruments it contemplates putting on the market has not been decided as yet.

**National Co. Leases Factory**

The National Phonograph Co., which recently suffered the loss of one of its plants by fire, has leased a three-story building, comprising some thirty thousand square feet, at 2837-47 North Ashland avenue. The lease covers a period of ten years, with an aggregate rental of \$60,000. The transaction was made with a woodworking concern, known as the Hoffman Co., which, in addition to the lease, sold to the National Co. \$15,000 worth of woodworking machinery and equipment. At the time of its loss by fire the National Phonograph Co. was confining most of its output to the manufacture of small consoles.

**Federal Phonograph Co. to Liquidate**

The Federal Phonograph Co., of this city, has disbanded its organization. S. H. Siegal, proprietor of the company, made the announcement that he expected fully to liquidate its assets by April 1 at the latest. This company was not in bankruptcy and the reason for its liquidation, according to Mr. Siegal, is to enable him to resume activities in the real estate building line. Mr. Siegal and other members of his concern have been building contractors for many years in and about Chicago. During the war, when the building industry was disorganized, he and his associates organized the Federal Phonograph Co., fully intending to disband this organization when building activities should open up again. The assets of the company were sold at auction.

**Thos. Mee to Open Another Store**

Thos. Mee, of Clinton, Ill., who has operated a Grafonola shop at Clinton for the past two years, will soon announce the opening of a second store in Clinton, to be located on a busy street intersection. This new store will be splendidly equipped and will handle Columbia Grafonolas and records exclusively. One of the interesting points brought out by Mr. Mee while in the Chicago Columbia offices recently was the very high percentage of cash sales in his city. In this day, when the ratio of cash phonograph sales has dropped way below normal, it is amazing to find a community where 90 per cent of the business is conducted on a cash basis, as in the case of Mr. Mee's Grafonola and record business.

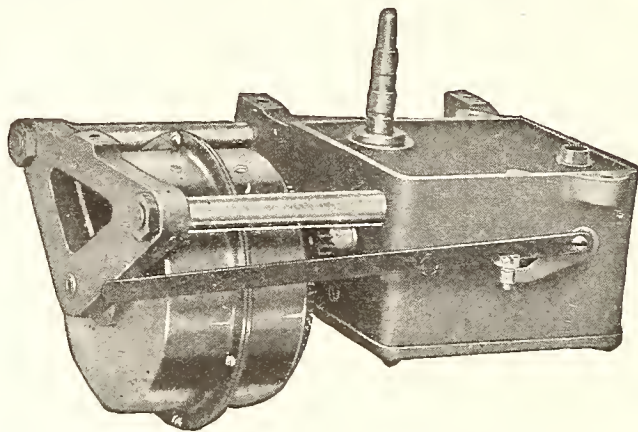
**Strand Line Making Progress**

The Consolidated Talking Machine Co., 227 Washington street, is making rapid progress in the introduction of the Strand phonograph, for which it is district representative. E. A. Fearn, head of the company, states that the dealers are enthusiastic regarding the sales possibilities of this attractive console product.

**Sterling Bulletin No. 10**

Bulletin No. 10 has just come through the mail from the advertising department of the Sterling Devices Co. This bulletin is a four-page folder, printed on heavy-coated stock, and

# The Best Motor Money Can Buy



1. The **wick lubricating system**, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be **perfectly lubricated**. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

## REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

**United Manufacturing and Distributing Company**

536 Lake Shore Drive

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

shows illustrations of the company's reproducers, tone arms and attachments for playing Edison records. Concerning the Sterling tone arm it has the following to say: "Since the advent of the Sterling it is not necessary to use an unsightly fold-back tone arm. Sterling tone arms are designed on pleasing, graceful lines, with as few turns or bends as possible to prevent muffling and metalizing the sound."

#### How Two Beloitains Made Good

Two and a half years ago this month two young men hit the striving town of Beloit, Wis. Their combined capital amounted to \$12.42. Through determination, foresight and ability they were able, in a short time, to secure the confidence of several wholesale houses sufficient to secure a small line of credit and the shipment of enough goods to set up one of those modern department stores, sometimes called a drug store. The most important part of this establishment was a Grafonola Shop.

Two and a half years after the advent of these two young men into Beloit there appeared in the Beloit News a full-page advertisement announcing the opening of the most up-to-date and modern drug store on the busiest square of Beloit. It has been equipped with the latest improved showcases and with woodwork in Flemish oak and golden trimmings. Here, filed in modern racks, is carried a complete line of Columbia records, Columbia Grafonolas and period models. This is the business romance of Walt Krueger and Eugene Flarity. "K. & F.," as they are known in Beloit, are by far the two most popular young men in the town, and Dame Fortune has smiled on them kindly. The opening of their new store has been the occasion of many congratulatory remarks and the press has been profuse and complimentary.

#### Valuephone Console

Something like 10,000 handsomely printed leaflets showing the latest model Valuephone console were mailed out to the trade this week by Manager Hadley, of the Wizard Co. The console comes in either walnut or mahogany finish and is built up of seven-eighths-inch five-ply paneling with legs and moulding of solid mahogany or walnut. Manager Hadley states that the first mailing of literature announcing the offering of these consoles aroused considerable comment in the trade and brought a large number of inquiries and many orders.

#### Lakeside Co. Jobs Radio

Since the Lakeside Supply Co. announced in the advertising columns of The World last month

that it had taken on a full line of radio supplies, it has been literally besieged by dealers clamoring for wireless telephone paraphernalia. The numerous inquiries and orders which have been received from all parts of the country indicate that the buying public has gone wireless mad. One interesting feature noted in the inquiries is that "the little sister of the talking machine" is causing an increased amount of activity in the record business.

According to the views of the Messrs. Fricke, proprietors of the Lakeside Co., the broadcasting of music is being received in over 600,000 homes in the United States. At present most of these receiving "hook-ups" are home made, at small initial cost and with no upkeep to speak of. The music received by the owners of these sets is arbitrarily chosen and seldom repeated. Therefore, in practice, after hearing a number by radio, the listener will feel inclined to perpetuate the enjoyment by purchasing records of the

same. Many dealers have also reported to us that they have sold quite a number of talking machines owing to the wireless craze.

The Fricke brothers have just completed a "loud speaker" device on which they have applied for basic patent rights. This speaker is built along original lines, and, when in action, brings out the spoken voice or instrumental tones, which are remarkably free of "frying" or "escaping steam" noises so commonly run across in radio telephony. The Lakeside "loud speaker" will be ready for the market in the course of a few weeks.

#### A Great Success

Encouraged by the enthusiastic reception of the personal demonstration of March records, Lyon & Healy have again invited the music-loving public to hear a personal demonstration of the selections on the new April Victor records.

The unqualified success of the innovation inaugurated in March by Lyon & Healy prompted them to again render an elaborate program in conjunction with the opening day for April records. Several artists sang and played in person in their record department the selections recorded for April by the Victor Co. The program consisted of the McKay Trio, Helen McKay, piano, Malvina Neilsson, violin, and Walter Brauer, cellist; Lucille Hayley, soprano, and Carroll Kearns, baritone. This concert was given in their record department on Saturday, April 1, 12.00 to 3.00 p. m.

The outlining and planning of this method of exploiting new releases is from the fertile brain of L. C. Wiswell, manager of both wholesale and retail Victor departments of Lyon & Healy. The initial debut of these programs was given on March 1 and the phenomenal success attained assured a series of repeat concerts not only at the main store but all Lyon & Healy branches throughout Chicago as well.

#### Distinguished Canadians Visit Chicago

G. L. Stanwood, secretary and treasurer, and G. H. Roberts, manager, of Stanwoods, Ltd., Winnipeg, Can., were visitors to the Chicago trade recently. Messrs. Stanwood and Roberts spent most of their time in calling on the dealers located in the "loop" section and taking note of Chicago business methods. The house represented by these gentlemen retails Victor and Columbia products and special attention was paid to sales methods in use here by dealers handling these well-known lines.

"The Talking Machine World is in a great  
(Continued on page 114)

# W. W. KIMBALL CO.

Wholesale Distributors

## Okéh Records

Popular Records; Latest "Hits of the Hour;" beautiful artists records by celebrated singers; will play on any standard disc machine.

Okéh Records are assured sellers.

Build up your Trade. Ask for **Agency Terms** and avail yourself of our **quick service.**



### W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., at Jackson Blvd.  
Kimball Bldg. CHICAGO.



## Why We Are Pushing the



Because, as the manufacturers say themselves, "It's the Dealer's Turn Now." Which makes it **our** turn. We now offer the trade an instrument that is modern, that meets the least amount of sales resistance, that provides a **real profit**. That is unmistakably **service**.

### THE STRAND: The Console of Today

The double-purpose **flat-top** instrument that is giving the dealer—that's **you**—"Better Merchandise, Lower List and Fatter Discounts." Dealers who are posted on present-day merchandising conditions are energetically getting behind the new STRAND CONSOLES.

#### Four New Models

Queen Anne (list \$125); Louis XV (list \$150); Italian Renaissance (list \$175); and Louis XVI (list \$200). Write for full information about these popular models. Deliveries at once.

## CONSOLIDATED TALKING MACHINE CO.

227-229 W. Washington St., Chicago

BRANCH:  
2957 Gratiot Ave., Detroit, Mich.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

measure responsible for our visit to Chicago," said Mr. Stanwood. And when asked, "How come?" he stated that each month he takes much interest in looking over The World's news columns and paying particular attention to the special articles and news items.

"Pertaining to sales methods, your valuable paper," said Mr. Stanwood to a World representative, "contains what I believe to be a truly remarkable collection of sales ideas, and many of these are being utilized by our firm from time to time. Some of these items published recently were of such a simple, yet unique, character that I thought it would be well worth while for myself and Mr. Roberts to journey down here to Chicago and look them up."

It might be well to state here that Stanwoods, Ltd., is one of the largest and oldest music establishments in central Canada. A large part of its remarkable growth is attributed to its up-to-the-minute business methods. Willingness to go out of its way to make satisfied cus-

tomers is one of the firm's hard and fast rules.

**Home Exposition Successful**

A full line of Victor Victrolas and Victor records was the center of attraction in the Wurlitzer Co.'s booth at the "Own Your Own Home" Exposition, which ran at the Coliseum last week. As reported by Lester C. Noble, retail manager of Wurlitzer's Victor department, the Exposition was one of the most successful his company has ever been connected with. A large number of sales were made and hundreds of prospects booked during the exhibit.

**Repair Parts Going Big**

Dealers throughout the country are fast learning the advantages to be derived by maintaining repair departments. This fact is evidenced by the daily increased activities in the repair parts department of the Consolidated Talking Machine department. "A repair department is becoming a prime requisite with most dealers nowadays" is the opinion of A. E. Fern, president of the Consolidated Co., "and is being maintained by

all dealers who realize that many prospects are found and machines sold, by the close association of this department with the public." The Consolidated Co. bears the enviable reputation of carrying the largest and most complete line of repair parts in the United States.

**Hark Sales Co. Chartered**

The Hark Sales Co., 139 North Clark street, distributor of the "Happer Automatic Record Gleaner," has been granted a charter of incorporation, under the laws of the State of Illinois, with a capital of \$10,000. Officers of the concern are: President, Mark S. Porter; vice-president, W. A. Hansen, and secretary and treasurer, Albert A. Walbur.

The record cleaner is the invention of R. A. Happer and it fits any reproducer excepting the Edison and the Pathé. The cleaner works automatically as the record plays.

**Deiro Entertains**

Deiro, hailed by the local press as the world's greatest piano-accordionist, as well as a famous exclusive Columbia artist, proved, according to the theatrical critics of these very newspapers, a 99¾ per cent pure hit. The week of March 26 he showed with the "Midnight Rounders" at the Apollo Theatre, Chicago. The Columbia boys spent a great deal of their time calling the Columbia dealers' attention to the fact that Deiro was showing here, and by diligent work effected a considerable number of excellent tie-ups, which resulted in substantial sales of Deiro's records.

**Chasing Rainbows**

Members of the Chicago office of the Columbia Graphophone Co., their friends and relatives, with Columbia dealers in Chicago and their friends and relatives, are getting ready to get upon the band wagon on the evening of Monday, April 17, when they will all go down to Fred Mann's Rainbo Gardens, the home of the latest acquisition to the now long list of Columbia dance orchestras. And here's the why of the whole big party. It is in honor of Frank Westphal and his Rainbo Orchestra, and the management of the Rainbo Gardens is calling the aforementioned night Columbia Night, in honor of all the Columbia people who will be there. He has promised everyone who attends a mighty good time, with nice souvenirs 'n' everything.

Frank Westphal recently joined the happy family of Columbia entertainers and samples of his first records, which were made in the recording laboratory of the Chicago office of the Columbia Co., have been enthusiastically received by the Columbia dealers throughout the city. A comparison of these records will be made with the actual playing of the Rainbo Orchestra at the big party.

**Forming New Association**

Agitation which has been in progress throughout the State of Illinois for an organization of Illinois music merchants came to a head in this city recently when at a gathering of some of the most prominent of them it was decided to send out a call for a get-together meeting of all the merchants in the State. The meeting will be held at the New Leland Hotel in Springfield on April 24 and 25. The call is signed by a committee consisting of C. C. Adams, of Peoria, Ill., who was appointed temporary chairman; J. Bart Johnson, of Jacksonville, and O. F. Anderson and R. L. Berry, of this city.

The need of an association such as this has long been felt. Thanks to the efforts of W. F. Wallace, of the Q R S Co., together with Charles Burtzloff, of the Chicago office of Kohler & Campbell, Inc., the views of many dealers have been obtained and their co-operation has been enlisted.

It is expected that this Association, which in all probability will be known as the Central Illinois Music Merchants' Association, will be able to do a tremendous amount of good, not only in getting the merchants of the State together for an interchange of opinions and experience, but in the initiation of movements against undesirable advertising and illegitimate trade practices. It

(Continued on page 116)



**Let Them Know You're in Business—**

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

**12 MONTHS TO PAY**

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

T. M. W. No. 4

Federal Electric Signs are the cause of a busy street; not the result.



# LYON & HEALY

announce their new  
department of

## RADIO

Instruments and supplies  
easily installed. Types made  
to retail at popular prices.  
Distributors for

**De Forest Radio Equipment**

**Cunningham Tubes**

**De Veau Loud Speaking Sets**

**Remler Supplies**

**Bowman Airophone Radio  
Receivers**

**Clapp-Eastham Receiving Sets**

Music merchants are asked to express their desire promptly if they wish to link up at once in the sale of this marvelous new musical instrument. First rights and best connections may prove to be of immense value. We expect to be able to make shipments by July 1st. Our retail Radio Store opens May 1st.

• • •

Write today to Dept. O.

**LYON & HEALY**  
**CHICAGO**

### Clip and Mail

#### Lyon & Healy

59-94A Jackson Blvd.  
Chicago

We are very much interested  
in your new Radio outfits.  
Please send us full particulars  
about equipment and prices.  
No obligation is implied by  
this request.

Name.....

Street.....

City.....



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

is also expected that speakers of experience in association work will be present to give the new organization a good start along its path of success and usefulness.

Quite a number of men prominent in the talking machine trade have already expressed their opinions, the consensus of which is that the period of depression through which the trade has just passed has been in a large way responsible for a tremendous cleaning out of undesirable, fraudulent advertisers and that an association such as this will be a means of keeping these undesirable citizens out of our trade. For this reason it is hoped that the talking machine men will be there in full force when the meeting is called at the New Leland Hotel.

**Lyon & Healy Open Radio Department**

Lyon & Healy have taken advantage of the national interest now being shown in wireless telephony and have opened a new department which will be devoted exclusively to radio equipment, units and parts. They have already announced that they are now distributors for the products of various well-known radio equipment concerns and that they will job this equipment to retail dealers throughout the talking machine and music trade. They have already received initial shipments of De Forest radio equipment, Cunningham tubes, Clapp-Eastham receiving sets and other high-grade radio parts and are completing plans for the distribution of this material at popular prices.

For a number of months past officials of Lyon & Healy have been making a very thorough study of wireless telephony and its possibilities. With the co-operation of the KYW broadcasting station at Chicago Lyon & Healy have broadcasted monthly releases of Victor records, as well as selections on reproducing pianos.

It is estimated that there are in the neighborhood of 20,000 receiving sets being used in the zone served by the KYW station, and it is further estimated that the majority of these sets are the handiwork of amateurs. This field alone

offers favorable opportunity for replacement with high-grade instruments and when the entire country is taken into consideration and it has been recently stated by men in position to know that there are something like 800,000 receiving sets scattered throughout the country alone.

**Triangle Week in Chicago**

An elaborate advertising campaign was put on by the Triangle Music Co. during the week of March 26, during which period special attention was given to the exploitation of this company's promising new numbers, "Thrills" and "Carolina Blues." The purpose of the big celebration was to give a christening party to the new Chicago office, which was opened on the 26th. During the week the songs were boosted throughout a goodly number of Chicago's amusement places and one-sheet posters, advertising these songs, were placed on all elevated stations in the city. Quite a number of vaudeville headliners, as well as picture theatre orchestras, featured the songs, which were also advertised in the local newspapers. The campaign brought about pleasing results and quite a demand was made for the songs which were featured, as well as for other numbers in the Triangle catalog.

**In Trouble**

A petition in bankruptcy has been filed by the Masonic Temple Song Shop, Inc., at 161 North State street. The liabilities are given as \$3,999 and the assets are \$2,893.

**New Melody Console**

The Melody National Sales Co., of 190 North State street, has just come out with an exceptionally attractive little console, which it is listing at \$125. The size is 36½ by 36 by 20½. It is of the split-top design, built along very artistic lines, and comes in five-ply wood, equipped with powerful double-spring motors and high-grade tone arm and reproducer.

This company was formerly located on the eleventh floor of the big State & Lake Building, but was recently moved to larger and more

splendidly equipped quarters in Suite 840 of the same building.

**Assumes Control**

It has been reported that George G. Roberts, well known throughout Chicago as a dealer in high-grade lumber, has taken over the LaSalle Phonograph Co., at 19 South Hoyne avenue. It is said that the plans of this company are not worked out completely as yet, but a full line of high-grade instruments will probably be placed on the market within a short time.

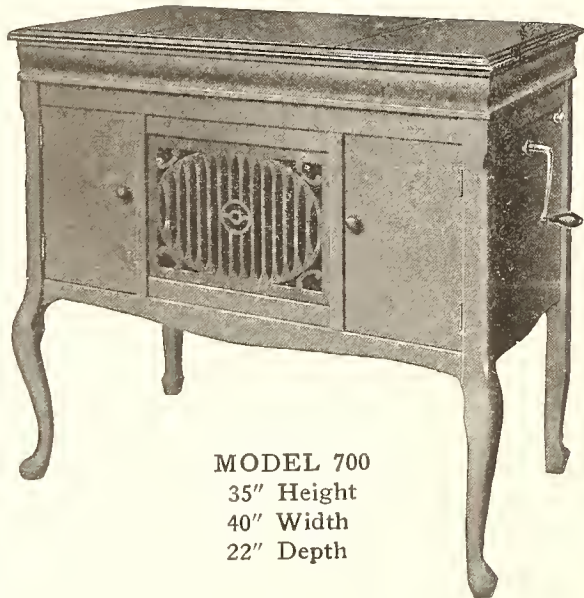
The men originally behind the LaSalle Co. organized this concern at practically the close of the big boom in the talking machine business and this is believed to be the cause of its never getting firmly established. However, under the leadership of Mr. Roberts we may expect to see quite a number of high-grade LaSalle models placed on the market within the next few months.

**Change Local Unit Co. Management**

With the first of April a change of much import was brought about in the talking machine trade of Chicago when W. D. Montgomery, manager of the Cleveland branch of the Unit Construction Co., came to Chicago to assume charge of the Chicago branch of this concern. This change was brought about by the resignation of Gus Mayer, who for a number of years has been manager of the local branch here at 30 North Michigan avenue. The first day of his installation as manager here Mr. Montgomery spent in conference with Rayburn Smith, president, and Harry Beach, vice-president, of the Unit Co. Mr. Beach had been on a trip to the Coast.

Just before leaving the Cleveland branch Mr. Mayer closed a deal with Steinway & Sons, New York, for the complete equipment of five of their branches located in Cincinnati, Columbus, Dayton, Huntington, W. Va., and Charleston, W. Va., as well as partial equipment for the Indianapolis branch. The deal was consummated with the co-operation of R. E. Wells, general manager of the Cincinnati branch for Steinway & Sons.

After spending about a week or so getting ac-



MODEL 700  
35" Height  
40" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

**OUR JOBBERS FACTORY PLAN**

QUALITY                      VALUE                      SERVICE

*We operate a plan that makes*

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT      NO HANDLING      QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
110-126 WEST 3rd STREET  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)



**Templar Autostop**  
**It Stops as a Stop**  
**Should Stop**  
*For Proof of this,*  
*order a Sample*  
**TEMPLAR MFG. CO.**  
 3225 Lexington Street  
 CHICAGO, ILL.

TEMPLAR  
 PAT. APPLIED FOR

quainted with the details of the Chicago office meeting visitors Mr. Montgomery will lay out a program for the Chicago territory, which, when completed, will have brought him in personal contact with every dealer in the city.

**Wallace Incorporates**

One of the latest entrants to make its debut in the Chicago trade is the Wallace Institute, which has just been incorporated under the State Laws of Illinois. The new organization is opening its headquarters at 630 South Wabash avenue and is capitalized for two hundred shares of no par value. The intention is to manufacture and deal in musical instruments, etc. The incorporators are: Frank P. Page, Harold Beacon, Edward G. Ince. The correspondent named is Winston, Strawn & Shaw, First National Bank Building.

**Congratulations!**

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co. returned to his desk this week from a visit to Bermuda, where he and his bride, formerly Miss R. Perry, of Indianapolis, Ind., spent their honeymoon. The happy pair were married on March 4, with D. A. Creed, general manager and vice-president of the Chicago Talking Machine Co., as best man.

**Publisher Visits**

Among the recent visitors to Chicago was R. L. Huntzinger, of the music publishing firm of Huntzinger & Dilworth, New York, Mr. Huntzinger reported that business was in a very satisfactory condition and he also made an interesting comparison between the sheet music business of to-day and that of several years ago. He said that he noticed a marked improvement in the interest taken in the sheet music business to-day and that the average standard of knowledge and other desirable qualities of those who were engaged in this business had improved considerably.

**A. D. Geissler in Chicago**

A. D. Geissler, president of both the Chicago and New York Talking Machine Cos., spent a number of days in Chicago recently, and while here attended the semi-annual executive committee meeting of the Victor jobbers.

**Now With Kimball Co.**

L. E. Inman, who formerly conducted the Music Store in Vandalia, has disposed of his interest to J. L. Gerkin, of that city. The Music Store handles a full line of the well-known W. W. Kimball Co. pianos and talking machines. Since disposing of his store Mr. Inman has become associated with the Kimball Co. and has been made manager of the Decatur branch of this company.

**Becomes Starr and Gennett Jobber**

Mr. and Mrs. A. G. Kunde, wholesale Wisconsin representatives for Gennett records and Starr phonographs, passed through Chicago recently on their way to New York. The couple expect to sail from New York on April 1 aboard the liner "Olympic" for Europe. They intend to visit numerous places in Great Britain and in several of the European countries and in all probability may not return to their home for a number of months.

The firm of A. G. Kunde was recently appointed wholesale representative throughout the Wis-

consin territory for Gennett records and Starr phonographs. This firm has long been known as a high-class importer and distributor of foreign goods and has made quite a success throughout the Middle West with the Homokord record. During their visit to Europe Mr. and Mrs. Kunde will probably visit the Homokord factories.

**Steger National Advertising Campaign**

Steger phonograph advertising is now appearing in a number of the leading publications of national circulation, and the effects of the publicity that has already been issued through that channel have been excellent.

The Steger phonographs have been featured particularly, special announcements regarding those instruments appearing in the February issue of the Atlantic Monthly, Century Magazine and Munsey's, in the March number of Scribner's and Harper's Magazines, and the April issue of World's Work. Special phonograph ads also appear in the February, March and April numbers of Etude, Photoplay Magazine, Red Book, Everybody's and several other of the most prominent magazines.

**The Man With the Searchlight**

Cheney publicity on "The man who snaps his fingers at the whole Cheney factory" has been the cause of a vast amount of favorable com-

ment for the past month. This publicity has been broadcasted by the Cheney advertising department and tells the story of one man—the Cheney inspector—who cares nothing for the opinion of any workman or foreman throughout the whole of the extensive Cheney organization. His duties are to carry on without fear or favor and to reject any Cheney that shows even the tiniest blemish. He takes his orders from, and is accountable only to, the executives of the company. In going about his work he uses only two tools, a powerful focusing lamp or searchlight and a pad of rejection slips. The rays of light falling upon the instrument under inspection bring out any blemish in the finish. When said blemish is found, on goes the rejection slip and the instrument is sent back to the finishing department. To the trained eye of this expert craftsman the most infinitesimal imperfection stands out like a barn door. Since the trade has learned how Cheney standards are maintained by virtue of this expert Cheney inspector it has taken a more keen interest than heretofore.

**New Boston Album**

Mrs. L. Gelbspan, president of the Boston Book Co., makes the announcement that she has received many testimonials from large users of  
 (Continued on page 118)



**YOU**

will never be able to appreciate the appearance, finish, operation and wonderful tone quality of ORO-TONE attachments until you order sample.

**YOUR CUSTOMERS**

will want ORO-TONE attachments when they hear the rich tone quality.

**OTHER DEALERS**

are selling ORO-TONE attachments with great success. Once heard, the desire for possession makes the sale easy.

**WHY DON'T YOU ORDER SAMPLES TODAY?**

ASK FOR COPY OF THE "ORO-TONE" ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

**The Oro-Tone Co.**  
 QUALITY FIRST  
 1006 GEORGE STREET  
 CHICAGO, ILL.



**For the EDISON**

**No. 1E ORO-TONE**  
 For Playing All Records on the Edison  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
 Retail price, Nickel Plated, \$7.50.  
 Highest Grade Gold Plate \$10.50.



**For the VICTOR**

**No. 1S-V ORO-TONE**  
 For Playing All Records on the Victor  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
 Retail price, Nickel Plated \$6.50.  
 Highest Grade Gold Plate \$9.50.



**For the COLUMBIA**

**No. 1C ORO-TONE**  
 For Playing All Records on the Columbia  
 Reproducers Fitted With Special Oro-Tone Diaphragms  
 Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
 Retail price, Nickel Plated \$6.50.  
 Highest Grade Gold Plate \$9.50.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

albums in the trade who have received samples of the new Boston interchangeable leaf album. These letters are of a congratulatory nature, complimenting the Boston Book Co. upon its foresight in bringing before the public such a clever innovation as this new album. This method of building albums was made possible by the addition of a wooden back, of which feature, together with the interchangeable leaf idea, the Boston Book Co. feels justly proud.

**Isham Jones Orchestra to Travel**

Isham Jones and his famous Brunswick Orchestra came out with the announcement this week that they are terminating their showing at the College Inn on May 1. This closing at the College Inn is only a temporary affair, however, lasting over the Summer months, or until September 1, when Mr. Jones and his orchestra will return and resume the duties of entertaining the patrons of College Inn.

Immediately after closing at the Inn Mr. Jones and his orchestra will leave for the Brunswick recording laboratories in the East, where they will spend several days recording, and on May 6 the organization will appear at the New Grand Central Theatre at St. Louis. The Brunswick dealers of St. Louis, who recently formed a Brunswick Dealers' Association, have made preparations for the coming of Mr. Jones and at present have contracted with the street-car company for the displaying of their panels announcing the orchestra. These panels will be placed on the front and rear end of all street cars in St. Louis and suburbs. After the St. Louis engagement the orchestra goes to Cape Girardeau; then to Indianapolis; and on the 17th they play for the "Junior Prom" at Notre Dame University. This prom is an annual affair and in order to hook up with Isham Jones' orchestra its regular date was put back several days. The route is then to Kalamazoo and Jackson, Mich., followed by an eight weeks' engagement in Chicago, where the orchestra will appear at the Pantheon and Senate theatres. At the close of this engage-

ment the organization moves back to the College Inn to entertain visitors.

**Mid-West Dealers Hold Second Annual Meeting**

The second annual meeting of the Mid-West Victor Dealers' Association was held at the Drake Hotel on the evening of March 13, too late for mention in last month's issue. An elaborate dinner was served at six-thirty. The guests of honor and speakers of the evening were: J. N. Blackman, of the Blackman Talking Machine Co., New York, and Louis Buehn, president of the National Association of Talking Machine Jobbers.

The meeting was opened by R. B. Corcoran, who welcomed the visiting jobbers, and with the assistance of L. C. Wiswell introduced the visiting jobbers to the members of the Dealers' Association. After the introduction Miss Margaret Haley, of the Victor department of Lyon & Healy, gave a vocal solo. Following this the Mid-West Victor Dealers' committee on advertising rendered an interesting report on program and billboard advertising. The report was read by Chairman McCauley, of this committee, who said, in concluding, that up to the time of the typing of his report nearly every member of the Association had signed up for this work. The advertising report was followed by a talk given by President Buehn, of the Jobbers' Association, who, in the course of his remarks, stated that he was much interested in the campaign the mid-West dealers were putting on, and told of the necessity for concerted action on the part of Victor men throughout the country. During the course of his remarks he paid high tribute to the Victor Talking Machine Co. and its president, Eldridge R. Johnson.

Gilbert H. Montague, counsel for the Jobbers' Association, then recounted the story of the old days in larger cities, when "If one wanted music one called on foreigners," showing how the Victor Co. had been a big and important factor in changing all of this. He also brought out some



**MELODY CONSOLE**

Height 36 1/2, Width 36, Depth 20 1/2. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Write for discount.

**MELODY NATIONAL SALES CO.**

190 N. State Street, Chicago, Ill.

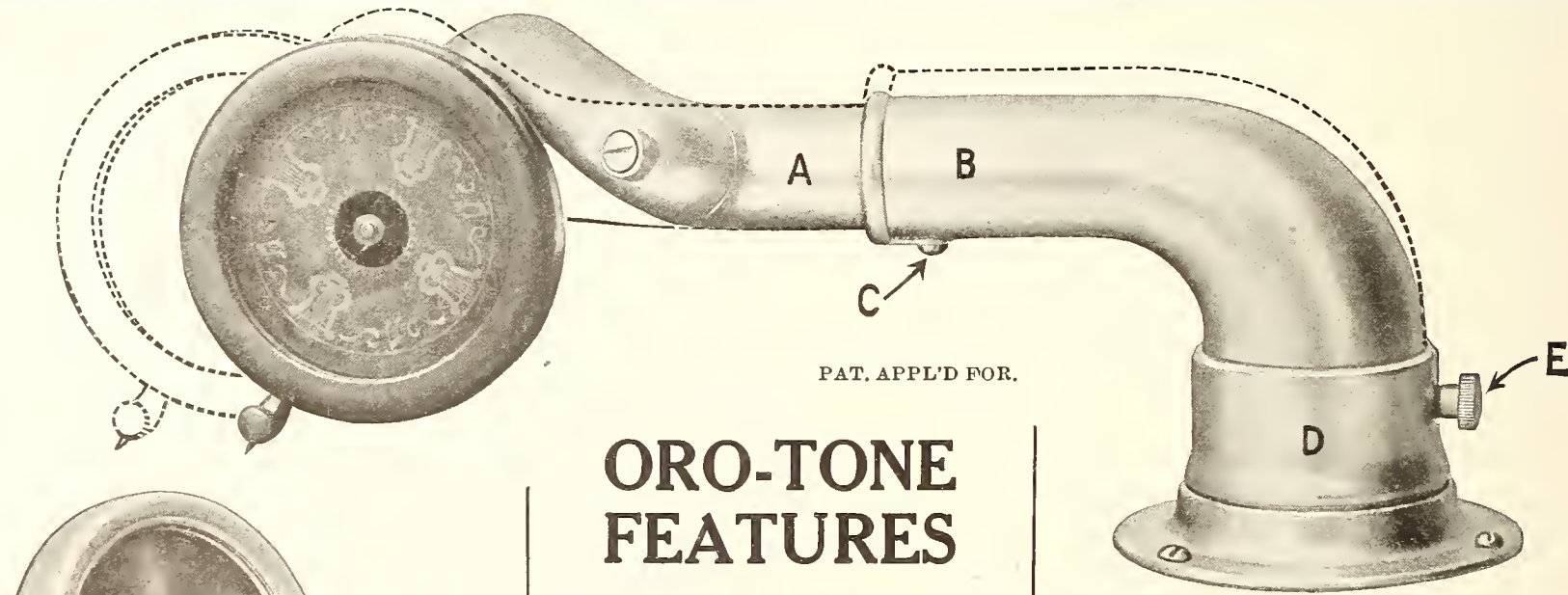
Manufacturer

**MELODY PORTABLE PHONOGRAPH**

important points pertaining to the psychology of music and how it is helping humanity.

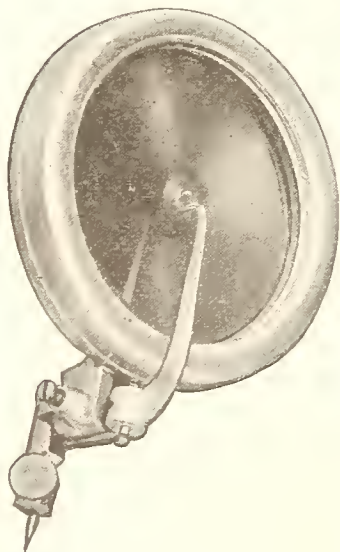
**J. N. Blackman's Address**

Beginning with the good old days of 1897, when the talking machine was in reality only a toy, J. N. Blackman, the next speaker, brought all of his listeners through the various stages of the talking machine industry up to the present day. He commented upon the foresight of the pioneers of the Victor Co., Leon A. Douglass and Eldridge R. Johnson. Their names were mentioned because they are monuments of courage and foresight, according to the views of Mr. Blackman. He also pointed out how the trade laughed in the olden days when the Victor Co.



**ORO-TONE FEATURES**

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

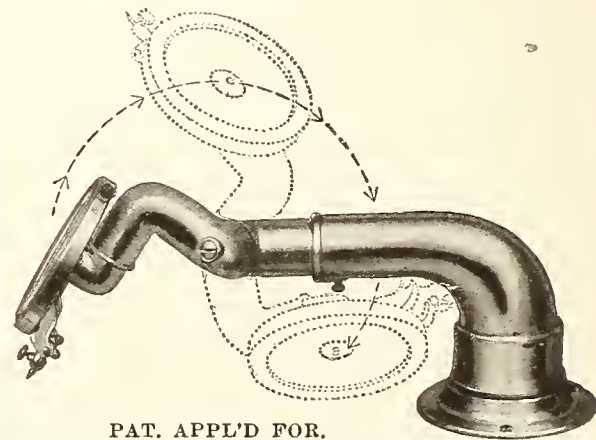


**MODEL L S**

**COMPOUND  
ROCKER  
ACTION**

The highest grade and most scientific reproducer ever offered the trade.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE



Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

*The Oro-Tone Co.*  
QUALITY FIRST

1000 to 1010 GEORGE ST.  
CHICAGO, ILLINOIS



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

proposed what has now come to be known as its Red Seal library, and also how the trade giggled when the announcement was made of the first hornless type talking machine; how the price was thought to be preposterous, \$200, and the saying was that the only place you would find it was along Fifth avenue or in the White House. Sure enough it wasn't long before the Victor did get in the White House, and this was followed by an extensive advertising campaign, which began on the front cover of The Talking Machine World, showing the familiar Victor trade-mark and the White House.

With the aid of some newspaper clippings from recent daily papers he called to the attention of his listeners some of the grave financial struggles now existent throughout the country. His purpose in doing this was merely an effort to show the talking machine dealer what a "terribly hard time" they had in comparison with the dealers representing other industries, whose companies had been inflated in the past few years to the utmost capacity and who were at present undergoing deflation. Upon the conclusion of Mr. Blackman's talk it was conceded by all that the remarks he made were most instructive and constructive, to say the least. This talk by Mr. Blackman was followed by an evening of dancing, the music for which was furnished by Benson's Orchestra.

**New Tonofone Traveler**

E. C. Doyle, who for many years has been associated with the traveling sales department of the Shapleigh Hardware Co., of St. Louis, is now connected with the traveling department of the Tonofone Co., manufacturer of the well-known Tonofone needles. Since he has been with the Tonofone Co. Mr. Doyle has been successful in doing much tie-up work with Tonofone jobbers throughout the Northwestern States, as well as the Northern States of the mid-West. On the first of the month he left for an extensive tour, which will take him throughout the Eastern and Southern States. He plans to call on all Tonofone jobbers in those sections.

As regards the business situation with the Tonofone Co. President J. F. Johantgen stated in an interview with the representative of The Talking Machine World that since the first of the year his sales chart showed a gradual increase in business. The increase is not one of those spasmodic risings, but just a gradual one—steady enough to indicate that as time goes on the business situation in the trade will improve materially.

**F. D. Hall to California**

Frederick D. Hall, chairman of the board of directors of the Hall Mfg. Co., accompanied by Mrs. Hall, is planning a visit to California in the course of the next few weeks. Upon their arrival in California, Mr. and Mrs. Hall expect to do quite a bit of sight-seeing and finally journey down to the southern part of the State, where they will spend a protracted vacation. Last year the happy couple made an extensive tour of the Orient, where they visited the bamboo forests from whence come the choicest and most select poles, which are afterwards sent to the Hall Mfg. Co. plant in Chicago to be cut into the world's finest fibre needles.

**An Expanding Business**

Another incident, which characterizes the progressiveness of Frank and Jerry Justine, widely known as Justine Bros., was brought to the attention of the Chicago office of The World this week by a full-page ad, which appeared in the Gary Evening Post, of Gary, Ind. The advertisement was an announcement to the effect that this well-known Chicago firm had opened a beautiful retail store in Gary. The new shop, known as the "House of Music," is located at 540 Broadway, and occupies a frontage of some fifty feet, with a depth of 125 feet. Besides a full line of Victor goods, this new store will carry an extensive line of high-grade pianos, as well as a complete complement of assorted small goods, such as band instruments, etc. Fifteen years ago the firm of Justine Bros. was founded and has been steadily growing until to-day it



**Are You Buying Discounts?**

OR

**Are You Buying Value?**

*When You Buy Value Then Only Can You Sell Quality*

Hiawatha commands  
Instant Approval  
And Complete Satisfaction of  
Whoever looks or listens.  
And the greater value  
That is only found in  
Hiawatha Phonographs is  
Always productive of sales.

CABINET      FINISH      SUPREME

**HIAWATHA PHONOGRAPH CO.**

**209 South State Street**

**Chicago, Ill.**

has come to be an institution in Cicero, a suburb of Chicago. The new store is fitted up with five of Unico's most up-to-date hearing rooms, racks and counters, whose color scheme blends in perfect harmony with the rest of the shop, which is white enamel. Karl F. Schimmel Hennig, who has been connected with Justine Bros. for the past ten years, will manage the new store.

**EDISON CHANGES IN CHICAGO**

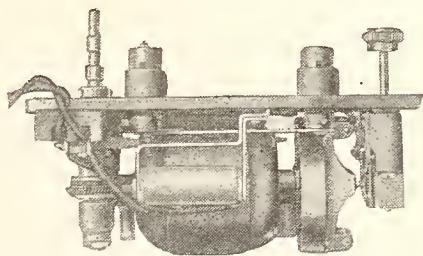
**Phonograph Co. Disposes of Retail Business to Raymond Music Co. and Consolidates With Phonograph Co. of Milwaukee as Wholesaler**

CHICAGO, ILL., April 7.—The Phonograph Co., of Chicago, Edison phonograph jobber, has disposed of its retail business to the Raymond Music Co., which will continue to operate a retail business at the present address, 229 South

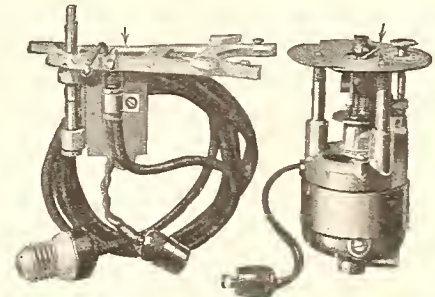
Wabash avenue, and in connection with a line or two of pianos. It is said to be the intention of the Raymond Music Co. to remodel the quarters and make them among the most attractive in this section. It is rumored that the Raymond Music Co. will be run by Ray Healy, president of the Central Piano Co., but this is not confirmed at this writing.

The Phonograph Co., of Milwaukee, will be consolidated with the Phonograph Co. here, with W. Smith, formerly manager of the Milwaukee house, in general charge, with headquarters in Chicago, from which point will be met the requirements of the dealers formerly served by the Milwaukee company.

The Kady Piano Co., of Grand Island, Neb., was recently granted the exclusive agency for the Kimball line of pianos and phonographs. Okeh records are also handled.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**Motors, Tone Arms, Hardware and Accessories**

**Wireless Equipment**

- Head Sets
- Lamp Sockets (Not Porcelain)
- Panels
- Variometers

- Vario-Couplers
- Aerial Wire
- Insulators
- Knobs

**LAKESIDE SUPPLY COMPANY**

**416 SOUTH DEARBORN STREET**

**CHICAGO, ILL.**

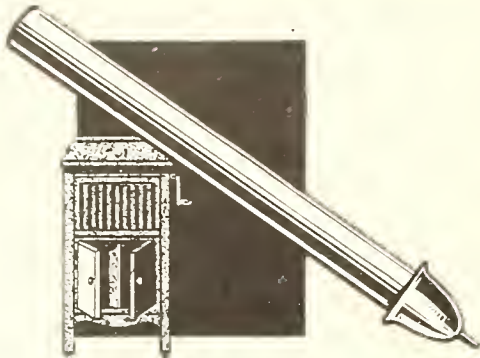


FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

# Why Musicians and Careful People Use

# Tonofone

Flexible Point Phonograph Needles



**Because**—They reproduce accurately Original Tone.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

**Because**—One needle is sufficient for all Tones, be they "loud," "medium" or "soft."

**Because**—They are convenient and economical.—One needle is sufficient for several evenings.



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

**Because**—They positively do not scratch or injure records.

**Because**—They eliminate metallic and surface noise.

Write for samples and revised price list showing **Big Profits to Dealers.**

The *Tonofone* Company

Makers

110 S. Wabash Ave., Chicago, Ill.

## TO MAKE THE ORGANOLA

DAYTON, O., April 8.—The International Dayton Products Co., located in the U. B. Building, this city, has been organized to manufacture and sell the Organola, a talking machine which features the use of organ pipes in reproduction. It is planned to manufacture eight models, ranging in price from \$175 to \$450. The officers of the company are: Harry S. Keys, president; John S. Wilson, vice-president, and R. E. McMillan, secretary and treasurer.

If you have advanced ideas on any subject, do not expect popular applause. The people seldom approve the pioneer. You must get your joy not from the cheers of the populace, but from self-expression. If your ideas are really worth while and you have confidence in their value to the world, the approval of the multitude, as the "Treasure Chest" points out, will be a matter of supreme indifference to you.

## WALLACE INSTITUTE ENTERS TRADE

Known Throughout Country After Years of Nationally Advertising Its Reducing Course—Entire Sales to Be Handled by W. C. Eckhardt—Record Makes Strong Appeal to Women

CHICAGO, ILL., April 10.—This month heralds the introduction of the famous Wallace reducing records to the talking machine trade. These records have been offered direct to the consumer since their introduction in 1918 by the



Wallace

manufacturers, the Wallace Institute, Inc., of Chicago. The Wallace Institute, Inc., is an outgrowth of the old Wallace Physical Culture Institute, which was established in Chicago some twenty-one years ago. Since its organization in 1899 the Wallace Physical Culture Institute has been catering to big business men of Chicago and the Middle West. To the women have been featured reducing records, but it was not until 1918, with the founding of the Wallace Institute, that these reducing exercises to music were placed on records and offered to the public. This concern has used over a quarter of a million dollars' worth of space in all national publications published for the benefit of women, and now, when all the pioneer work has been done, it is felt that the time has come to offer the trade an opportunity to cash in on this much-sought-for product.

Accordingly a sales force has been organized with W. C. Eckhardt, formerly sales manager of

the Phonograph Co. of Chicago, in charge. After severing his connections with the Phonograph Co., Mr. Eckhardt organized a powerful dealers' advertising service concern, which was known as the W. C. Eckhardt Service. This service was devoted exclusively to Edison dealers and jobbers, or individuals identified with the promotion and development of the Edison retail business.

Mr. Eckhardt is admirably fitted for this new position by virtue of his long association with the talking machine trade. He has had six years of actual experience with promotion work in the talking machine and music business and knows dealers in all parts of the United States.

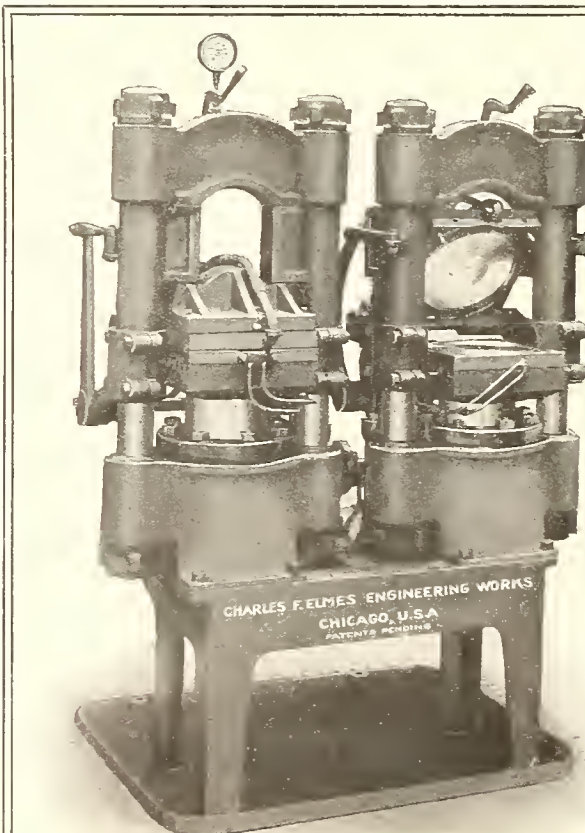
In the organization program which Mr. Eckhardt has assisted in working out, provision has been made for getting up elaborate window trims, printed in five colors. These will be sent to the trade along with handsomely lithographed hangers. The Wallace Institute has also got out electrotypes of a large number of cleverly de-



W. C. Eckhardt

signed illustrations, to be used by the dealer for local advertising.

The history of the Wallace reducing record is very interesting. Early in his career Professor



# 1 2 0 0

RECORDS A DAY  
WITH  
ONE OPERATOR  
ON AN  
**ELMES**  
AUTOMATIC  
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

**CHARLES F. ELMES ENGINEERING WORKS**  
224 1/2 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.



Wallace hit upon the idea of teaching in "bulk," that is to say, teaching more than one individual at the same time, and a plan for instructions by mail followed soon after. This was continued until 1917, when he thought it might be a good idea to reach his clientele with his actual voice on a record, rather than his thoughts on paper. He began in a small way to give personal instructions to certain of his clientele by means of a dictating machine, and this aroused so much interest that in the course of a year, or to be more exact, in 1918, he decided to make this a permanent feature of his business, and accordingly set about to have disc records manufactured. This, however, was at a time when the entire trade was taking everything in the talking machine line that it could get its hands on and could spare neither the space nor the time in the factories to work on such an innovation. Professor Wallace was determined to get his reducing record on the market, however, and, therefore, went out on a protracted inspection tour of factories and recording plants in the East, and finally found that it would be necessary

for him to build his own recording and pressing plants. This he did. A plant was taken over at Newark, N. J., starting in a small way at first, which has gradually grown till it is now quite a pretentious institution. Mr. R. Durgin, publicity manager of the Wallace Institute, has been holding down this position since the inception of the weight reduction idea. He has some very interesting old newspaper clippings, which are in reality of a more or less editorial nature, pertaining to the Wallace Institute and its methods. One Chicago newspaper became interested in it about four years ago and made Professor Wallace a unique proposition. They wrote him, "If you really have a sure method of reducing folks to normal, about half of all of our readers will be interested in knowing about it. Therefore, we are willing to give you a large amount of publicity if you will consent to reduce a class of stout persons of our selection, and work under the supervision of the doctors and specialists we will appoint as observers. We make this one condition, however: We shall publish pictures and weights daily, and give our readers the

actual facts, regardless of what happens. In other words, if those you undertake to reduce should not lose flesh as you prophesy and should gain weight instead, we will also publish that." Following the acceptance of this challenge there appeared for the next forty days a series of photographs of Professor Wallace and his class. At the end of that time the heavy-weights had reduced to the table of correct weights that determine normalcy.

**CATERS TO COLLEGE STUDENTS**

Kraft, Bates & Spencer, Brunswick Distributors, of Boston, Secure Good College Trade

BOSTON, MASS., April 8.—Kraft, Bates & Spencer, of this city, distributors for the Brunswick line, have been developing a nice business among the colleges through the medium of live dealers near these institutions. Included are: Briggs & Briggs, Cambridge, Mass.; C. A. McNeal, Hanover, N. H.; A. D. Bastiene, Williamstown, Mass.; the Oriole Music Shop, at Mt. Holyoke.

**CANTON**

*Industrial Revival Quickens Trade — High-Priced Machines in Demand—Trade News*

CANTON, O., April 5.—Gradual improvement in the talking machine trade is reported by dealers in the Canton district. Industrial conditions are still on the up-grade, and if steel mill operations continue to improve dealers in all lines will have no reason to complain. Prospects for Spring and early Summer are brighter than in many months and, without exception, dealers reported March better in volume of sales than the preceding month. Record sales are showing a decided improvement, due in a measure to intensive sales campaigns conducted by many dealers.

At Rhine's Edison shop sales for the month of February were entirely satisfactory, according to Manager Rutledge, and, if anything, there seems to be a tendency on the part of the public to buy the higher-priced machines. Little demand for the cheaper type of machines has been noticed here during the past month. Edison record sales have been stimulated considerably by the recent reduction in price.

George C. Wille, head of the George C. Wille Music Co., Victor distributor, will open a radio store at Cleveland avenue and Third street in the near future.

Wilbur E. Pyle, new manager of the talking machine department of the William R. Zollinger Co., announces that since assuming charge of this store's department two weeks ago talking machine sales have jumped 50 per cent over what they were a month ago. This department has had no manager since the resignation of A. E. Jones, who left the store the first of the year. The department has been completely reorganized since Mr. Pyle assumed charge.

The J. W. Brown Piano Co. is now in the midst of one of the largest piano and talking machine sales conducted by a Canton music store in many years. Many talking machines and pianos, mostly of the higher-priced type, were moved during March, and April looks like another good month.

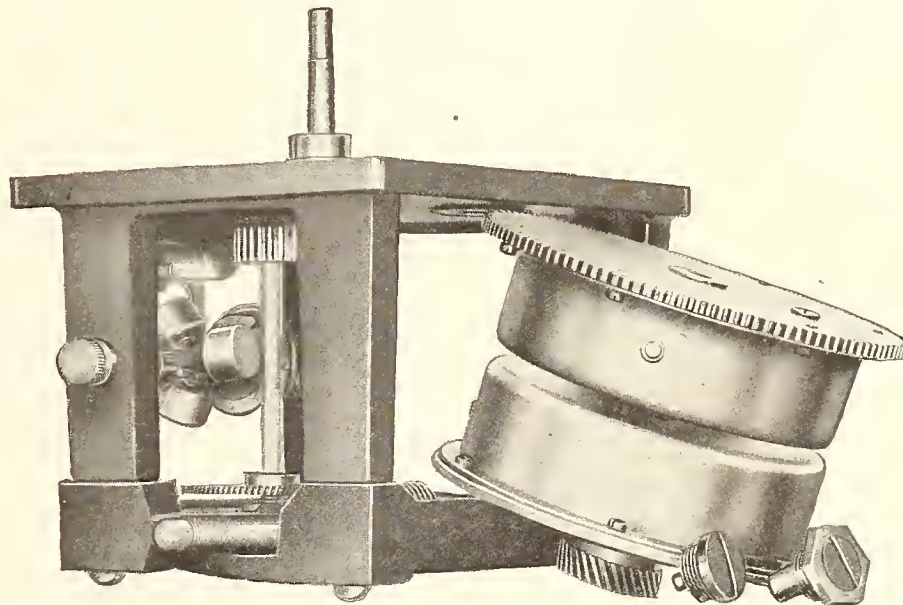
Record sales at the establishment of the D. W. Lerch Piano Co. have shown a decided increase in the past month. Sales of Vocalion, Brunswick and Columbia records jumped fully 50 per cent this week with the release of the April numbers and the outlook is exceedingly bright.

Talking machine sales are gradually increasing at the music department of the Klein-Heffelman-Zollars Co., according to Manager Schrake, who states that he believes people are becoming more free with their money.

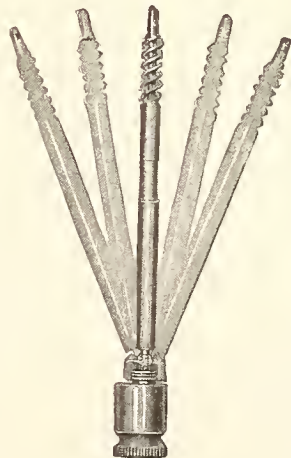
The popularity of the Cheney and Starr talking machines is increasing steadily in this territory, according to C. M. Alford, of the Alford & Fryar Piano Co.

**Study the SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature. Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.



# DETROIT

*Optimism Features Trade—  
Improvement Continues—Re-  
citals Aid Sales—The News*

DETROIT, MICH., April 10.—Talking machine business in Detroit is more than holding its own; in fact, it is showing steady improvement and with the Lenten season about over dealers believe there will be quite a spurt in sales towards the end of the month and all through the month of May. When we hear the complaints of men in other lines of trade we begin to feel that the talking machine dealer has little to complain about. Industrially, Detroit is showing great signs of improvement and the number of people employed is on the increase, so that in reality the talking machine dealers are justified in anticipating better business for the next few months at least.

Max Strasburg, of the Max Strasburg Shop,

handling Victor, Columbia and Jewett phonographs, says that, while business is not "rushing," he hasn't a thing to complain about. "People will buy phonographs as soon as they can afford to," he remarked. "People want them as much as they ever did; young people are getting married; new homes and apartments are being established and there will always be a demand for our product, but we cannot expect that people are going to buy them when they have no positions, or when they are uncertain as to how long they will be employed. You must remember that, after all, the masses comprise the major number of buyers of talking machines and their prosperity means the prosperity of the dealer. When they are not prosperous we must take our medicine proportionately."

#### Weekly Recitals at Grinnell Bros.

Grinnell Bros. have been giving weekly recitals on Wednesdays in their Victrola Auditorium in the basement of their main building on Woodward avenue and they have been attracting considerable attention. The artists comprise the best local talent available and the playing

of the latest Victor records is always a part of the afternoon program.

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., was in New York last month attending a meeting of the executive committee of the National Association of Talking Machine Jobbers.

The Victor record "Angel Child" is having a big call and it promises to be one of the biggest hits of the year.

#### Many Talking Machines as Prizes

In connection with the Music Memory Contest being conducted in the Detroit schools, partly sponsored by the Detroit News, The Edison Shop, through Mr. Sweeney, in charge of the retail department, has offered a handsome console machine to the school that wins first prize. The Detroit News has offered seventy-five upright talking machines as prizes to be distributed among winners. The winners will be decided at a grand finale to be held at Orchestra Hall, April 26. In connection with this contest, which has been going on for some time, dealers have had quite a call for records, as well as piano player rolls, containing the themes mentioned in the contest and, in fact, on some of them have had to reorder.

#### Growing List of Cheney Dealers

The Van Korn-Shower Co., with offices at 201 Farwell Building, is distributor in the State of Michigan for the Cheney and it has a very nice list of dealers in Detroit, nearly a dozen, among them some of the best stores in the city, including the J. L. Hudson Co., Cable Piano Co., Noble Piano Co. and the Robinson-Cohen Co.

#### Some New Brunswick Accounts

P. J. Gordon, manager of the Brunswick department of the Brunswick-Balke-Collender Co., tells us that Brunswicks are selling better than ever in its entire history. The latest and biggest acquisition was the Cable Piano Co. for its store at 1420 Woodward avenue, and the branch store in Ludington. In time Mr. Gordon expects to have every Cable store in Michigan handling Brunswicks. Some of the other important new accounts are Lampe & Tanner, 11728 Hamilton Boulevard; Kelsey & Garrettson, Birmingham, Mich.; Barack Bros., 6525 Woodward avenue, Detroit; Stofflets Phonograph Shop, Ann Arbor, and F. J. Hedrich, Wyandotte.

#### Display at Builders' Show

When the Builders' Show took place at the General Motors Building, March 18 to 25, the Brunswick Shop of Detroit had a very attractive exhibit of period and console models. It was the only phonograph display and Manager Quinn, of the Brunswick Shop, said it was productive of good results. The exhibit actually attracted a great deal of attention and comment, as the show was very largely attended.

A number of dealers have already added radio outfits and most of them have been solicited, but we find most of the dealers watching the development of the radio and waiting to see how far-reaching it will be.

#### Service Department for Jewett Dealers

A. A. Fair, sales manager of the Jewett Phonograph Co., reports that each month is showing a healthy increase. The sales department has been considerably augmented and with the addition of a service department, in charge of Miss Nelson, dealers are finding the Jewett a more attractive proposition than ever before. "Yes, we have added dozens of new accounts in every section between Chicago and the western part of New York State," said Mr. Fair. "We are still unprepared to take dealers on in every State, but as we increase production and our selling force we hope to give every attention to the numerous requests which have come to us for the line. We are building slowly but surely. We don't want to develop our business except on a solid foundation—that's why we are going along easily, but carefully. The outlook for the balance of the year is very good and the beauty of it is that our dealers are re-ordering right along."

#### Rapid Progress of Vocalion Line

Sam Lind, of the Lind & Marks Co., distribu-

## Special Opportunity to Sell More Victrolas

WITH the coming of Spring, and the days of re-decorating and rearranging in the home and the addition of new furnishings, is surely a most excellent time for an aggressive selling campaign.

Your buying public is right now thinking of how to make the home more attractive and enjoyable—and, what better means to accomplish this than through purchase of a Victrola—or what better time to make a special drive for sales?

### You'll Find the Grinnell Stock and Service a Real Aid

Be sure you have the instruments and Records that will enable you to take full advantage of the extra sales to be made at this particular season. Go over your stock today—send in your order today. We are splendidly prepared to immediately supply you with the merchandise you need for the increased business so surely and easily to be had right now.

*Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and you'll find it of definite value in making up your order.*

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



tors for the Vocalion line, is more optimistic than ever about the line. Since his company started fully one hundred new accounts have been established and many more could be if the sales force were larger. This is something that Mr. Lind has under serious consideration. Both record and machine business is good and the quotas set for each month this year have so far been reached. "We haven't a kick in the world coming," he said to The World correspondent. "We are doing more business right along and all our dealers are enthused over the records and the machines. As general conditions improve, so will our business on a larger scale than ever."

#### Activity at Columbia Headquarters

There is considerable activity around the wholesale branch of the Columbia Graphophone Co., indicating that business is improving for Columbia dealers. W. H. Shumacher, in charge of Dealer Service, is very busy showing dealers how they can increase their sales by the proper window displays, proper advertising and proper selling methods. There are about forty Columbia dealers in Detroit. The Detroit branch covers all of Detroit, half of lower Michigan and part of northern Ohio. H. A. Gardiner, branch manager, has been here for several years, succeeding Sam E. Lind, who resigned to engage in business for himself. Mr. Gardiner came from Newark, N. J., and is a pioneer with the Columbia Co.

The Columbia record of "Angel Child" and a Jolson number on the other side is proving a tremendous hit with Columbia dealers. It is double value for the money, the Jolson number alone being sufficient to cause it to sell big.

New Columbia dealers are the Michigan Music Co., Detroit, and the Wauseon Music Shop, of Wauseon, O.

A. A. Grinnell, treasurer of Grinnell Bros., is back from a two weeks' vacation at French Lick Springs—playing golf most of the time.

The fellow who is always bragging about what he is going to do is so busy telling about it that he seldom has time to put his ideas into practice.

#### OPENS HANDSOME BUILDING

**Haverty Furniture Co. Moves Into New Home at Houston, Tex.—Columbia Department Attractively Arranged—Has Ten Stores**

HOUSTON, TEX., April 6.—The Haverty Furniture Co., one of the leading retail organizations in the South, with branch stores in many important cities, opened a new building here recently. The new home of the company in this city is located in a six-story building at Fannin street, near Capitol, and a cordial invitation was extended to the public to be present at the formal opening of the building.

The first floor contains the offices of the company, with a limited number of general display fixtures. The third floor, which is exceptionally attractive, houses the Columbia Grafonola department, and a feature of this department is a bungalow interior of three rooms for demonstrating Columbia records.

The Haverty Furniture Co. has been remarkably successful with its Columbia departments located in ten stores throughout the South, and the department in the new Houston store gives every indication of being one of the leaders in sales totals.

#### "BLUES" SINGER PROVES SUCCESS

Leona Williams, one of the latest additions to the ranks of Columbia artists, is attaining signal success in the rendition of "blues" for the Columbia library. Miss Williams is well known to vaudeville enthusiasts throughout the country, as she has been appearing on big time for a number of years. She has become recognized as one of the leading singers of "blues" and syncopated music, and Columbia dealers are awaiting with interest several of her new records that will be released shortly.

Never make a statement unless you can back it up. Likewise, never make a promise unless you are prepared to keep it to the letter.

#### CIRCUIT COURT REVERSES DECREE

**Decides in Favor of Long Furniture Co. in Cabinet Suit—Reverses Lower Court**

The United States Circuit Court of Appeals for the Second District handed down a decision a fortnight ago, deciding in favor of Lawrence J. Rooney, a local dealer, and the Long Furniture Co., of Hanover, Pa., in the suit brought by Beecroft & Blackman, Inc., against Mr. Rooney and the Long Furniture Co.

This suit had been tried originally in the Southern District Court of New York and Beecroft & Blackman, Inc., had been successful in their claim that the defendants had infringed Letters Patent No. 1,244,944. This patent, which had been granted to Clement Beecroft and assigned to Beecroft & Blackman, Inc., covers a cabinet for talking machines, involving certain distinctive features as to moulding, etc.

Mr. Rooney and the Long Furniture Co. appealed from the decision of the U. S. District Court and the decision just handed down by the U. S. Circuit Court of Appeals reverses the lower court and gives the decree to the defendants.

#### CABANAS VISITS NEW YORK

**Columbia Representative in Mexico Is Optimistic—P. M. Brown Doing Splendid Work**

Rafael Cabanas, vice-president and general manager of the Cie. Parker S. A., Mexico City, Mexico, exclusive sales agent in Mexico for Columbia product, was a recent visitor to the Columbia executive offices. Mr. Cabanas stated that conditions in Mexico were growing better day by day, and that his company was closing a splendid Columbia business. Associated with Mr. Cabanas as manager of the Columbia division of Cie. Parker is P. M. Brown, who was connected with the Columbia Graphophone Co. for ten years, and who resigned as assistant manager of the Columbia export department to become a member of Mr. Cabanas' organization.

## La Velle Bobolink Records For Little Children

### La Velle Bobolink Books

1. *The Ideal Gift.*
2. *The Biggest Dollar Value on the Market.*

#### Reasons Why They Are Unsurpassed in Value and Quality

1. Contain two 7-inch double-faced records—this being twice the playing surface of records in any other child's song and record book.
2. Each book is in a heavy folding cardboard container beautifully printed in four colors.
3. The covers as well as the illustrations of the book are in four colors designed by the foremost child artists in the country.
4. Books are 11 x 16 inches and contain sixteen pages.

No. 500—Bobolink Song Book No. 1  
7118—Old King Cole  
Choosing the Queen  
7103—Rig-a-Jig-Jig  
The Postilion

No. 501—Bobolink Song Book No. 2  
7101—The Tune of the Forge  
Jingle Bells  
7102—Under the Dreamland Tree  
The Sunny South

No. 530—LaVelle Talking Game Books  
813—The Farmer in the Dell  
809—Here We Go Round the Mulberry  
Bush  
810-1—London Bridge Is Falling Down  
811-1—John Brown Had a Little Indian

Dealers, are you properly supplied? If not, order at once and see what rapid sellers they are. A large display rack free with every gross order.

Send for catalogue and price list. There are liberal discounts for you.



## LA VELLE MANUFACTURING COMPANY

NEW HAVEN

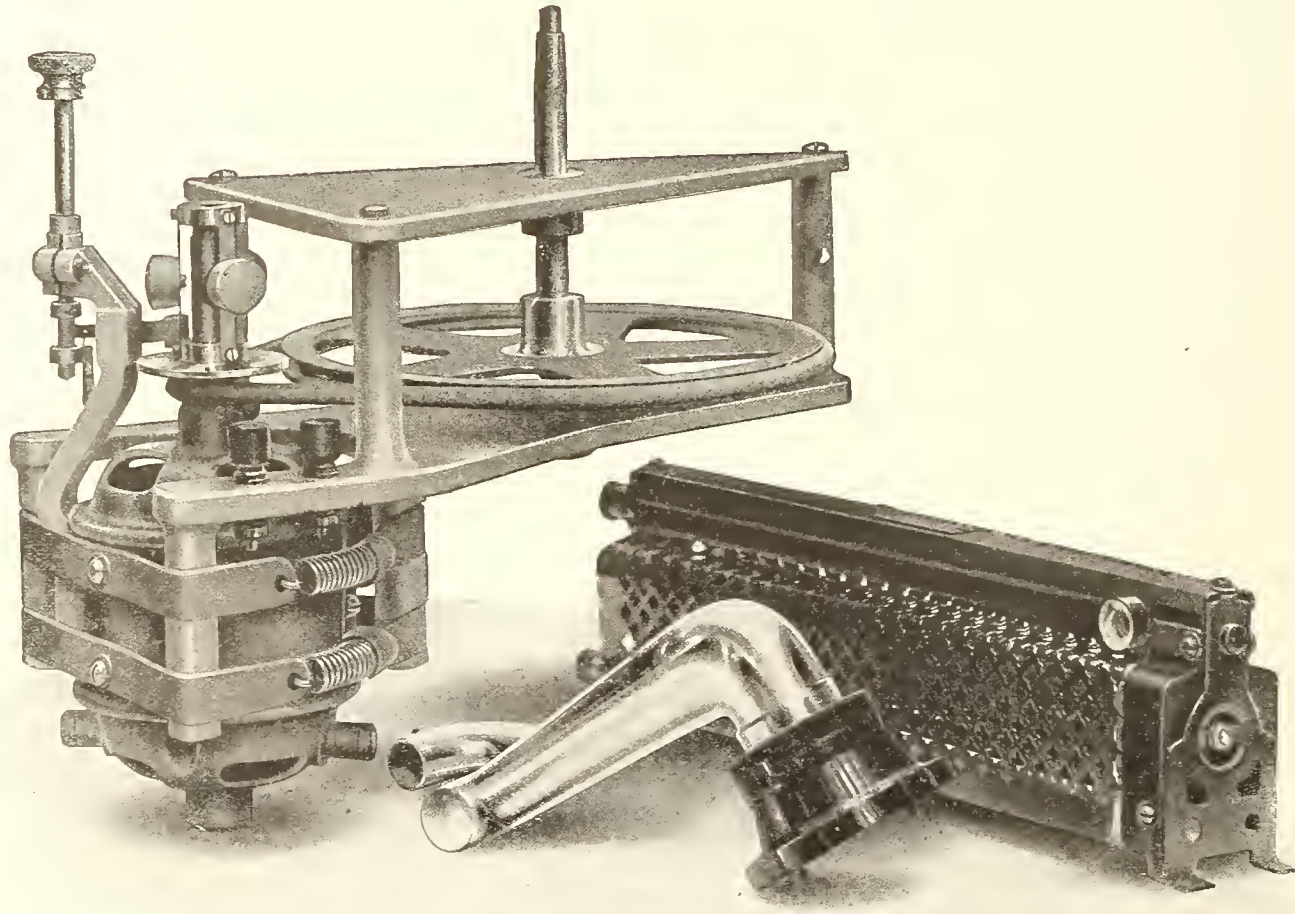
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CONNECTICUT



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD . . . . . LONDON, E. C., ENGLAND



**INTRODUCES NEW CABINET**

Celina Specialty Co. Announces New Console Cabinet for the Installation of Small Machines —Has Many Interesting Features

CELINA, O., April 5.—The Celina Specialty Co. has placed upon the market its new console cabinet No. 50, which is designed for use with the Victor portable machine. The cabinet is designed in a fashion which permits the easy installation



Console Cabinet No. 50 Complete or removal of the machine without in any way marring or detracting from the appearance of the console. An extension handle is furnished so as to permit of easy winding and special needle cups are provided at a convenient place in the cabinet.



Showing the Interior Arrangement These cabinets are finished in mahogany or golden, wax and fumed oak.

In a chat with The World representative Theo. K. Brandt, of the Celina Co., said: "Business is undoubtedly picking up and apparently general business conditions are all on an upward trend. Our console business is splendid and we make five models, each of which is enjoying its share

**Announcing  
the opening of our New Recording  
Laboratories  
at  
48 WEST 39th STREET**

These new laboratories are modern in every respect and we are well equipped to give you the best results in your recordings. Now recording for five companies.

**We solicit your business**

**We also give attention to personal recordings**

**MANHATTAN RECORDING LABORATORIES**  
48 West 39th Street New York

TELEPHONE FITZ ROY 1378

of popularity. Fall should find the console business accentuated, for we expect sales of portables this Summer to be far ahead of the sales of the Summer of 1921."

**B. G. POWELL NOW A BENEDICT**

Manager of Victor Department of Philip Werlein, Ltd., Weds Miss Frances Johnson

NEW ORLEANS, LA., April 4.—The marriage of B. G. Powell, manager of the Victrola department of Philip Werlein, Ltd., to Miss Frances Johnson, formerly assistant manager of the Victrola department of Maison Blanche, was celebrated here March 7.

Mr. Powell is widely known throughout the talking machine trade. For about seven years he was connected with the Columbia Graphophone Co., where he was awarded a number of prizes for salesmanship. He is a graduate of the Red Seal School of the Victor Co. For a number of years he was manager of the Victrola department of Maison Blanche and it was while there that he met and knew Miss Johnson, who was his assistant.

Miss Johnson is very popular among the music people of the city and has made friends of all whom she has served.

Among the prominent talking machine people at the wedding were: Mrs. G. S. Britton, L. L. Abbott, credit manager of Werlein's; W. P. Berry, of the Dwyer Music Store. The entire

Werlein sales force turned out for the event.

Mr. and Mrs. Powell were the recipients of a handsome present from the Werlein employees.



B. G. Powell

The newlyweds spent their honeymoon in Florida and have just returned.

**NATIONAL METALS DEPOSITING CORPORATION**

FACTORY  
34 East Sidney Ave., Mt. Vernon, N.Y.  
Telephone: Oakwood 8845

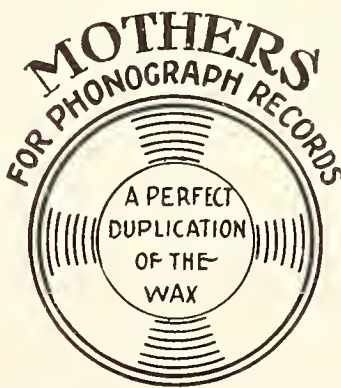
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MANUFACTURERS OF

LABORATORY  
415 Fourth Ave, New York, N.Y.  
Tel. Madison Square 663



WE DEPOSIT THE  
**FINEST COPPER**  
IN THE WORLD

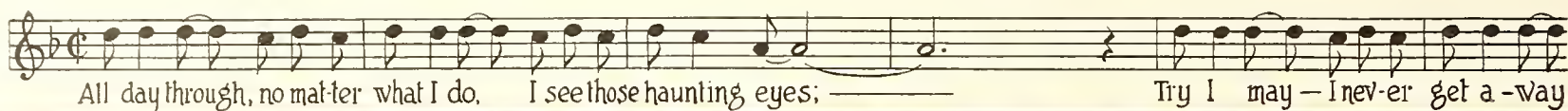
FOR YOUR CONVENIENCE  
DELIVER RECORDED WAX  
TO OUR LABORATORY



OUR  
**IMPROVEMENT**  
ALL STAMPERS  
HAVE  
**HIGHLY POLISHED  
MACHINED BACKS**







# BLACK EYED BLUES

**A Novelty Blues Fox Trot**

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

HEAR IT  
NOW

## FOREIGN VALUATION TO BE BASIS UPON WHICH DUTY ON MUSICAL INSTRUMENTS WILL BE PAID

Senate Finance Committee Is Reported to Have Agreed Upon Plan Whereby Duties of 45 Per Cent of Ad Valorem Value, Based on Foreign Valuation, Will Be Placed on Musical Instruments

(From Our Special Correspondent)

WASHINGTON, D. C., April 8.—The re-imposition of the duties levied on musical instruments under the Payne-Aldrich Tariff of 1909 is now understood to have been agreed upon by the Senate Finance Committee. After considerable discussion of these duties the committee has practically agreed upon the manner in which musical instruments shall be treated and it has been intimated that they will be made dutiable at 45 per cent ad valorem, based on the foreign valuation. Strings composed wholly or in part of steel or other metal will be given a similar rate and all other wire will be dutiable at 35 per cent. Manufactures of catgut, it is understood, will be dutiable at 50 per cent ad valorem. The bill as passed by the House provides a duty of 35 per cent ad valorem, based on American valuation, for musical instruments and strings, with an additional specific duty of \$1.50 each for violins, violas, violoncellos and double basses. Tuning pins would be dutiable at \$1 per thousand and 25 per cent ad valorem and talking machine phonographs and parts would be dutiable at 30 per cent ad valorem.

There is now no doubt but that the Senate Finance Committee will reject the American valuation plan and provide for the retention of the present system of basing duties on the foreign value of the imported merchandise, with provisions authorizing the President to increase all rates of duty by not exceeding 50 per cent upon a finding that the rates provided in the law are too low to permit of the domestic producers competing with foreign manufacturers in similar lines. At the same time, in the event of a showing that a monopoly exists in the United States with respect to any article, the President would be empowered to reduce the rate of duty thereon to an extent of not exceeding 50 per cent.

President Harding has indicated that he expected the Finance Committee to agree to the foreign valuation plan with the authority granted him to make changes in the rates and the further provision that the President may act in cases where it is found that there are unfair practices existing in foreign commerce.

Members of the House who are interested in the problem have declared that they will not accept any new tariff legislation that does not provide for the basing of all ad valorem duties upon American values. The Finance Committee, therefore, is making up two accounts, one with rates so based and the other with rates based on foreign values, the latter being considerably higher than the rates in the Fordney bill. The Senate is hoping to show the House that the rates based on the foreign valuation are so high as to provide adequate protection to the domestic

manufacturers, yet not to shut out imported merchandise.

Indications are that it will take fully two months to get the bill through the Senate after it is presented. That means that approximately a year will have elapsed from the time it was adopted by the House, for it was passed by the lower body on July 21, 1921.

The Reynolds' valuation investigation report, showing the selling price in this country of the American and imported article of all commodities that carry ad valorem rates in the House bill, was used by the Finance Committee as an aid in arriving at the rate which will appear in the Senate bill. This report was not intended as an argument for or against American valuation, it is pointed out by members of the committee, but to give the committee data that would assist it in its work.

The report gives details as to the foreign selling price, the landed cost—getting the goods to this country—the amount of duty paid under the present tariff law, the importer's overhead and profit on his land cost, which would be the total of the foreign cost; the landing charges and the duty, and the selling price of the importer in the American market. As the comparable unit to the importer's selling price, the Reynolds committee took the net factory price of the American manufacturer.

A large number of musical instruments were investigated for the committee. It was found, for instance, that there is no foreign competition with the domestic phonograph, but that twelve-inch phonograph records from Germany, having a foreign value of 48 cents each, cost 6.65 cents for landing charges, etc., pay a duty of 12 cents at the present rate of 25 per cent, making a total cost here of 66.65 cents, and are sold for 77 cents each, leaving the importer an overhead and profit on landed cost, including duty, of 10.35 cents, or 15 per cent, while the comparable domestic record is sold at 85 cents. Similarly, ten-inch records having a foreign value of 32 cents are sold here for 55 cents, leaving an overhead and profit of 10 cents, or 22.2 per cent, while the domestic record is sold for 61 cents. Under the House bill these records would carry a rate of 30 per cent, based on the American valuation, while under the 1909 tariff they were rated at 45 per cent, based on foreign valuation. Spun steel strings from Germany also are sold here at less than the similar American article, while, on the other hand, the American harmonicas are sold for less than the German product, while domestic cornets, trombones and brass cymbals are sold for less than the same imported instrument.

Vera Henderson is the proprietor of a new talking machine shop at Mt. Pleasant, Mich.

## E. G. HOCH PUSHING CHENEY LINE

Cheney Phonograph Popularity Increases in Northwest—Edward G. Hoch Co. Enjoys Record Business in March

MINNEAPOLIS, MINN., April 8.—One of the most enterprising members of the talking machine fraternity in this territory is Edward G. Hoch, head of the Edward G. Hoch Co., 104 Third street, North, Cheney distributor for Minnesota, North and South Dakota, Montana and part of Wisconsin.

Although this concern has only been acting as a distributor for the Cheney line for the past two years it is largely responsible for the progress made for this machine in its territory. In a statement concerning business conditions Mr. Hoch states that the Cheney line is steadily gaining in popularity, as attested by the fact that the business of the company in March was in excess of the combined months of February, March and April of last year.

## PONSELLE RECEIVES OVATION

Famous Operatic Soprano and Columbia Artist Appears in Evansville—Receives Exceptional Co-operation From Prominent People

EVANSVILLE, IND. April 5.—Rosa Ponselle, famous operatic soprano of the Metropolitan Opera Co., and an exclusive Columbia artist, appeared recently at the Central High School Auditorium and received an ovation from a crowded house. Miss Ponselle appeared in this city without a guarantee, so that she could help the music commission of Evansville in its efforts to develop the public's music appreciation.

Mayor Bosse bought outright 100 tickets for distribution among his employes, and on all sides were evidences of unusual co-operation. The show windows of the Evansville Courier, reserved for nationally advertised products, were given over to a Columbia and Rosa Ponselle window display exclusively. Local dealers also aided in success of the event.

## CONTEST BRINGS SONORA PUBLICITY

CARTHAGE, N. Y., April 10.—The firm of Webb & Cook, Sonora phonograph dealers here, has gained a great deal of publicity and has also succeeded in attracting considerable attention to the Sonora line of phonographs through an advertising contest, in which many pupils of the local high school participated.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway  
N. Y.



# GLEANINGS *from the* WORLD *of* MUSIC

## RECORD OR ROLL TRADE UNHURT BY SHEET MUSIC SALES

Interesting Facts Deduced From Questionnaire Sent Out by Trade Service Bureau of Music Industries Chamber of Commerce Regarding Effect of Record and Roll Sales on Sheet Music Trade

Several years ago there was considerable discussion regarding the effect of talking machine and player roll sales, and particularly sales of word rolls, on the sheet music business, the general opinion among the music publishers being that their business was suffering through the increasing popularity of the rolls and records. Recently, however, this opinion has been changed somewhat, as sheet music sales kept up to a fair level, but no real figures to prove that roll and record sales did not hurt the sheet music business were available until a few weeks ago, when the Trade Service Bureau of the Music Industries Chamber of Commerce made inquiries along that line.

In reply to a questionnaire sent out by the Bureau as to the effect of the music roll business on sheet music sales, a number of retailers, thirty in all, provided information that is both interesting and satisfying. The questions and answers were as follows:

1. Do music roll sales increase sheet music demand? Yes, 22; no, 5; doubtful, 2.
2. Do music roll sales decrease sheet music demand? Yes, 1; no, 23; doubtful, 1.
3. Do music roll sales affect sheet music demand? Yes, 22; no, 5; doubtful, 2.

Out of thirty replies received, the greater share of the comments emphatically expressed opinions that music rolls increased sheet music demand; a number said that each helped the other, and several said that phonograph records were a more positive aid.

The above are the first accurate data along these lines that have ever been gathered. However, in other directions the reports are substantiated. For instance, during the past eighteen months many talking machine record dealers who heretofore had not stocked sheet music have done so. It has been estimated by the leading sheet music jobbers of the country that over a thousand such dealers have either opened up sheet music departments or have stocked the most popular sellers during the past year.

At several meetings of the Talking Machine Men, Inc., an organization comprising retailers in New York, New Jersey and Connecticut territory, the question of installing sheet music as an accessory has been discussed. The expressions of those dealers who had opened such departments invariably were that it was a healthy addition to the talking machine record stock. Not only was it found to be profitable, but more often than not proved to be a magnet to attract trade.

The fact that the sheet music publishers and distributors have done much to encourage the opening of such departments should eliminate any doubt as to where present-day opinion stands in that field.

On the other hand, the fact that the talking machine dealer has taken kindly to the sale of sheet music should demonstrate that there is no question in his mind that it is not only profitable but that it in no wise affects an already established business.

## CADMAN WRITES MOVIE SCORE

Special Music for "The Rubaiyat" Composed by Charles Wakefield Cadman

"The Rubaiyat," the Ferdinand Earle production, dramatized from the famous quatrains of Omar Khayyam, the Persian poet of the eleventh century, has had special descriptive music written for it by Charles Wakefield Cadman. The Eastern Film Corp. is exploiting this production, which is to have an invitation presentation at The Ambassador before being brought before the general public at a Broadway theatre, and then subsequently in the principal theatres of other parts of the world.

Charles Wakefield Cadman is the author of hundreds of musical compositions, including the opera "Shanewis."

## NEW FEIST NOVELTY

"People Like Us" Being Used Extensively in Vaudeville and for Dancing

Leo Feist, Inc., has just released a new song entitled "People Like Us." This is a novelty number which in a short space of time, no doubt, will be one of the most popular songs in vaudeville. It is very timely, full of good clean humor and where it has been sung has been enthusiastically received. Seemingly there is a laugh in every line.

The dance arrangement of "People Like Us" in fox-trot form is now being placed in the hands of orchestra leaders and the appealing melody, together with an attractive rhythm, should make it popular.

I regard music not only as an art whose object is to please the ear, but as one of the most powerful means of opening our hearts and of moving our affections.—Gluck.

## OSCAR ADLER'S ORCHESTRA

Organization Formerly Known as the California Ramblers Now Known by Above Title

Announcement has been made of the change of name of the organization known as the California Ramblers to Oscar Adler's Orchestra. Even under the former name this orchestra was under Mr. Adler's direction and was very popular in recording circles. Oscar Adler's Orchestra is now headlining on the Keith Circuit and has just concluded a successful engagement at the Palace Theatre, New York. The orchestra is booked on this big circuit for three years solid. It is Mr. Adler's intention to devote considerable time to recording work. The extensive way in which this orchestra will be featured in the leading vaudeville houses of the country during the next three years, Mr. Adler feels, will act as an excellent vehicle for the sales of his recordings. It is his intention to communicate with the dealers previous to his arrival in each city and tie up his appearance with extra effort in record sales. Mr. Adler is a finished musician of marked ability and his orchestra has never failed to stand out as one of the big features of the Keith bills. The dealer will also have an excellent opportunity to make use of the theatre program during the time this orchestra is billed to advertise the recording of the selections played. The program is changed frequently, thus keeping his act up to the minute and featuring the newest record releases. Mr. Adler has opened headquarters in Suite 306, 245 West Forty-seventh street, New York City, to provide a convenient address for recording purposes.

## BORNSTEIN SAILS FOR EUROPE

Irving Berlin, Inc., Manager Goes Abroad—Berlin Also Sojourning in Italy

Saul H. Bornstein, of Irving Berlin, Inc., sailed for Europe on the "Mauretania" last month for a six or seven weeks' tour of Great Britain and the Continent. He will make a general survey of business conditions on the other side and transact some important business for his concern.

Irving Berlin, who sailed last week on the "Olympic," will remain abroad for a few weeks, Italy being his objective. The famous composer plans to write next year's "Music Box Revue" while abroad and also rest up a bit from his activities in connection with the publishing business.

The advertiser who has cold feet now will be cold all over two years from now.

**MR. DEALER! These Numbers Are Advertised From Coast to Coast**

**LONESOME MAMA BLUES**

By the Composer who wrote "Dangerous Blues."  
The feature song of the biggest Blues and Jazz singers, and the orchestra favorite Fox Trot.

**SUPPOSE THE ROSE WERE YOU**

By Lucien Denni. He wrote "Starlight Love."  
Kitty Gordon's knock-out Hit.  
Hundreds of other acts using it.

**Make Your Profit—Have Them in Stock!**

**OTHER BIG SELLERS**

**12TH STREET RAG—Song**  
**12TH STREET RAG—Instrumental**  
**KISS ME DEAR**

**DANGEROUS BLUES**  
**MANILA MEMORIES**

**J. W. JENKINS' SONS MUSIC CO.**

**Kansas City, Mo.**



**"JUST BECAUSE" MAKES ITS DEBUT**

New Musical Comedy Well Received by Broadway Critics—Harms, Inc., Publishing the Score—Several Numbers Will Prove Hits

Musical comedy made its appearance at the Earl Carroll Theatre, New York, for the first time with the opening recently of "Just Because," book by Anna Wynne O'Ryan and Helen S. Woodruff, with lyrics by Miss Woodruff and music by Madelyn Sheppard. "Just Because" was presented in gala fashion with an excellent cast. Of course, with such a quartet of estimable ladies standing sponsor for this latest child in the line of musical plays, it could not help being a refined, polite and pleasant infant. Moreover, a great deal of money has been expended on its dressing and settings.

The book is inspired by sentiment; in fact, "young love" breathes in every situation through the plot, in the lyrics and the tinkling and tuneful score. The heroine in the case is Mignonette, and as played by dainty Jane Richardson is as

fragrant as her name. Queenie Smith danced delightfully, and Olin Howland also scored in one of the leading comedy rôles. Frank Moulan provided many of the laughs, and Charles Trowbridge assisted ably.

The plot concerns a family of nine daughters, the youngest of whom falls in love with the superintendent of an adjoining orphanage. In order to charm him more easily she becomes an inmate of the institution and there subdues him by her solos. The songs in the order of their merit are: "Just Because," "Oh, Those Jazzing Toes," "Day Dream Bay," "Love, Just Simple Love" and "I'll Name My Dolly," all published by Harms, Inc.

**TO SUPERVISE ORCHESTRATIONS**

J. Bodewalt Lampe, the well-known arranger, who for years has been connected with the staff of Jerome H. Remick & Co., will supervise the arrangements and orchestrations for Vincent Lopez's Hotel Pennsylvania Orchestra. This latter organization has been signed to record for one of the leading talking machine firms.

**JENKINS HITS IN DEMAND**

Very Active Season Reported by Publishing Division of Kansas City Firm

KANSAS CITY, Mo., April 8.—The publishing division of the sheet music department of the J. W. Jenkins' Sons Music Co. never had a more active season than the present. The professional department is receiving many requests from vaudeville singers who are using Jenkins' songs in their programs and practically every recognized dance orchestra in the country is playing such numbers as "Lonesome Mamma Blues" and "Suppose the Rose Were You." Other active numbers are "Dangerous Blues," "Manila Memories," "Kiss Me, Dear" and "Lullaby Moon," to mention a few of the leaders.

The Spring campaign recently inaugurated by the publisher on the above numbers is the most elaborate ever arranged by that organization and covers every angle of musical activity in the entire country. Present indications point to excellent results from this campaign.

**THE SONG OF SONGS**

John Steel




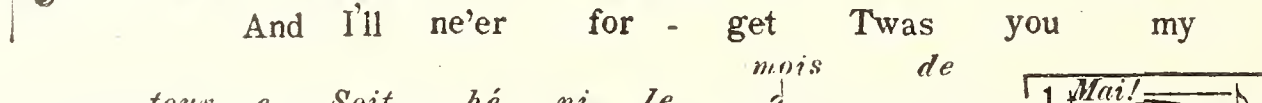
Vaughn Comfort

**'In Maytime I Learned to Love'**

Jack Snyder, who wrote this wonderful vocal Waltz-Ballad, has had the honor of having HEADLINERS sing it to a SENSATIONAL SUCCESS

Two consecutive weeks at B. F. KEITH'S PALACE THEATRE

By JOHN STEEL and VAUGHN COMFORT

*Et pour cet amour Qui tout m'en*  
  
 And I'll ne'er for - get Twas you my  
*tour - e Soit bé - ni le mois de*  
  
 ret That in May-time I learned to love.

Both singing "IN MAYTIME I LEARNED TO LOVE" to baffling applause, with the entire PRESS OF NEW YORK mentioning it week after week as the SONG HIT OF THE SEASON.

"IN MAYTIME I LEARNED TO LOVE" is Just the Kind of a Heart Song That Gives a Stamp of Merit to an Artist Who Can Sing It.

"The Song That Can Make an Act"

"The Headline Song for Headliners"

1658

BROADWAY

**Jack Snyder Publishing Co.**

NEW YORK

N. Y.



**Announcement:—**

**Oscar Adler's Orchestra**

*formerly*

**California Ramblers**

**Now Headlining on Keith Circuit**

**Open for Recording Engagements**

*Address Correspondence to*  
**OSCAR ADLER : Suite 306**  
 245 West 47th Street, New York City

**MELODY SUPERSEDING JAZZ IN THE ORCHESTRAL DOMAIN**

**Old-time Jazz Craze Has Been Replaced by Music of a Much Higher Type Which Is Interpreted by Orchestras of Real Merit—Movement Marks a New Era in Dance Music**

We who have been standing on the side lines have watched for a long time past the wails and propaganda against what is termed "jazz." We saw that the effect of these vocal outbursts, campaigns and decisions to bury jazz were having little or no effect and we came to the conclusion that jazz, like any other novelty, must run its course and spend itself.

That it has done just that must be the conclusion of anyone who attends the dances at the hotels, dance palaces and cabarets. The present-day orchestra is far from a jazz band; indeed, none of the popular orchestra leaders would allow himself or his organization to be billed as such. They are now society serenaders, novelty and symphonic syncopators. They no longer have the noisy effects that were part of the jazz aggregation and only in a few instances do we see the eccentric leader who is given to physical gyrations.

Melody is the slogan of the present-day orchestra and carrying out the musical theme, possibly with syncopated effects, is the prominent feature of every dance program.

No one would dare call Paul Whiteman's Orchestra a jazz band, nor that of Isham Jones or Eddie Elkins. These are the leaders in the dance world and it is to them that every small orchestra leader looks for his style. It is from them that he takes his methods and by following such leaders enjoys success.

Edgar Benson, who practically controls most of the high-class orchestras playing in Chicago, recently sent out a notice to his clients that his offices will not furnish any jazz orchestra. Novelty and symphonic syncopating combinations are to replace the organizations of the former caliber. Mr. Benson has been in business for

more than twenty-five years and controls more than sixty well-known Chicago orchestras.

The musical publishers and the talking machine record manufacturers probably look with pleasure upon the completion of this movement for melody which has been under way for many months and now predominates in the present-day dance programs. The rendition of numbers to-day means that the melodies are to be carried out from start to finish in a manner that compels the patrons to remember the air. Carrying away the tune of a number that has met popular fancy means the sale of sheet music, talking machine records and player rolls of the num-

ber. It means profits for the publisher, manufacturer, distributor and dealer through the medium of stronger support by the public.

The drift away from jazz for a better standard of dance music was never better illustrated than in the success of the number, "Song of India," adapted from Rimsky-Korsakoff's theme, and which became popular in a number of arrangements. Other old standard numbers have also been given modern arrangements, the purpose of which, more than anything else, is to make them adaptable for the present-day dance.

So, despite all the agitation against jazz, which rather aided in keeping it in the forefront, the dance orchestras have, of their own volition, with the aid of the composers, brought about a new era in dance music. The present-day orchestra is improved, playing better music, and with pleasure and profit for all concerned.

**USING FEIST NUMBERS**

**Songwriters Form Vaudeville Act in Which Feist Hits Will Predominate**

A vaudeville act composed of some of the best-known songwriters has been booked to appear on the Loew Theatre Circuit. It is composed of Harry Pease, Edward G. Nelson, Leo Wood, Abel Baer, Herman Ruby, Jimmy Flynn, Bob Miller, Herb Steiner and Frankie Marvin. Most of the songs programmed are published by Leo Feist, Inc., and include "Georgia Rose," "Ty-tee," "Wabash Blues," "Stealing," "Nobody's Baby," "All That I Need Is You" and "Georgia." The initial appearance was made at the American Roof, New York City.

Ze Z Confrey, the composer of "Kitten on the Keys" and other novelty piano works, recently wrote a new number which is now being issued in both song and instrumental form by Leo Feist, Inc. It is entitled "Stumbling."

**FOX GETS NEW BASS SONG**

**"Bells of the Sea" to Be Published by Sam Fox Pub. Co.—Already Well Received**

The Sam Fox Pub. Co. recently accepted for publication a bass song which bears the title "Bells of the Sea." It is by Arthur J. Lamb and Alfred Salman, who will be remembered for such standard works as "Asleep in the Deep" and "When the Bell in the Lighthouse Rings."

This new song was recently introduced at the Strand Theatre, New York, by the well-known basso, Herbert Waterous. Sam Fox, attending the performance and noting the reception of the song, immediately made inquiry as to the authors. Following a short conference he induced them to let him publish the number despite the fact that other publishing houses were interested in securing the publishing rights.

Temper can be likened to dynamite. Both inflict damage unless kept under rigid control.



Edith Wilson

**Wicked Blues**

By **PERRY BRADFORD**

The meanest Blues known. Columbia Record A-3558

**Sung by EDITH WILSON**

Played by the Original Jazz Hounds

Featured by Edith Wilson in the Plantation Room of the Folies Bergere Revue on Broadway

Note:—"This is the best Blues I have ever written, far better than Crazy Blues and more original."

**BIRMINGHAM BLUES**

**PERRY BRADFORD, Inc., 1547 Broadway, New York**





Peo - ple like us — don't have to wor - ry,

# PEOPLE LIKE US

A Humorous Fox Trot Song

HEAR IT NOW

**JACK NORWORTH'S  
Biggest Song Hit!**

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

### BROADCASTING PROBLEMS

Writer in the Kansas City Star Outlines Some of the Difficulties Which May Arise Through the Radio as a Purveyor of Entertainment

[EDITOR'S NOTE—Below is reproduced, without comment, a report of a writer on the Kansas City Star relative to the broadcasting of songs, etc. Considering the fact that the Star has been active in aiding the radio stations, it should be well worth reading.]

The wisest people in what is commonly called the show business probably are turning their eyes and ears to the possibilities of the radiophone. It is a subject that must instantly challenge every mind that houses whatever degree of intelligence is required to cause a human individual to look into the future and to look out for himself. Just now the performer, singer, player or composer who is a creator of music or elocutionary utterances might well consult a lawyer or someone versed in the drawing of contracts. The near future is very apt to offer great opportunity for any artist who can assist the purveyor of sound through the air. Not only will concert and opera managers have to hold forth some inducement to performers in the way of royalties for "air" rights, but they themselves may be compelled to pay royalties to composers for music broadcasted on the ether waves. The producers of opera, concerts, musical comedies and such who now are finding wireless concerts broadcast by commercial radio companies very profitable because of the unusual publicity accorded them soon may discover there is a boomerang attached to the radiophone. The air may kick back.

For example, the Star on Friday recorded several incidents where very worthy young men and their mothers, who otherwise might have been at Convention Hall for the symphony concert, remained at home and heard the music on their wireless sets.

In addition to the amusement features of the new craze it may also dig into the coffers of the baseball world. The Post has announced that with the commencing of the coming season it will broadcast the results of the three leading associations as fast as received.

It is known that some of the local managers are giving the matter much serious consideration, and, while they are lending their assistance to the papers in their new plaything by allowing acts to participate in the concerts, it would not be surprising if they refused to allow the acts to work in the near future outside the limits of the theatre.

### MANAGERS BAR SINGING FOR RADIO

Vaudeville Artists Prohibited From Radio Work by New Contracts

CHICAGO, ILL., April 7.—Singers on vaudeville circuits are prohibited from singing for radio telephones by clauses which now are being inserted in their contracts. The Western Vaudeville Managers' Association, which first began making such contracts, declares that the best efforts of the singers are needed for the stage.

### MANY FEATURING "IN MAYTIME"

Vaudeville Singers of Promise Using That Popular New Ballad Number

The Wilson Bros., two of the best-known singers, appeared at the Palace Theatre, New York City, last week, where they featured the Jack Snyder, Inc., ballad, "In Maytime (I Learned to Love)." The preceding week Vaughn Comfort,

the vaudeville and concert artist, sang the same ballad at the same theatre and the week prior to that John Steel, the well-known musical comedy star, also programmed this successful song.

Jack Snyder, Inc., is fast placing the number in the repertoire of many other artists and, according to the sales department of the company, the results of this publicity are already being felt.

### "BLOSSOM TIME" ANNIVERSARY

Celebration of One Year's Run of Operetta Held in New York Recently

"Blossom Time," the operetta with Franz Schubert's music, at the Ambassador Theatre, New York, celebrated Thursday night, March 23, the first anniversary of its production. It was on March 23, 1921, that the operetta had its premiere in Atlantic City. It played engagements in Baltimore and Boston and following a period of inactivity during the Summer was presented at the Ambassador here on September 29 last. Bertram Peacock, who sings the role of Franz Schubert in the operetta, has sung at every performance. Leo Feist, Inc., publishes the score.

### ITALIAN COMPOSER DIES

Author of "Funiculi Funicula" Recently Passed Away in Italy

The death of Luigi Denza brings to mind his "Funiculi Funicula," a song that has gained a world-wide popularity and which so aptly expresses the Neapolitan spirit that Richard Strauss used it in his orchestral suite, "Aus Italien," as a folk song. Strauss or his publisher some years later sued for infringement of copyright a man who used much less of one of his musical motives as an avowed quotation. Denza's song was inspired by the opening of the funicular railway and was written for the festivities of the "Die di Grotto" in Naples in 1880.

### FURER'S NEW MUSIC SHOP OPENS

STAMFORD, CONN., April 9.—Another noteworthy acquisition has been made to the music stores of this city by the recent opening of Furer's New Music Shop, in the Spelke Block, one of the most attractive music houses in this part of the State. Seven air-cooled, sound-proof record demonstration booths are a feature of the establishment. Mr. Furer, who has been in business here for several years, was formerly located on Atlantic avenue.

Music transmitted by wireless to a moving train was heard clearly recently by several hundred Cornell University students, who were coming to New York for their Spring vacation aboard a special train of the Delaware, Lackawanna & Western. Railroad officials said it was the first time radio waves from a broadcasting station had been picked up for the entertainment of passengers on a train.

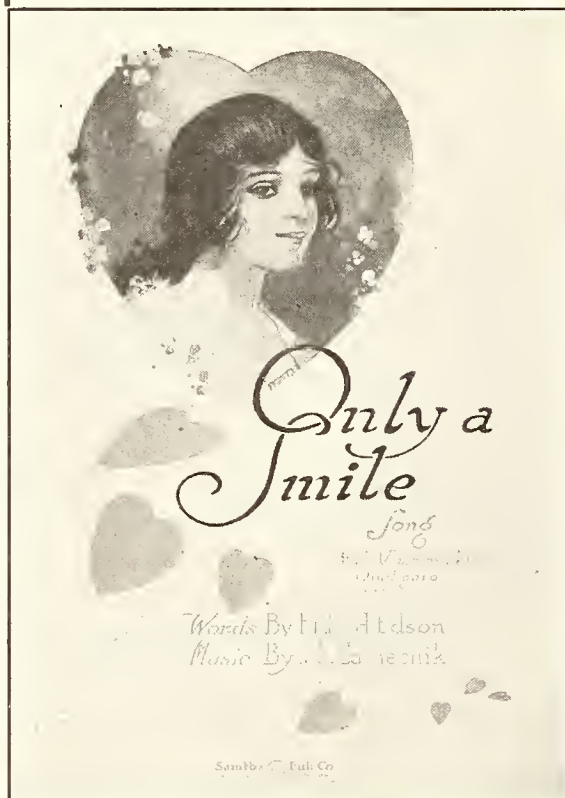
## ONLY A SMILE

New High Class Ballad Scoring  
Big Hit for

## JOHN STEEL

Ziegfeld Follies Star and  
Victor Artist

Now Headliner in Vaudeville



"ONLY A SMILE" is now being featured by many artists in Vaudeville, Concert, Lyceum, Etc.

The Outstanding Semi-Classic  
Song Success of the Year

**Sam Fox Pub. Co.**  
CLEVELAND NEW YORK



TWO BIG SUCCESSES—WATCH THEM GROW!

Irving Berlin's Latest and Greatest Song Hit

# SOME SUNNY DAY

The Song Everybody's Talking About

KICKY KOO

# YOU FOR ME—ME FOR YOU

A Real Song Hit

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

### GREAT KNICKERBOCKER GATHERING

Monthly Record Recital and Luncheon Held at Pennsylvania Hotel a Great Success

This month the scene of the monthly record recital and luncheon, held under the auspices of the Knickerbocker Talking Machine Co., New

At the conclusion of the recital all adjourned to the roof of the hotel, where a panorama photograph was taken of the assemblage, and then returned to an adjoining parlor, where the Knickerbocker Talking Machine Co. was the host at luncheon for those attending.

At the close of the luncheon Mr. Van Wickle moved that a rising vote of thanks be tendered

### A. H. CURRY VISITS THE SOUTH

Vice-president of Thos. A. Edison Co. Looking Over Business Situation in That Section

A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of phonograph merchandising, left for Dallas, Tex., on April 4. While in



Guests of Knickerbocker Talking Machine Co. Snapped on Pennsylvania Hotel Roof

York City, Victor wholesaler, for the benefit of Victor retailers, was changed from the auditorium of the Knickerbocker headquarters to the Pennsylvania Hotel. Either the central location of the hotel, with its attendant accessibility, or the bright Spring weather proved a stimulus in increasing the attendance, for at the opening of the recital at 10 o'clock Wednesday, April 5, Parlor A was entirely filled and another room had to be thrown open. Victor retailers were present from all over the metropolitan district, Long Island and New Jersey, and among the guests was William P. Van Wickle, president of the Van Wickle Piano Co., of Washington, D. C., which is also a Victor retailer. The entire advance May list of Victor records was played and during the recital Abram Davega, president of the Knickerbocker Talking Machine Co., spoke interestingly on current topics of interest to the Victor retailer.

to the Knickerbocker Talking Machine Co. for its hospitality and complimented the organization on its progressive spirit. Mr. Davega, in responding, announced that a similar event would be held next month, at which time a selling and buying contest would be held, which would undoubtedly prove intensely interesting to all present.

### T. E. ASHWORTH WITH AUERBACH

SALT LAKE CITY, UTAH, April 8.—T. E. Ashworth, who has been connected with the talking machine business for the past ten years, has been made manager of the new talking machine department of the Auerbach Co. The department is located on the main floor of the store and up-to-date equipment makes it as fine as any in the city.

the South it is Mr. Curry's intention to look over his wholesale and retail interests in that section of the country. On his return North, which is scheduled for ten days to two weeks after his departure from Orange, he plans to bring his family with him, so that henceforth the Curry headquarters, domestic as well as commercial, will be in Orange.

### BENNIE KRUEGER'S TEN WEEKS' TOUR

Bennie Krueger and his orchestra, exclusive Brunswick artist, who for several weeks has been playing nightly at Delmonico's, New York, is starting out this week on a ten weeks' vaudeville tour with Keith's circuit. This flattering offer made by this prominent vaudeville house to Mr. Krueger reflects the reputation he has acquired as a premier orchestra leader and interpreter of dance music. The Brunswick-Balke-Collender Co. is planning to follow Mr. Krueger in his appearances in different theatres with full-page advertisements, carried in the local papers.

### TAKES OVER ACME BUSINESS

The business of the Acme Die Casting Corp. has been taken over by the Aluminum Die Casting Corp., a New Jersey corporation, with headquarters at Garwood, N. J. The business will be continued as heretofore and under the direction of the same officials, but it will be conducted under the name of the Aluminum Die Casting Corp. instead of Acme.

Did you see and read the insert facing page 66?



# PORTLAND, ORE.

*Musical Activities Help Trade—Some Notable Visitors—Business Improving—Soule, Starr District Manager—Trade Changes*

PORTLAND, ORE., April 6.—During the past month Portland music lovers were treated to one continual round of concerts and every week during the month one or more famous artists appeared and played to capacity houses. The Chicago Grand Opera Company appeared at the municipal auditorium March 22, 23, 24 and 25 for five performances and drew very large audiences. The company was brought to Portland by W. T. Pangle, with a guarantee of \$72,500 by Portland's public-spirited business men. Sherman, Clay & Co., the Wiley B. Allen Co., the Bush & Lane Piano Co., the G. F. Johnson Piano Co. and the Seiberling & Lucas Music Co., the five music houses that helped back the proposition, are delighted at the artistic and financial success of Opera Week. It is estimated that over 23,000 persons attended the opera and this alone, the dealers say, is bound to stimulate interest in music. Sales of Red Seal records, especially opera selections, have been tremendous and many out-of-town visitors "stocked up" while in the city.

The Victrola department of Sherman, Clay & Co.'s store has had numerous noted personages visit it during March, including Edward Johnson, the noted Canadian tenor and Victor artist, who is a member of the Chicago Grand Opera Company; Sophie Braslau, contralto, of the Metropolitan Opera Company, who was soloist for the Portland Symphony Orchestra, March 29; and Homer Samuels, husband and accompanist to Galli-Curci. They were shown through the store by Arthur W. Stein, manager of the Victrola department.

Increased activity in both Victrolas and Victor records for March is the report of Arthur W.

Stein, manager of the Victrola department of Sherman, Clay & Co. Mr. Stein says: "Our sales sheets show a big increase over this time last year, and we anticipate more good business ahead. The new Victrola console types Nos. 300, 280 and 260 are going over big and are arousing a great deal of interest among our patrons."

George J. Dowling, president of the Cable Company, of Chicago, accompanied by Mr. Hughes, stopped off for several days in Portland.

D. C. Peyton, manager of the talking machine department of Meier & Frank, reports greatly improved conditions, and is rejoicing over the acquisition to his department of Miss Ellen L. Tracy, who will act as his assistant, and whom he has placed in complete charge of the record department. Miss Tracy has just returned from the Victor factory at Camden, N. J., where she completed the six weeks' educational course.

The cut-out of 519 records from the Columbia stock is being greeted with approval by most dealers, who were ready for a Spring house-cleaning.

Carl W. Jones, former district manager of the Columbia Graphophone Co. in Portland, has gone to Los Angeles and is connected with the Remick Song Shop's phonograph department in that city.

Charles Soule, of Soule Bros. Music Co., has been appointed district manager of the Starr Piano Co. to fill the place of John P. Murphy, who was promoted to the Los Angeles office.

John C. Foley, who recently closed out his piano and phonograph business, has been appointed sales manager of Oregon Eilers Music House. L. Lunsford, formerly manager of the Denver Music Co., of Montrose, Col., and at one time active in the phonograph manufacturing

business, has been made assistant sales manager of the firm.

The G. F. Johnson Piano Co. announces better business in higher-priced machines for March than for several months, with sales of the console models in the Cheney phonographs being excellent.

H. G. Reed, of the Reed, French Piano Co., reports splendid business for March, with more sales in Edison and Victrola machines made during the past month than for January and February combined.

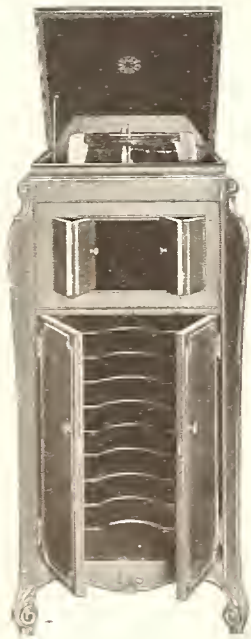
Wm. Smith, Oregon sales manager of the Columbia Graphophone Co., who expected to return to California, has reconsidered and decided to "carry on" in Oregon. Columbia business has been so lively in Portland that Mr. Smith was unable to make his usual side trips into the outlying districts during the month of March, however. Columbia machine and record business in southern Oregon is booming, according to Mr. Smith, and good reports are received from all towns down the valley. S. H. Short, of the Ashland Drug Co., who is an exclusive Columbia dealer, is building an attractive balcony in his store, on which he will be able to display and demonstrate his machines.

The Palmer Piano Co., of Medford, Ore., has made extensive improvements throughout the entire store and has completely remodeled the department for demonstrating the Columbia, Victor and Edison phonographs, which it carries.

M. Davis, district manager of the phonograph division of the Brunswick-Balke-Collender Co., reports excellent business for March both in the city and throughout the entire State. The new Brunswick console types, which arrived in carload lots, were snapped up, says Mr. Davis, and they moved so fast that they proved to be just a drop in the bucket.

L. E. Heynes' music store, of Lebanon, Ore., which is an exclusive Brunswick dealer, reports good business and a very bright outlook for the coming Spring.

The Moore-Dunne Music Co., of Salem, is



## "DECCA-DISC"

### THE NEW PHONOGRAPH

With Exclusive Features

*"Plays Ten Records Continuously"*

NO MORE ANNOYANCE CHANGING  
RECORDS EVERY FEW MINUTES



"DECCA-DISC" does away with the necessity of jumping up every few minutes to change a record—It selects the next number in the ten record program previously arranged, automatically—quicker than it could be done by hand with only a few seconds interval between records, or if you are not pleased with any record being played, press a button and it will immediately select a new one.

MANUFACTURED BY

## DECCA-DISC PHONOGRAPH COMPANY

HANOVER, PENNSYLVANIA





**Eddie Elkins' Orchestra gives new thrills to fox-trot lovers. "Song of India" and "To a Wild Rose" — both on one record. This record won't be a shelf-warmer! A-3569.**

**Columbia Graphophone Co.  
NEW YORK**

also exclusive Brunswick dealer. Mr. Davis can't send the new console types in fast enough to meet the demand.

The Laraway Music House, of Eugene, Ore., Brunswick and Victor dealer, is showing better than 75 per cent increase in volume of business over last year.

The Woodworth Drug Co., of Albany, Ore., Brunswick and Victor dealer, reports a 50 per cent increase over 1921 business so far this year. J. F. Jones, manager of the phonograph department, died recently. He was only twenty-five years old, an "overseas man."

A. J. Lilburn & Son, exclusive Brunswick dealers, have disposed of their business to McKean, Darby & Baldwin, which firm plans extensive improvements.

Stanton Powell, of the Music and Photo House, of Grants Pass, Ore., will hereafter only handle the Brunswick and Victor machines. The Sabin Drug Co. is now handling the Columbia line with a very large measure of success.

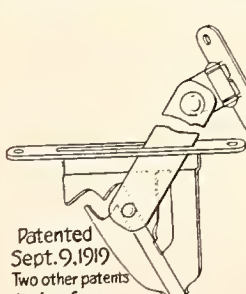
The McDougall-Conn Music Co. has placed Miss Eva V. Mosher in charge of its Columbia and record department.

Emma Reynolds, manager of the record department of the Hyatt Talking Machine Co., reports an enormous sale of Red Seal records, due to the appearance of the Chicago Grand Opera Company, but the sale of dance music goes on unabated nevertheless.

After an absence of six weeks on account of an operation for appendicitis Miss Madeline Larson, manager of the record department of the Bush & Lane Piano Co., has returned to her duties.

William A. Hodecker, of Seiberling-Lucas Music Co., reports big business in the Victrola department. Mary Elizabeth Godwin, in charge of the educational department, is kept busy assisting in the work of the public schools, which are putting in a great amount of time on the coming musical memory contest. The finals will be held some time in May and thousands of children are interested in what promises to be a most popular musical event for Portland.

The Market Talking Machine Shop, Fifth street, Louisville, Ky., is the latest addition to the music stores of that city.



**The Most Dependable and Inexpensive Lid Support on the Market**

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.

Patented Sept. 9, 1919  
Two other patents Applied for.

**STAR MACHINE & NOVELTY CO.**  
81 MILL STREET BLOOMFIELD, N. J.

Samples on request.

**APRIL OKEH WINDOW DISPLAY**

**Latest Okeh Display Attractive and Effective—Subscribers to Service Increasing**

The Okeh window display for April is decidedly attractive, and, as will be seen by the accompanying illustration, is well calculated to produce direct sales. This new window display service,



**Display Window Now Being Used by Okeh Dealers**

which was introduced to Okeh dealers a few months ago, is becoming an important factor in the advertising campaign of the General Phonograph Corp., and is being used to splendid advantage by the dealers. During the past month the number of subscribers to this service increased more than 30 per cent, emphasizing the drawing ability of these unique window displays.

**LOPEZ ORCHESTRA WITH EDISON**

ORANGE, N. J., April 6.—Among the recent band orchestras to make recordings for Thomas A. Edison, Inc., is the Vincent Lopez Orchestra, which has attained much fame and popularity at the Pennsylvania Hotel, New York City. The first Edison Re-creation by the Vincent Lopez Orchestra will be out the current month and it is expected that other Re-creations will follow at regular intervals.

**JORDAN MUSIC CO. INSTALLS RADIO**

CHARLESTON, S. C., April 9.—The Jordan Music Co., of this city, Edison distributor for the Carolinas, has installed a radio broadcasting station in the headquarters of the company, at 372 King street, from which it will relay the musical programs sent out by the large broadcasting stations. A complete line of radio accessories has also been installed.

**THE KINWIT CO. INCORPORATES**

The Kinwit Co., of New York City, was recently incorporated in New York State for the manufacture of talking machines, with a capital of \$5,000. Incorporators are: J. Hankin, McK. Whitcomb and H. G. Issertell.

**CARL SEITZ MUSIC SHOP OPENS**

**Formal Opening of Attractive New Victor and Brunswick Shop Attended by Many**

CIRCLEVILLE, O., April 9.—The formal opening of the Seitz Music Shop, 138 West Main street, which took place here recently in the room formerly occupied by the Third National Bank, was attended by fully a thousand people.

The new quarters present a most attractive appearance. Demonstration booths, soundproof rooms for the demonstration of machines and records are provided, where Victors and Brunswicks shine in rivalry.

Carl F. Seitz, proprietor, and members of the sales staff, Fulton Cryder, Henry Mader and Miss Nellie Denman, welcomed the guests at the opening and made everyone happy. They were in receipt of congratulations and good wishes from those who attended.

Paddock Products, Inc., New York City, has received many letters from talking machine dealers praising the merits and simplicity of the Phon-O-Mute, which, attached to the sound box, regulates tone by loosening or fastening a thumb screw. It requires no mechanical adjustment and has won considerable favor.

**Did you see  
and did you  
read the  
insert  
facing  
page 66?**



**DISMISSAL OF VICTOR-STARR SUIT UPHELD ON APPEAL**

U. S. Circuit Court of Appeals Sustains District Court in Dismissal of Bill of Complaint Filed by Victor Co. Against Starr Co. Alleging Infringement of Johnson Record Patent

The U. S. Circuit Court of Appeals for the second district of New York, on April 4, handed down a decision affirming the decree of the U. S. District Court of February 11, 1921, dismissing the bill of complaint filed by the Victor Talking Machine Co. against the Starr Piano Co. for alleged infringement of U. S. Letters Patent No. 896,059, granted August 11, 1908, to Eldridge R. Johnson, on the basis of lack of invention and abandonment.

The decision was rendered by Judges Rogers, Augustus N. Hand and Knox, sitting in the Circuit Court of Appeals, the opinion being written by Judge Hand and representing a most exhaustive survey of the patent itself, as well as

of the development of the art of record manufacturing and various patents that have held a prominent place in that development.

The opinion, which runs close to 2,500 words, is a most interesting document from the standpoint of those connected with the manufacture and development of talking machine records in their varied phases.

Kenyon & Kenyon appeared as solicitors for plaintiff. William Houston Kenyon, Richard Eyre, John D. Meyers, George T. Dean and Edgar F. Baumgartner, counsel, and Kerr, Page, Cooper & Hayward as solicitors for defendant. Parker W. Page, Drury W. Cooper and Thomas J. Byrne, counsel.

**BRISTOL & BARBER TO MANUFACTURE**

Prominent New York Distributors Will Shortly Place Talking Machine on the Market

Bristol & Barber of 3 West Fourteenth street, New York City, well known throughout the talking machine trade as distributors of talking machines, records, accessories, etc., have announced that they will shortly place upon the market a talking machine of their own. While full details are not as yet available it is expected that the new machine will be of the console type, to retail at \$125. One of the features of the machine will be a motor of exceptional quality, which will be sold with a five-year guarantee.

**HART SISTERS WITH COLUMBIA**

Well-known Vaudeville Team to Record for Columbia Library—Have Been Very Successful on "Big-time" Circuit Throughout Country

The Hart Sisters, who have one of the most artistic and attractive "sister" acts on the vaudeville stage to-day, have been added to the Columbia record library and their first record, "The Little Red School House," will be issued June 1.

Irene and Bernice Hart, comprising the Hart Sisters, are only nineteen and seventeen years of age, respectively, but they have already won unusual success on the vaudeville stage. Van and Schenck, famous vaudeville team and exclusive Columbia artists, heard them sing at a benefit some time ago and were so impressed with their talent that they introduced them to William Rock,

the well-known musical comedy star and producer. Shortly afterward they were engaged by Mr. Rock for his "Silks and Satins Revue," where they were received as one of the hits of that musical comedy. They have just finished a very successful tour on the Keith vaudeville circuit and their addition to the Columbia record catalog adds another name to the long list of vaudeville stars who record for Columbia.

**OPEN RECORDING LABORATORIES**

The Manhattan Recording Laboratories, recently formed, have opened offices and recording laboratories at 48 West Thirty-ninth street. The laboratory is modern in every respect and well equipped. The company announces that it will give every attention to turning out the best of work and that recordings have already been made for some four or five record companies. It is also planned to add a personal recording department to the company.

**REPORT INCREASED ACTIVITY**

BALTIMORE, Md., April 6.—The headquarters of Cohen & Hughes, in both this city and Washington, report increased activity on the part of the dealer as the Spring season progresses. The ordering of the special Easter records would tend to indicate that dealers are planning to make the most of this important season. The new horizontal type Victrola, No. 240, was placed on display in both headquarters immediately upon its receipt and orders for this new model have been large.

**HEADQUARTERS**  
For  
**Single Spring Motors**  
and  
**Mica Diaphragms**  
**WILLIAM BRAND**  
27 East 22nd St., New York City

**OKEH ARTISTS AT RADIO CONCERTS**

Program Received Enthusiastically by Radio Fans—Many Okeh Artists Participate

The General Phonograph Corp., New York, manufacturer of Okeh records, was responsible for a very successful concert given a fortnight ago at the WJZ radio station in Newark. The artists for the concert were selected by the com-



The Rega Dance Orchestra

pany, and the program was enthusiastically received by radio fans.

Among the Okeh artists who appeared at this concert were the Rega Dance Orchestra, Charles Hart, Elliott Shaw, Miss Vaughn De Leath, Joseph Phillips, Green Bros.' Xylophone Orchestra, Miss Virginia Burt and the Nathan Glantz Instrumental Trio. The New York Globe cooperated with the General Phonograph Corp. and furnished as one of the artists for the evening Miss Jean Stockwell, well-known violin virtuoso.

**"IOWA CORN SONG" RECORD A HIT**

The Duning Co., Des Moines, Ia., Reports That the Gennett Record of that Number Has Proven a Big Seller in the Corn Belt

DES MOINES, IA., April 7.—The Duning Co., piano and talking machine dealer of this city, representing the Starr Piano Co. line in Iowa and Nebraska, reports a most substantial demand for the Gennett record of the "Iowa Corn Song," popularized during the Shrine Conclave in Des Moines last Spring, and later published in sheet music form.

The company prevailed upon the Starr Piano Co. to record the number as a direct medium for introducing Gennett records into this territory, and the move has been a wise one. The "Iowa Corn Song" will be featured by all song leaders during the first annual Music Week to be held in Des Moines from April 16 to 23.

**CALLERS AT COLUMBIA HOME**

W. S. Parks, manager of the Baltimore branch of the Columbia Graphophone Co., was a visitor to the company's executive offices in New York this week, accompanied by W. J. Boggs, president of the Guttman Furniture Co., of Briscoe, Va., Columbia dealer. Mr. Parks was keenly optimistic in his predictions regarding general business, stating that his sales for the first three months of the year had been very satisfactory.

Other callers at the Columbia executive offices recently included C. F. Schaffarzick, manager of the Spokane branch of the Columbia Co., and A. E. Landon, general manager of the Columbia offices at Toronto. Both of these callers brought with them pleasing reports as to the business.

**TWO GREAT BLUES NUMBERS**

2045 { YOU MISSED A GOOD WOMAN  
(When You Picked All Over Me)  
LONG LOST WEARY BLUES

AND

2039 { TRIXIE'S BLUES  
DESPERATE BLUES

SUNG BY

**TRIXIE SMITH**

Winner of the NATIONAL Blues Singing Contest

**Grand Opera Records**

7101—CARO NOME

7102—AH! FORS' È LUI

SUNG BY

**ANTOINETTE GARNES**

The only Colored Member of the Chicago Grand Opera Co.

Black Swan Records Sell



**PACE PHONOGRAPH CORP. 2289 SEVENTH AVE. NEW YORK, N. Y.**





# Unico Sales Helps



Unico Wall Rack No. 2

For Demonstration room or lobby; an attractive unit that sells records from your overstock.

Unico Wall Rack No. 1. Similar to above; displays four records.

Unico Wall Rack No. 3. Similar to above; displays twelve records.

## DEALER'S PRICE

Wall Rack No. 1.....	\$ 9.60
Wall Rack No. 2.....	19.20
Wall Rack No. 3.....	28.80
Repair Bench .....	120.00
Record Display No. 1.....	48.00
Record Display No. 2.....	90.00
Ventilating Unit .....	19.20
Lighting Unit .....	9.60
Sales Stimulator No. 1.....	12.00
Sales Stimulator No. 2.....	9.60
Special No. 6 Record Rack.....	28.80
Shelf sets for Victrola 80.....	3.00

## UNICO CABINET STANDS

4-6 for Victrola 4 or 6.....	\$ 4.80
4-6S for Victrola 4 or 6.....	6.30
50 for Victrola 50.....	7.50
Demonstrating room table No. 1.....	6.00
Demonstrating room table No. 2.....	7.50

Unico demonstrating room seamless carpet rugs from \$7.00 up.



Unico Record Display No. 1

Unico Record Display Nos. 1 and 2 are ideal for self service and lobby display.

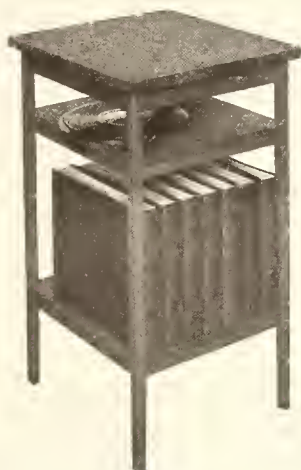
Units That Reduce Inventory

No. 1 displays 12 records, filing capacity of 500 records.

No. 2 displays 24 records, filing capacity of 1000 records.



Efficiently equipped Demonstrating Room, showing Unico Lighting and Ventilating Units Installed. Comfort to your customer brings greater record sales.



Unico Demonstrating Room Table No. 2. Table No. 1 same as above without middle shelf.



Unico Sales Stimulator No. 1. Also made without Record Display feature. Our Stimulator No. 2.

Order Thru Your Jobber or From Our Nearest Branch

## Unit Construction Company

RAYBURN CLARK SMITH, PRESIDENT

58th & Grays Avenue

PHILADELPHIA

Sales and Service Branches

New York	Atlanta	Dallas	New Orleans	London	Denver	San Francisco	Salt Lake City	Chicago
New York	Georgia	Texas	Louisiana	England	Colorado	California	Utah	Illinois

Unico Products are Patented as to Construction.

Unico Products are Patented as to Design.



# BALTIMORE

*Jobbers and Dealers Report Improving Conditions—Miss Ponselle Helps Record Sales—New Brunswick Dealers—News of the Month*

BALTIMORE, Md., April 7.—The talking machine and record business in Baltimore and vicinity is good, according to reports from all the leading jobbing houses. This is especially true of the firm of E. F. Droop & Sons Co., 231 North Howard street. Manager Roberts says that their business for March was away ahead of last year and April business so far bids fair to exceed the previous month. This is especially true of the business in the No. 100 Victrola, on which, he says, they have been oversold for some time. Although he received a carload shipment last month he still has unfilled orders on his books.

H. T. Bosee, sales manager for Cohen & Hughes, 227 West Saratoga street, also reports a very good business, especially in records. This is attributed to a large extent to the attractive window displays that are being made by the dealers generally. Many of the displays are very unique and novel and naturally attract hundreds of prospective customers, especially in the downtown shopping districts.

Manager Shaw, of the local Brunswick branch, 107 Hopkins Place, who recently came here from St. Louis, says that he has added two big dealers to his list the past week in the firms of C. B. Noon, 325 North Charles street, and the Hub Piano Co., who have just opened a handsome showroom at 304 North Howard street, but that this is only a starter and the Brunswick stores will continue to increase in this territory.

Manager Parks, of the Columbia Graphophone Co., 16 South Howard street, has just returned from New York, where he had a conference with General Sales Manager Hopkins and is very optimistic as to the future for the Columbia Co. The local branch reports a big demand for all the records of the late Bert Williams, especially No. 6141—Bert Williams' Sermons—which has been completely exhausted and many orders for it booked ahead.

H. A. Bushman, who conducts the Jazz Shop at 1544 Pennsylvania avenue, another Columbia dealer, reports a big increase in the demand for records of the Columbia colored stars, Leona Williams and Edith Wilson. He says that when a customer comes in for either one of the latest records of these stars he does not ask them to buy anything else, but merely puts on the other record and nine times out of ten the sale is made.

Following an advertising campaign by the deal-

ers of Norfolk, Va., supplemented by the Columbia Co., featuring the Ponselle Sisters, dealers in that city report having sold more records of these stars during the week of March 27 than in the whole previous year. This campaign was also put on the previous week by the dealers in Durham, who designated March 25 as "Rosa Ponselle Day" with equally satisfying results.

George Behm has just added a handsome Grafonola department to his store at 573 North Gay street.

Emanuel Kaufman, who recently bought out the talking machine shop of Mrs. Abraskin, 439 North Gay street, has completely renovated the place and is carrying a large stock of new machines.

Gus Van, one of the stars of Ziegfeld Follies,

**MICA  
DIAPHRAGMS**

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.  
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

which appeared here last week, visited the local branch of the Columbia Co. A special release of his record A-3577, "Carolina Rolls," was made for Washington this week, where the company is showing.

The Voluma Corp., 2826 Huntington avenue, has just let a contract for the manufacture of a phonograph reproducer, which is new in principle, according to a statement of James J. Cook, president of the company.

## ARTISTIC SONORA DISPLAY

SALT LAKE CITY, UTAH, April 7.—The Daynes-Beebe Music Co., of this city, which handles the Sonora phonograph, is an enthusiastic believer in



Daynes-Beebe Music Co.'s Window Display

artistic window displays, and the accompanying illustration represents one of the most attractive windows that has appeared in the local trade for some months past. Utilizing the famous Sonora phrase "Clear as a Bell" as the basis for the display, the company prepared a window that not

only attracted general attention but also produced tangible results in the sale of high-priced Sonoras.

## BIG CALL FOR VIOLAPHONE NEEDLES

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., reports that the sale of Violaphone needles has shown a steady increase during the year. Last week one single order covered 3,000 cartons, which contained a total of 9,000,000 needles. The Violaphone needle is strongly constructed and is, therefore, proving popular in use with the various repeating devices now on the market. The company also reports that additional numbers of talking machine dealers are finding the line of musical merchandise profitable and a steady increase in sales is in evidence throughout the country. Dealers find musical merchandise a profitable and interesting sideline to handle. It does not increase the overhead and it brings

a great many customers into the store who are apt to be interested in talking machines and records. This is not theory, but it is the experience of a great many talking machine dealers who are successfully coupling these two lines and who have so informed Mr. Gretsch.

*The*  
**ECLIPSE  
MUSICAL CO.**  
*VICTOR WHOLESALE ONLY*  
  
**CLEVELAND  
OHIO**



**Making the Most of an Opportunity**

The new horizontal-type Victrolas offer Victor Dealers an opportunity to cater to the most discriminating type of music lover. The designs are most attractive and, coupled with Victor tonal supremacy, form a combination that is unequalled in the talking machine industry.

Make the most of your opportunity, and let us show you how the new horizontal-type Victrolas may be best adapted to your merchandising plans.



**TALKING MACHINE MEN, INC., ELECT NEW OFFICERS**

**Irwin Kurtz Elected President With a Strong Organization of Executives at Meeting on April 12—Final Plans Announced for Annual Banquet and Entertainment at Hotel Pennsylvania on April 20**

The monthly meeting of The Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, was held at the Café Boulevard on Wednesday, April 12, being preceded by the usual luncheon, which proved most enjoyable.

The most important matter at the meeting was the selection of officers for the ensuing year, those elected being Irwin Kurtz, who so ably presided during the preceding year, as president, E. Leins as vice-president, and E. G. Brown again as secretary. The following division vice-presidents were also elected: Aeolian Division, J. Friedmann; Brunswick, A. Bersin; Columbia, L. Tylkoff; Sonora, J. H. Mayers, and Victor, L. J. Rooney.

The Shapiro-Bernstein Co., music publishers, had several of their songwriters present to demonstrate some of their latest numbers, and Louis Bernstein, president of the company, gave an interesting talk regarding the company's plans for the coming season.

Joseph Mayer, executive manager of the Caruso American Memorial Foundation, took occasion to explain the object of the movement and to urge the support of the talking machine men, which, needless to say, will be given. The Clapp-Eastham Co. had representatives present who demonstrated for the benefit of the dealers

the wireless outfit made by the company, which proved quite interesting.

Cuts of the new association insignia for use on letterheads and charts were distributed at the meeting to those who desired them and paid up their dues for the year. The association has also arranged to provide members with luncheon cards without which a charge of \$1.50 will be made for each luncheon.

At the meeting final plans were announced for the annual banquet and entertainment of The Talking Machine Men, Inc., to be held at the Hotel Pennsylvania on Thursday evening, April 20. A notable array of talent has been assured for the evening, including Paul Whiteman's "Romance of Rhythm" orchestra, which will play throughout the evening, the All Star Trio, Clyde Doerr's Club Royal Orchestra, Yerkes' S. S. Flotilla Orchestra, Benny Krueger's Orchestra and other organizations, together with many individual stars, including John Charles Thomas, Charles Harrison, Elsie Baker, Danise, Marie Sundelius, Mario Chamlee, Green Bros., "Zez" Confrey, Wheeler Wadsworth and others.

It is reported that there has been a very substantial demand for tickets and that the prospects were that the affair would be the most successful in the history of the association, which in view of past achievements is significant.

**P. L. DEUTSCH BACK FROM EUROPE**

**Assistant Secretary of Brunswick Co. Returns From Visit to London and Paris—Comments Upon Improved Industrial Conditions Abroad**

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., accompanied by Mrs. Deutsch, arrived in New York Friday, April 7, on the "Aquitania," after spending four weeks abroad. Mr. Deutsch visited London and Paris and in the latter city spent some time at the Brunswick factory and office.

In a chat with The World Mr. Deutsch stated that his trip was principally in the nature of a vacation, but he was glad to find that the business situation in Europe was considerably better than it had been for the past two years. Mr. Deutsch commented upon the fact that there seemed to



**P. L. Deutsch**

be a dearth of moderate-priced talking machines in England, with a superabundance of high-priced instruments. The industrial outlook, as a whole, showed signs of marked improvement, with a feeling of optimism in practically every industry.

Mr. Deutsch remained in New York a few days and then left for Philadelphia, to attend the wedding of Robert Bensinger, son of B. A. Bensinger, president of the Brunswick-Balke-Collender Co. He then proceeded to the company's headquarters at Chicago to take up his usual duties.

**THE AMPLIFIER CO. CHARTERED**

The Amplifier Co., of Eau Claire, Wis., has been incorporated in that State by Charles A. Clark, Clarence F. Funk, P. D. Peterson, P. L. Peterson, L. H. Anderson and A. M. Anderson. The company will engage in the manufacture of an amplifier originated by Mr. Clark. It is expected that the concern will locate its plant here.

**J. M. McKENNA MARRIED**

J. M. McKenna, head of the Chicago branch of the Columbia Graphophone Co., is receiving congratulations on his marriage on April 8 to Miss Ethel B. Reeves. Mr. McKenna is also secretary of the Piano Club of Chicago and one of the popular members of the trade.

**VOCALION PROGRESS REPORTED**

**O. W. Ray Well Satisfied With Situation in Pittsburgh, Cleveland and Memphis Territories—Numerous New Dealers Appointed**

O. W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., returned on April 11 from a visit to Pittsburgh and Cleveland, where he called upon local Vocalion distributors. In Pittsburgh Mr. Ray declared that he found business good despite the coal strike, and that many of the furnaces were in operation. The Clark Musical Co., in that city, reports the establishment of many new dealers. In Cleveland the Vocalion Co. of Ohio, which also operates distributing quarters in Cincinnati, reported real progress for the Vocalion line.

C. D. McKinnon, district manager for the Vocalion Co., recently visited the Hessig-Ellis Co., in Memphis, and reported that thirty new dealers had been appointed in that territory within the past month.

**TO OPEN RADIO DEPARTMENT**

NEW CASTLE, PA., April 8.—Mather Brothers Music Co. announce the opening soon, in conjunction with their Victrola department, of a complete department for wireless receiving outfits. It will be an established wireless house. It will be an organized department, officials announce.

**ANNOUNCE A FILM OPERA IN BERLIN**

**German Concern Claims Solution of Perfect Synchronization of Film and Music**

A dispatch received by the New York Herald from Berlin states that a German film company claims to have a definite solution of the synchronization of film and music. The premiere of the first film opera will take place at the Berlin Opera House shortly, the score having been written by Prof. Hummel, a well-known German composer.

The timing of the music to the tale unrolled in the film is attained by a narrow ribbon bearing the music, which appears at the bottom of the picture, having been photographed simultaneously with the scenes in the play. Singers and orchestra take part in the film opera, the conductor of the orchestra keeping his eye upon the changing ribbon of music.

With one hand the conductor operates an automatic relay, which retards the film whenever the action is too fast for the tempo. Thus exact timing is possible. The film opera is entitled "Beyond the Stream" and the scene is the underworld.

**APPOINTED MANAGER**

Charles P. Hindringer has been appointed manager of the Lyon & Healy radio department in Chicago.

**RADIO INSTRUMENTS AND ALL KINDS OF PARTS**

**Information on How to Install Radio Instruments in Phonograph Cabinets**

**THE MOST PROFITABLE BUSINESS TODAY**

The following books tell you all about the Radio instrument; how to use, manufacture and authoritative data and details relating to wireless instruments in general:

Radio Hook-Ups. By M. B. S. (including postage).....	\$1.00	How to Make Commercial Type Radio Apparatus. By M. B. S. (including postage).....	\$1.00
Radio Design Data. By M. B. S. (including postage).....	1.00	Wireless Telegraphy and Telephony Simply Explained. By A. P. M. (including postage).....	1.75
Construction of New Type Trans-Atlantic Receiving Set. By M. B. S. (including postage).....	1.00	Experimental Wireless Stations. By P. E. E. (including postage)	3.25
Construction of Radiophone and Telegraph Receivers for Beginners. By M. B. S. (including postage).....	1.00	A. B. C. of Vacuum Tubes Used in Radio Reception. By E. H. L. (including postage).....	1.25

Send cash with order for one or a complete set of books. They mean a new opportunity to make money. You will not only find these books valuable to yourself but a source of profit, as Radio fans everywhere will want them.

**WESTERN RADIO INSTRUMENT SUPPLY CO. 145 West 41st Street, New York, N. Y.**





**Rosa and Carmela Ponselle! That's enough to sell any record to real music-lovers. "O Sole Mio" (My Sunshine) is the new Ponselle record for May. Order it. 49983.**

**Columbia Graphophone Co.  
NEW YORK**

**MUSICAL SHOW AND EXPOSITION**

Display of Ancient and Modern Musical Instruments to Be Feature of Exhibition to Be Held This Month Under the Auspices of the Caruso American Memorial Foundation

The Caruso American Memorial Foundation is arranging a Musical Show and Exhibition to be held under its auspices at the Canessa Galleries, 1 West Fiftieth street, April 24 to May 6, according to announcement by John Aspegren, chairman of the executive committee.

The purpose of the exhibition will be to demonstrate the development of American musical arts and crafts and to augment the Foundation's national endowment fund now being raised to assist needy and talented students of music and to promote the cause of music in America. The use of the Canessa Galleries has been donated and many priceless art objects have been loaned by Amedeo Canessa, art collector. Noteworthy examples of the primitive and modern musical arts and crafts are being assembled by the executive committee of the Foundation, which has headquarters in the Woolworth Building. These will include rare examples of the craftsmanship of the instrument makers of several centuries ago and types of the earliest as well as the most up-to-date musical devices. Some of the leading American makes of musical instruments, including pianos, string instruments, brass instruments, woodwinds, etc., will be exhibited, it is stated.

There will be addresses by recognized authorities on music and concerts each afternoon and evening and prominent artists will contribute their numbers. The proceeds from the exhibition will go to the fund. Among the officers and members of the committee who are co-operating in the plans for the exhibition are: Paul D. Cravath, Otto H. Kahn, Mrs. Helen Hartley Jenkins, Felix M. Warburg, Dr. Antonio Stella, Walter Damrosch, Calvin G. Child, O. G. Sonnek and Stefano Miele.

F. A. Ende, New Bremen, O., has sold his Victrola and jewelry store to Melville Laut.

**THOMAS M'CREEDY WITH UNIT CO.**

Becomes District Manager Covering New York and New England Territory, With Headquarters at 299 Madison Avenue, New York

PHILADELPHIA, PA., April 8.—The Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine wareroom, has announced that Thomas McCreedy, who has for the past five years represented the Victor Talking Machine Co. in the Greater New York District, has become affiliated with this company as



Thomas McCreedy

district manager. He will not only have jurisdiction over Greater New York territory, with headquarters at 299 Madison avenue, but will also from these headquarters cover the New England district. Mr. McCreedy needs no introduction to the trade and it is not hard to predict great success in his new work in the sales of Unico equipment. In addition to Mr. McCreedy's Victor experience he has had broad experience in the advertising field, which makes his service to the dealer of more than ordinary value.

**B. E. BEMIS JOINS BRUNSWICK CO.**

The New York office of the Brunswick-Balke-Collender Co., phonograph division, is making an intensive drive in metropolitan New York for Spring and Summer business. The Long Island territory is to be thoroughly covered with splendid advertising where it is expected the influx of Summer residents will swell up Brunswick sales.

E. A. Strauss, general manager of this branch, just announced that B. E. Bemis, a well-known talking machine man, who formerly was connected in the talking machine business in New England, has been appointed Brunswick representative for Long Island territory.

**NEW PANHELLENION CO. QUARTERS**

Recording Headquarters Now Located at 48 West Thirty-ninth Street—Some Recent Releases

The headquarters of the Panhellenion Phonograph Record Co., Inc., has been moved from West Fourteenth street to 48 West Thirty-ninth street, where the offices and recording laboratories have been established. This company has long made a specialty of recording in the Greek language and has built up a reputation with the quality of these recordings. Regular monthly releases are a part of the plan of the organization and the latest release contains six double-faced discs, four in ten-inch size and two in twelve.

The following appear in the ten-inch size: 330 "Balatta," from "Rigoletto," and "La Paloma" (tenor solos), by G. Kanakis; 329 "Tosca," "The Girl of the Waves" (tenor solo), by G. Kanakis; 326 "Masca," "Mob of Athens" (soprano solo), by Mrs. Bibi, and 323 "Comical Monologue—Part I," "Comical Love," by H. Syllas. The twelve-inch selections include: 8030 "Comical Monologue—Part II," "Comical Monologue—Part III," by H. Syllas; 8029 "Smyrnie Politises," "Hanoumi Mou" (soprano solos), by Mme. Koula.

**LOUIS STERLING ARRIVES**

London Representative of Columbia Co. Here to Confer With Officials Regarding Policies for the Coming Year—Heads British Association

Louis Sterling, managing director of the Columbia Graphophone, Ltd., London, England, and in charge of the European interests of the Columbia Graphophone Co., arrived in New York recently on the "Mauretania" for a stay of several weeks. Mr. Sterling is conferring with the executives of the company regarding plans and policies for the coming year.

Upon his arrival Mr. Sterling was congratulated by his associates upon the fact that he was recently elected president of the Federation of British Music Industries. This is the most important and influential organization in the music industries of Great Britain as it includes in its members manufacturers of musical instruments of every description. Mr. Sterling's election is a great honor, in view of the fact that the election of an American citizen to this important position is very unusual.

**SUPERIOR STEEL**  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

*The Largest Selling Talking Machine Needle in the World*

**BRILLIANTONE**  
STEEL NEEDLE CO., OF AMERICA, INC.  
Selling Agents for W. H. Bagshaw & Co.  
Factory, Lowell, Mass.  
347 FIFTH AVENUE, NEW YORK

**ACME-DIE**

**CASTINGS**  
ALUMINUM-ZINC-TIN & LEAD ALL TYPES  
**Acme Die-Casting Corp.**  
Boston Rochester Brooklyn N.Y. Detroit Chicago



**JOBBERs:**

CABINET & ACCESSORIES CO.,  
145 East 34th St.,  
New York, N. Y.

IROQUOIS SALES CO.,  
210 Franklin St.,  
Buffalo, N. Y.

E. B. SHIDDELL,  
142 Berkeley St.,  
Boston, Mass.

WALTER S. GRAY CO.  
942 Market St.,  
San Francisco, Cal.

DAVENPORT PHONO.  
& ACCESS. CO.,  
217 Brady St.,  
Davenport, Ia.

UTICA'S GIFT &  
JEWELRY SHOP,  
Utica, N. Y.

J. R. POLK FURN. CO.,  
294 Decatur St.,  
Atlanta, Ga.

VOCALION CO.  
OF OHIO  
Cincinnati, O.

VOCALION CO.  
OF OHIO  
Cleveland, O.

BURNHAM, STOEPEL  
& CO.,  
101 East Larned St.,  
Detroit, Mich.

WM. ANDERSON  
PIANO CO.,  
79 Eighth St., South,  
Minneapolis, Minn.

GEO. C. ULRICH & CO.,  
718 Lincoln Bldg.,  
Philadelphia, Pa.

CANDIOTO PIANO CO.,  
120 So. Limestone St.,  
Lexington, Ky.



# The OUTING

## Perfection in a Portable Phonograph

Size: 8 in. x 14 in. x 15 in.  
Weight: Complete, including album,  
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

*Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.*



*Dealers in Mexico and Cuba should send orders and inquiries to*

R. C. ACKERMAN  
291 East 162nd Street - - - - - New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

8-10 Bridge Street - - - - - New York City  
Cable Address, CHIPMUNK, New York

# THE OUTING TALKING MACHINE CO., Inc.

A. J. COTÉ, *President*

MT. KISCO, N. Y.



**VICTOR STORE IN ALLIANCE SOLD**

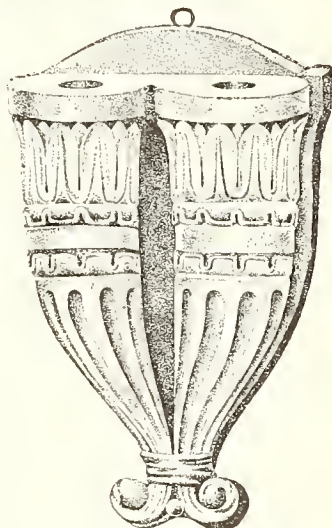
Drake & Moninger Co. Sold to J. H. Johnson Sons—East Liverpool Store Also Sold

ALLIANCE, O., April 11.—The sale of the Alliance store of the Drake & Moninger Co., exclusive Victor shop, to J. H. Johnson Sons was approved Tuesday in the Common Pleas Court at Canton. The company went into a receivership on its own application, the petition setting out that difficulty in collecting book accounts has made it impossible for the company to operate successfully.

The East Liverpool store of the same concern, also carrying a large line of talking machines, was sold this week to William and John Moninger and in the future will be known as Moninger Bros Co.

The experiences of other successful merchants, as set forth in the trade papers, can be made to pay big dividends to the progressive dealers who intelligently take advantage of their opportunities.

**Sanozone Vases**



Keep the demonstration rooms fresh and attractive.

Three designs—one of the Victor trade mark made especially for the Victor retailer.

A wide variety of perfumes available. Write for our 100-page encyclopedia containing illustrations and prices of

- Outing Portable
- Sprytone Portable
- Plymouth Portable
- Stewart Portable
- Standard Portable
- Jones Motrola
- Recordola
- Attachments for Edison, Victor and Columbia.
- Albums and Album Sets
- Bubble Books
- Cabinets, Record and Roll
- Record Carrying Cases
- Corrugated Boards
- Moving Covers
- Dust Covers
- Dancing Toys
- Envelopes, Record Delivery
- Stock and Supplement
- Geer Repeaters
- Needles, Steel and Tungsten
- Fibre Needle Cutter
- Display Fixtures
- Record Lights
- Lubricants
- Motors
- Nameplates
- Piano and Duet Benches
- Player-Piano Cleaner
- Polishes
- Record Cleaners
- Tonearms and Sound Boxes
- Springs
- Strings

We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

**The Cabinet and Accessories Co.**

Incorporated

OTTO GOLDSMITH, Pres.

145 East 34th St.

New York

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

<b>MOTORS</b>	<b>CASTINGS</b>	<b>TURNTABLES</b>	<b>Stylus Bars</b>
<b>TONE ARMS</b>	Grey Iron	<b>MOTOR FRAMES</b>	<b>Screw Machine Parts</b>
<b>REPRODUCERS</b>	and Brass for	<b>TONE ARMS</b>	<b>Talking Machine Hardware</b>
		<b>HORNS and THROATS</b>	

*Direct Quantity Importations On* { **JEWEL and STEEL (Bulk or Packed)**  
**PHONOGRAPH NEEDLES**  
**GENUINE RUBY BENGAL MICA**

**D. R. DOCTOROW**

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800

**IMPORTANT EDISON ANNOUNCEMENT**

Substantial Reduction in Prices of Several Models of Phonographs

ORANGE, N. J., April 13.—Thos. A. Edison, Inc., has announced a reduction in price of several models which were not included in the announcement made last month. The new reductions are as follows: Eighteenth Century English console type, \$500; reduced to \$375. Italian Umbrian console type, \$500; reduced to \$350. Louis XIV upright type, \$350; reduced to \$295.

**THE RETURN OF WAR TAXES**

George W. Pound Issues an Opinion Covering That Important Question

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has offered the following opinion regarding the return of war taxes on pianos, talking machines, etc., sold prior to January 31, 1922, and returned after that date.

Pianos, phonographs, player-pianos and other musical instruments subject to special tax under the Revenue Act of 1918, which were sold prior to January 1, 1922, and upon which such tax was paid, and which instruments were afterward returned and the sale and tax rescinded, are free from such tax.

In such cases the manufacturer may rescind the sale, refund or credit the purchase price and the war tax.

He may then file claim with the department for the refund of such tax so returned by him to the purchaser of the instrument. See Form 843 for this purpose.

**RECORD SALES INCREASING**

Columbia Branch in Detroit Reports Steadily Growing Business in Records and Machines

DETROIT, MICH., April 3.—The Detroit branch of the Columbia Graphophone Co. has shown a decided increase in record sales during the past month, and with the aid of the special advertising campaign in the various newspapers in this territory the branch also succeeded in closing a substantial Grafonola business. Several new Columbia dealers have been opened in this territory, including Wauseon Music Shoppe, which opened a very attractive store in the Arcade Building, Wauseon, Mich.

Mlle. Erica, a young dancer who substituted for Mae Murray, the popular motion picture star, in her recent production, "Peacock Alley," attracted considerable attention when she danced in the window of the Allmendinger Music Shoppe, Ann Arbor, Mich., Columbia dealer. Mlle. Erica danced to the music of Ted Lewis' Columbia records and was responsible for the sale of many Ted Lewis Columbia records.

**VICTOR DEALERS ADD PIANO LINE**

Baim Bros. & Friedberg, who have been pushing Victor products exclusively in their three stores in the Brownsville section of Brooklyn, N. Y., recently opened a piano department, in which the Wissner line is featured.

The Latona Talking Machine Co., of Evansville, Ind., has been incorporated.

**TALKING MACHINE LURES SEALS**

Oxford University Scientists Find That Music Makes Seal Hunting Easy

The talking machine long ago found a definite place for itself in the Arctic as a medium for providing entertainment for explorers during the long watches in the Land of the Midnight Sun. Brown, Binney and Paget Wilkes, Oxford University scientists on an exploration trip to the Island of Spitzbergen, found that the talking ma-



Using the "Talker" as a Decoy

chine not only provided entertainment for humans but made an excellent decoy for seals, who came up in great numbers to see where the music came from and paid for their curiosity with their lives.

In view of the success met with by the Arctic explorers by capturing seals with music we may soon see the city man arm himself with a portable talking machine and go out for the purpose of getting the makings of a sealskin coat for friend wife without paying the tariff demanded by the fur dealers. Just what sort of music appeals most to seals, whether jazz or symphony, is not stated.

**COLUMBIA TRADE IN PITTSBURGH**

S. H. Nichols, Manager of Pittsburgh Distributing Office, States That Industrial Chaos Is Retarding More Rapid Betterment

PITTSBURGH, PA., April 7.—S. H. Nichols, manager of the local offices of the local Columbia Graphophone Co., reports trade conditions as showing a very satisfactory improvement. He expressed the opinion that just as soon as the coal strike flurry has been cleared and the industrial plants of the Pittsburgh district get on a more normal operating basis sales of the Columbia line will show a marked gain. Mr. Nichols said: "We are pleased with what we have accomplished with the Columbia Grafonola here and we believe that the possibilities of the field are unlimited and that the real live-wire dealer in the Columbia line will reap an abundant harvest if he sows the right kind of (sales) seed."

The fellow who refuses to let go, no matter how bad things seem to be, is bound to come out on top. This applies to salesmen.



## DOLBEER REVIEWS TRADE CONDITIONS

Improving Trend Apparent Throughout the Country, Despite Strike Interruptions

Frank K. Dolbeer, manager of the traveling department of the Victor Talking Machine Co., who naturally keeps in close contact with the business situation and prospects throughout the country, sees many reasons for optimism regarding trade developments, and his viewpoint is well outlined in the following letter sent recently to the various members of his staff. Mr. Dolbeer bases his opinions upon carefully weighed facts, and they are thus worthy of particular attention. In his letter he said:

"Reports continue to be received from almost all sections of the country indicating improved general conditions. A Des Moines newspaper makes the following statement: 'Corn has gone up 65 per cent since the first of last November, oats are up over 300 per cent, hogs have had a radical advance. Iowa is again beginning to feel the old-time prosperity.

"On the 60 per cent of the corn crop, which is estimated as still remaining on the farms of Iowa, the advances of the last ninety days give this corn an additional value of over \$54,000,000, and the increase in hogs, oats and other items would amount to far more than that. Iowa is back on its feet.'

"Additional information received in bank reports from Kansas City and Minneapolis make strong comment upon the generally improved conditions in those localities, making special mention of the increase in money now lying idle in the banks, and this so-called idle money will be put to use in the very near future.

"The upward trend in the prices of corn, wheat and hogs will give the farming sections additional spending money and our distributors and dealers should benefit materially from this.

"The National City Bank of New York, in its March report, states: 'The business situation has been brightened decidedly by the rise of farm products which has taken place in the last month. This advance is of greater significance than any other development that has occurred since the prices of farm products broke in the Fall of 1920. It is the first burst of real sunshine and as such in marked contrast with the artificial variety which has been rather laboriously disseminated by cheerful people who have thought nothing was required but that everybody should smile at each other.'

"The feature which may disturb general business is the coal strike, which started on April 1, but in discussing this with people who are in touch with the situation they believe that this is the opportune moment for such a strike and that the benefits to be derived will be far in excess of the trouble that may be caused."

## AN INTERESTING EXPERIMENT

Otto Goldsmith, president of the Cabinet & Accessories Co., recently performed an interesting experiment in recording by wireless at the headquarters of the company, 145 East Thirty-fourth street, New York. The Cabinet & Accessories Co. is a distributor of the Recordola and has lately added radio sets made by the A. C. Gilbert Co., of New Haven, Conn. An A. C. Gilbert set has been installed at the headquarters and the other evening when the New York Evening Mail was broadcasting the opera, "La Traviata," Mr. Goldsmith conceived the idea of recording the sound on the Recordola. While it was only an initial experiment and, therefore, subject to improvement, the results were indicative of interesting developments.

Mr. Goldsmith recently returned from an extensive trip through the Long Island territory of about a week's duration. He reported considerable activity among retailers on the island and a general expectation of future good business. An example of the progressive spirit is to be found in the retail establishment of Geller & Seldim, which is occupying a new large corner location in Rockville Centre, which has been thoroughly decorated and equipped.

# "DA-LITE" ELECTRIC DISPLAY SERVICE EXCLUSIVELY FEATURING Victor Records



THE SERVICE costs \$6.00 per month and consists of four artistic hand-colored panels, or fronts, featuring records selected through information obtained from over fifty wholesale distributors and delivered to you each month before the records are released.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we sell you at \$15.00, which is the wholesale price. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.



## A NEW FEATURE—SELLING OLD RECORDS

The special panel for the old record No. 18721, "HONOLULU EYES," has proven a success. Dealers using the panel have sold out or greatly reduced their stock. This month we feature No. 18744, "UNDERNEATH HAWAIIAN SKIES." Our display will "clean up" the stock of one old record every month and also feature the new records. The Special Panels cost \$2.50 each.

*Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records*

**"DA-LITE" ELECTRIC DISPLAY COMPANY**  
116 NORTH ERIE STREET TOLEDO, OHIO



# A NEW DANCE CRAZE STUMBLING

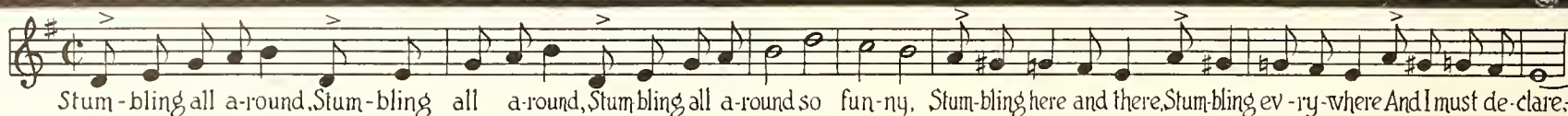


By  
**ZEZ CONFREY**

**A FOXTROT ODDITY**

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

**HEAR IT NOW**



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

## DISMISSAL IN VICTOR VS. BRUNSWICK TONE-ARM SUIT

Judge Sessions in U. S. District Court, Grand Rapids, Mich., Dismisses Bill of Complaint of the Victor Talking Machine Co. Against the Brunswick-Balke-Collender Co. Charging Patent Infringement

On November 1, 1920, the Victor Talking Machine Co. filed suit against the Brunswick-Balke-Collender Co. in the United States District Court at Grand Rapids, Mich., alleging that the Brunswick tone-arm and sound conveyor infringed claims 2 and 42 of Letters Patent No. 814,786 and claims 7 and 11 of Letters Patent No. 814,848, both granted March 13, 1906, to the Victor Talking Machine Co. as the assignee of Eldridge R. Johnson, president of that company.

The Victor Co. followed the filing of its bill with a motion for a preliminary injunction against the Brunswick Co. to which the latter responded by reply affidavits. Both parties appeared by their counsel on the day appointed for the hearing of this motion before Judge Clarence W.

Sessions, United States district judge, who very shortly expressed his refusal to pass upon such a motion and immediately set the case down for trial beginning January 24, 1921.

The trial continued for a week in open court with sound experts and patent experts appearing as witnesses for both parties. Subsequently the case was argued by counsel before Judge Sessions on March 12, 1921, and printed briefs were filed and the court took the case under advisement. After full consideration Judge Sessions, on April 5, 1922, decided that the Brunswick machine does not infringe the Victor patents in suit and has ordered the bill of complaint dismissed with costs assessed against the Victor Co.

## NEW SONORA VICE-PRESIDENT

S. O. Martin Elected to Important Office—Well-known in Industrial and Commercial Circles

S. O. Martin, formerly an executive of the American International Corp., New York, one of the country's greatest industrial organizations, has been elected first vice-president of the Sonora Phonograph Co., Inc., New York. Mr. Martin, who is widely known in business circles, was in charge of the American International Corp.'s commercial research and investigation department, and in this important post he was in intimate touch with a great many prominent industrial concerns. He brings to the Sonora Phonograph Co. a wealth of executive and demonstrative ability that makes him a valuable addition to the Sonora personnel.

## NEW VICTROLA BOOK OF OPERA

Sixth Edition Represents Entirely New Work and Is Most Complete of Its Kind

The Victor Talking Machine Co. has just announced the sixth edition of "The Victrola Book of the Opera." The new edition does not represent a revision of the earlier editions, but is a book that has been completely rewritten and is one of the most complete works of its kind. The new book contains stories of more than 100 operas, with summaries of their history, musical quotations, critical and explanatory material. Correct pronunciations are given to the names of operas and operatic characters and all the stories are told in clear, concise English. A new and attractive cover design of gold, embossed on a red background, has been provided for the new edition.

## CONCERT INCREASES EDISON SALES

NEWARK, N. J., April 10.—A recent "tone-test" recital in which the Edison was featured by the Edison Shop here resulted in much worthwhile publicity and several sales for that concern. Walter Chapman, pianist; Mary Morrissey, contralto, and Harold Lyme, flutist and saxophonist, entertained the large audience which appeared at Wallace Hall for the recital.

The Victor talking machine department of Woodward & Lothrop, Washington, D. C., has been greatly enlarged.

## SIMPLEX EXECUTIVE IN NEW YORK

Harry Farmer, of Simplex Electric Phonograph Motor Co., Visits New York—Arranges for Another Factory—Montreal Plant Working to Capacity

Harry Farmer, of the Simplex Electric Phonograph Motor Co., Montreal, Can., was a visitor to New York last week in connection with various matters incidental to the manufacture and distribution of this electric motor. While here Mr. Farmer started negotiations with the object of opening a New York factory.

Through an error in the layout of the advertisement used by the Simplex Electric Phonograph Motor Co. in the March issue of The World an address was given which implied that

the company had already opened a New York factory. Mr. Farmer's visit to New York, however, straightened out this error and he has communicated with the talking machine manufacturers suggesting that they address all inquiries to the company's executive offices, at 321 Bleury street, Montreal.

Mr. Farmer states that the Simplex electric phonograph motor has been enthusiastically received throughout Canada and inquiries from manufacturers in the United States evidence a keen interest in this motor generally. Production is being rapidly increased at the Montreal factory and the plant in New York will enable the company to give efficient service to American manufacturers.

## SONORA OFFICERS VISIT FACTORY

Jos. Wolff and S. O. Martin, vice-presidents of the Sonora Phonograph Co., Inc., New York, spent last week at the Sonora factory in Saginaw, Mich., where they conferred with the factory executives relative to "speeding up" production.

Ed Hewitt, of Tipton, Ind., has purchased the talking machine business formerly operated by Forrest Worreil in that village.

The stock of the Paris Phonograph Shop, of Plainfield, N. J., was recently damaged by fire.

**We Have It!**

**A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS**



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn  
Sample Price to Dealers Now—\$12.50  
Send for Sample To-day  
Phonographs and Accessories, Repair Parts for All Makes.  
Best Steel Needles of American Manufacture at 30c. per M.

**FULTON TALKING MACHINE CO.**  
253-255 Third Ave., New York City  
Between 20th and 21st Streets

**Did you see and read the insert facing page 66?**



# Announcing The Diamond Juvenile Console

## "A Diamond Product"

HERE is a brand new idea that opens up to the phonograph dealer an untouched and fertile field of profit. The Diamond Juvenile Console gives you the basis for a really active juvenile department. A highly practical, good-looking, strongly constructed and long-wearing real musical instrument for children.

Snapped up by dealers wherever shown. Present production sold. New orders can be shipped about June 1st in time for Summer business.

### A Real Musical Instrument for Children

**Cabinet:**—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

**Finish:**—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

**Motor:**—Helmenan motor—cut gears—cast frame—fully guaranteed—removable motor board.

**Tonearm:**—Die cast—nickel plated—Artois reproducer.

**Turntable:**—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.

Altogether a Real Talking Machine

### Handsome Profits

List Price.....\$25.00

6 Machines or over...\$15.00

Less than 6.....\$16.50

All prices F.O.B Oswego, N. Y.

*A Few Good Territories  
Still Open to Jobbers*

Live Jobbers will do well to get in touch with us immediately before all the best territories are awarded.

## THE DIAMOND PRODUCTS CORP.

25 West 43rd St., New York  
Factories—Oswego, N. Y.



Juvenile Furniture set shown in photograph especially designed for Children's booths and window display. Shipped complete (6 pieces) \$17.50 — F. O. B. Oswego — New York.





My own Mach-ree's Lull-la - by, — Each time I hear it I sigh, — For it car-ries me back to the tum-ble downshack.

# MY MACHREE'S LULLABY



HEAR IT NOW

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

Most Modern of Phonographs Latest Improvements



The Modernola Newest Model

**Beautiful in Appearance**  
**Substantially Built**  
**Marvelously Faithful Tone**

That describes the newest model of the highest type of Phonograph—The Modernola. It is an instrument that readily sells itself.

**Furnished in Solid Mahogany and Solid Walnut No Veneer**

*The New Management Announces:*

That there is some very valuable territory open and offers a very attractive proposition. Remember, we operate a thoroughly equipped plant with excellent production and are an established concern. The Modernola is the only new and improved phonograph on the market. Why not write to-day for full particulars?

Address

**THE MODERNOLA COMPANY**  
**JOHNSTOWN PA.**

Eastern Representatives  
**THE MODERNOLA SALES CO., INC.**  
Geo. Seiffert, Pres.  
Offices: 929 Broadway,  
New York City

### REGINA CO. REORGANIZED

Concern Incorporated and Officers Elected—Prominent Men Interested—To Pay Off the Preferred Creditors Before May 10

At a meeting of the creditors of the Regina Co., held at the office of the Referee in Bankruptcy on March 27, the referee approved a plan for the purchase of the assets of the company by the Creditors' Committee. The plan was carried out and the Regina Corp. was chartered under the laws of the State of New Jersey with a capital of 10,000 shares of no par value stock, for the purpose of taking over the assets and business of the Regina Co.

It was the original intention of the committee to issue a share for each dollar of indebtedness. It was found, however, in order to carry out this plan, the fee of the Secretary of State would have been in excess of \$10,000. It therefore was decided to have fewer shares and issue one share for each \$100 of indebtedness. This necessitates there being fractional shares, but it was held that this is not objectionable.

An organization meeting of the new company was held and the following officers and directors elected: W. L. Desnoyers, president; C. M. Cubbison, vice-president; Eugene F. E. Jung, secretary and treasurer; James F. Shaw and E. F. Fretz, directors.

Of the above, Mr. Fretz is president of the Light Manufacturing and Foundry Co., at Pottstown, Pa., and was the largest merchandise creditor and was on the Creditors' Committee. Mr. Jung also is on the Creditors' Committee and is by profession a statistician and economic expert. Mr. Shaw is of the banking house of Knauth, Nachod & Kuhne. Mr. Cubbison is a sales manager of large experience and will take charge of the sales of the new company. Mr. Desnoyers has been acting as receiver and his training and experience in reorganization work should be of value to the company.

The following trustees were appointed: W. L. Desnoyers, John Bernhard and D. L. Murphy. These have qualified and will superintend the winding up of the affairs of the old Regina Co.

It is expected that between now and the tenth of May it will be possible to pay off all preferred claims, liquidating expenses, etc., and the company will then be prepared to send a statement to credit agencies and to its stockholders.

Bronislaw Huberman, the distinguished violinist and Brunswick artist, will give his fourth and last New York recital at Aeolian Hall on April 22. An interesting program has been arranged.

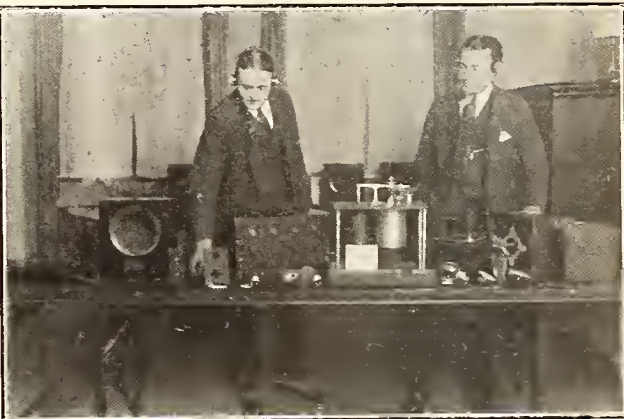
The old-fashioned "storekeeper" waited for customers to enter his store. The progressive business man of to-day overcomes competition by enticing people to his establishment by advertising, superior service, window displays, etc.

### POPULAR RADIO SHOW EXHIBIT

Loyd Wireless Telephone Corp. Exhibits Firth Product—Herbert E. Brennan Now an Officer of Company—Distribution Plans Completed

At the Radio Show, which was held recently at the Hotel Pennsylvania, New York, one of the most popular and attractive exhibits was the booth of the Loyd Wireless Telephone Corp., New York. Herbert E. Brennan, who was one of the most popular members of the talking machine trade, is secretary and treasurer of the Loyd Wireless Telephone Corp. and is in charge of sales, having been elected an officer a few weeks ago.

Mr. Brennan has closed a number of very important deals in connection with the distribution



**P. A. Wilkinson and H. E. Brennan** of the Firth product, and full details will be announced in a few weeks. The talking machine trade will be an important factor in his distribution, as Mr. Brennan's thorough knowledge of the talking machine industry will enable him to cooperate with this trade to excellent advantage. At the Radio Show P. A. Wilkinson, vice-president of the Loyd Wireless Telephone Corp., together with Mr. Brennan, introduced Firth product to the many thousands of visitors who were keenly interested in the distinctive qualities of these wireless outfits.

### NEW HOME FOR PATHE SHOP

COLUMBUS, O., April 11.—Announcement is made that the Pathé Shop is now located at 236 South High street with the Thomas Furniture Co. In the new quarters twice the former floor space is at the disposal of the store.

Some merchants are too conservative and others are reckless in the conduct of their business. The first retards growth and the second leads to failure. The happy medium, lying between the two, will increase the chances of success.

Claire Dux, the noted Brunswick artist, scored a great success at her second song recital at Carnegie Hall on April 8. She was assisted by Richard Hageman, pianist.



**OTTO HEINEMAN RETURNS HOME**

**President of General Phonograph Corp. Returns With Optimistic Reports From European Trip—Talking Machine Industry in Germany and England Greatly Improved—General Outlook Gives Convincing Reasons for Optimism**

Otto Heineman, president of the General Phonograph Corp., arrived in New York on Friday, April 7, on the steamer "Aquitania," after spending several weeks abroad. Mr. Heineman



Otto Heineman

was accompanied on this trip by A. G. Bean, president of the General Phonograph Mfg. Co., Elyria, O., and vice-president of the General Phonograph Corp. While Mr. Heineman's trip was ostensibly a combination business and vacation journey, he forgot the vacation part as soon as he arrived on the other side and spent the greater part of his time acquainting himself with business conditions in England and Germany.

In a chat with The World Mr. Heineman commented upon his trip as follows: "Conditions abroad are very much improved, especially in the phonograph industry in Germany. While prices of talking machines and records have been lowered here, they have been increased proportionately in Germany. This has proven a wise move, as the cost of raw materials has advanced steadily and the new prices were therefore absolutely necessary.

"I was gratified to find that the talking machine business in England had greatly improved since my last trip and all factors of the talking machine trade throughout Great Britain were optimistic and well pleased with the general outlook.

"The Leipzig Fair was a wonderful exhibition of German industry of to-day and a great many German phonograph manufacturers exhibited at the fair. They displayed nothing new, however, but exhibited standard lines, which are meeting with a ready sale throughout Germany.

"Wherever I visited the hope was expressed that conditions throughout Europe would become more stabilized as the result of the Genoa Conference. It is confidently expected that this conference will go a long way towards settling the Russian situation and as soon as this is accomplished there will be a better feeling throughout every part of Europe.

"Germany is practically bare of raw materials at the present time and as soon as monetary conditions are settled and the industrial situation becomes stabilized that country will unquestionably afford a tremendous field for merchandising exploitation."

**SECURES OKEH AGENCY**

The Miami Furniture Co., 330 North avenue, Miami, Fla., has recently taken on the Okeh record line through the wholesale phonograph division of the J. K. Polk Furniture Co., Okeh record distributors of Atlanta, Ga.

**NATIONAL PHYSICAL CULTURE WEEK**

**Health Builders, Inc., Start Big Campaign in Connection With This Event—Seek Co-operation of Dealers Throughout the Country**

Aiding the talking machine retailer to "cash in" on National Physical Culture Week is a subject that is engrossing much of the attention of R. B. Wheelan, president of the Health Builders, Inc., producers of the Health Builders course of talking machine records, New York. This stated week has been planned by the Physical Culture Magazine with the aid of a committee comprising the names of nationally known people in athletic, civil and governmental circles. From May 1 to 8 has been set aside and the slogan "To Build a Stronger Nation" has been adopted.

Health Builders, Inc., have distributed window signs to the large number of talking machine dealers that carry Health Builders records. In addition there has been prepared an attractive rotogravure window display and the dealers are

being furnished with quantities of "Personal Health Programs" to send out in their mailing lists. In commenting on this week, R. B. Wheelan stated, "When every one is thinking of physical culture there is a wonderful opportunity to sell Health Builders records. Extra effort during this week, I believe, will be well rewarded."

Steady increase of business is reported by Health Builders, Inc. March business was almost double that of February, and April, thus far, is 33 1/3 per cent ahead of March. Two additional offices have been secured adjoining the present suite, which have been attractively fitted up and which greatly increase the facilities. The separate charts hitherto furnished with the course have been dispensed with and in their place a bound book has been substituted, thus eliminating confusion due to misplaced and missing charts.

Constructive criticism is a mighty good thing, provided you direct it at yourself. Other people will not appreciate it.

**ATLANTIC**  
 "WAVES IN EVERY HOME"  
TRADE MARK REG.

*Receive*

<b>List Price</b>	<b>Concerts</b>	<b>Distributors:</b>
<b>\$18</b>	<b>Baseball</b>	<i>Write for</i>
<b>COMPLETE</b>	<i>~ News ~</i>	<i>Proposition</i>
	<b>Speeches, etc.</b>	
	<i>With an</i>	

*Atlantic Jr.*

*No Batteries No Electricity required*

**ATLANTIC INSTRUMENT CO., INC.**  
 13-21 Park Row      New York



# Free Inspection Offer



## Select the books you want

**R**EADERS of THE MUSIC TRADE REVIEW may have the privilege of examining, free, any of the technical books published by Edward Lyman Bill, Inc. Each volume has been written by William Braid White, Technical Editor of The Review. To make these books authoritative, he has drawn not only from his own rich and practical experience of nineteen years, first as a tuner and later as an acoustical engineer, but also has drawn upon the extensive resources at his command by virtue of his affiliation with The Review.

The Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to continue to make the American piano industry the world's leader, both from an artistic and commercial standpoint, as it is today.

These books also should be in every factory, as well as office and retail establishment, for they are first of all practical books, and are real working tools for the man whose success depends so much upon a sound fundamental knowledge of piano and player construction, acoustics, etc.

### Modern Piano Tuning

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

### Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

### Player-piano Up to Date

The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

### Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Sent you free for five days

## Mail This Inspection Coupon

Edward Lyman Bill, Inc.  
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name .....

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair
<input type="checkbox"/>	Pianos and Players
<input type="checkbox"/>	Player-piano Up to Date

### ALBUS T. M. CO. LEASES NEW HOME

Well-known Louisville Concern Will Soon Move Into Attractive New Quarters

LOUISVILLE, KY., April 9.—The Albus Talking Machine Co., dealer in machines, records, cabinets and supplies, 528 Market street, announced recently that it has secured a lease on an attractive store in the Commercial Hotel Building, 408 East Market street. Extensive alterations will be made before the concern moves into the new quarters. The company has been in business here for the past twelve years and features Granby and Strand talking machines, as well as several lines of records, including the Ckeh, Gennett, Emerson and Black Swan.

### SERVICE TO SONORA DEALERS

Sonora Jobbers in Greater New York Issuing Handsome Display Signs—Have Direct Sales Value to the Retailer of Talking Machines

Sonora dealers in Greater New York are receiving an exceptional form of co-operation from the Greater City Phonograph Co., New York,



Signs That Are Distinctly Constructive and the Long Island Phonograph Co., of Brooklyn, N. Y., Sonora jobbers in this territory. This co-operation consists of a series of handsome multi-colored window signs, which are furnished to the dealers free of charge.

These signs are changed regularly and Maurice Landay, president of the Greater City Phonograph Co., is personally responsible for the preparation of many of these attractive window signs. In a chat with The World he stated that these signs have proven a direct stimulus to sales and, as they feature something distinctive each month, their sales value can readily be determined. The accompanying illustration shows one of the latest signs featuring the new Imperial and Hepplewhite models of the Sonora, which have been received enthusiastically by the Sonora dealers throughout this territory.

### NEW QUARTERS IN LEWISBURG, O.

LEWISBURG, O., April 10.—The Columbia Music Shop recently moved into larger quarters on the Public Square, this city, where a good line of Columbia Grafonolas and records is carried, together with a complete stock of sheet music and supplies. A department of instruction in piano, voice, etc., is conducted in connection with the store. E. Vernon Moore, the manager, is a member of the Avonmoor Entertainers, a popular local organization.

Ada Radel, daughter of M. Radel, proprietor of Radel's Music Shop, 991 Columbus avenue, New York City, Sonora and Columbia dealer, was married on April 8 to Max D. Rosenthal.





The Lyradion Console combination Radio and Phonograph complete with compartments for dry and storage batteries.

Price complete \$485.00.

Other models from \$275 up to \$850.  
Theatre models, \$1075 to \$2150.

## Here is the new Lyradion Combination— radio and phonograph

All Lyradion outfits contain the remarkable Seabrook "Loud Speaker" horn, which created such extensive comment at the New York Radio Show.

The Lyradion reproduced the music of a dance orchestra 40 miles away so loud that 100 couples danced to it in the Hotel Pennsylvania Grill room on March 9th.

Lyradion upright and console models fitted with non-regenerating wireless receiving sets will be ready for delivery within sixty days—and we are now arranging for jobbing connections as well as dealer representation.

We are also ready to deliver **right now** upright cabinets which include "loud speaker horn" and amplifier, and which provide concealed compartments for both wet and dry batteries, switches, and all wire connections.

These cabinets will receive 2 stage Westinghouse R. C. set of which thousands have already been sold. They are completely wired and each terminal tagged—anyone can install his entire outfit in less than 20 minutes.

Owners of radio outfits are complaining of the "mussy" appearance of any outfit that is strewn over tables and

floor—these cabinets are beautiful pieces of furniture and hide every accessory of the outfit. They connect to antennae and ground wires in the same way that an electric-driven phonograph connects to a base plug.

Remember also they include "loud speaker" horn and amplifier—they retail from \$100 to \$150 complete.

Why not sell these cabinets to owners of Westinghouse sets while you are waiting for complete Lyradion outfit? Make a profit on the radio craze right now.

Westinghouse dealers can sell both set and cabinet with all accessories for less than \$275, including tubes, batteries, aerial, etc. If you want the agency for Lyradion "loud speaker" cabinets, combination consoles, or theatre outfits, get in touch with us immediately.

The Dodge Mfg. Co. is a million-dollar concern with an Aaa 1 rating, and stands back of everything we sell.

The complete Lyradion line will be shown in the May issue—watch for it. There is nothing like the Lyradion in America today. It is the instrument for the home, from the standpoint of beauty as well as performance.

# LYRADION SALES AND ENGINEERING COMPANY

which is plant 5 of

## DODGE MANUFACTURING CO.

Mishawaka, Indiana

Eastern office, 347 5th Ave., New York



# Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[EDITOR'S NOTE—This is the eighteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## REMEMBER THE INSTRUMENTS

During the entire history of music the great voices have held the stage of popular idolatry, while instrumentalists and composers have been relegated to inferior positions, if not entirely neglected. There has always been something about the great vocal parts in opera which has caught the public fancy, from the days of Peri to

those of Verdi and Wagner. The great singer obtains, through intimate association with the mimic world of opera, an amount of garish display which the instrumentalist never can obtain. The result is that, with the unthinking mob of ordinary music lovers, the singer comes first and the rest are nowhere. Translated into terms of the talking machine industry, this simply means that the most easily sold records of high-class music are the records of great voices. A McCormack, a Caruso or a Farrar gains a fortune annually in royalties on his or her recordings, while the finest work of a Kreisler or a Casals attracts comparatively a very small fraction of the popularity the singers so easily gain.

Now, this is a very interesting fact in the talking machine business, and one which the retail merchants ought to consider. For, in point of fact, it is not an advantage but rather a disadvantage that the talking machine should be so much thought of, in respect of its higher manifestations, merely as a reproducer of voices. It is true that the popular side of the recording business is filled with band, orchestra and ensemble recordings of all kinds; but this does not alter the fact that the high-class instrumental recordings do not receive the attention they deserve.

Now, it is not a good thing when the high-class end of a business like ours rests upon one of its manifestations. Unless there is a general interest in all the features which the manufacturers are able to conceive, design and carry out, there will be no encouragement for these manufacturers to continue their good work. They will come to believe that it is not worth while trying to continue the fine work in certain directions which they began so courageously. And they may find commercial reasons for confining their activities to just what will sell most easily. Which would be a pity. It would be a pity from the point of view of the talking machine business in general, which cannot be maintained on a fad or a series of fads.

### Pushing the Instrumentals

All of which leads to the observation that the instrumental recordings which are now available in all talking machine catalogs need more pushing than they commonly get. I am not here speaking of the highest-minded, keenest and wisest merchants when I make this observation. On the contrary, I am well aware how, in the great city where I live, there are talking machine retailers who do persistently and successfully play up to the very best and most intelligent trade, who display conspicuously and push persistently the best violin, 'cello, quartet and orchestral recordings. These merchants are wise in thus attracting to their counters those who otherwise might be more or less indifferent to the talking machine. But unfortunately these merchants are but few, and they do not represent a large fraction of the retail community.

I appeal to every talking machine merchant to make a study of the possibilities of the instrumental record side of his business. He will find in it so many fine and new things, so many suggestions for new ideas, so many musical possibilities that he will be both astonished and delighted. There is a general idea that instrumental recordings are not effective, as compared with voices; but this, I believe, is a great mistake. The fact is that the voice is just as difficult an instrument to record as the violin, and, in fact, more difficult on the whole. The art of vocal recording is very much the art of training the singer in the peculiar technique which is called for. Some of the greatest singers have never made good records, and per contra some singers of the second rank have done surpassingly good record work. On the other hand, the violin and the 'cello, to take two prominent examples, lend themselves with the utmost facility to the peculiarities of the recording wax and stylus, so that violinists and 'cellists who have accustomed themselves to the work soon learn to effect splendid reproductions.

### Some Marvelous Recording

An excellent example of what I mean is to be found in the wonderful series of three records issued by the Victor Co. reproducing the three movements of the Concerto for Two Violins in D minor, by Sebastian Bach, as played by Kreisler and Zimbalist with string quartet accompaniment. These records represent, to my mind, an extraordinary achievement in the art of recording and, in fact, could scarcely be surpassed in any circumstances. Lest I should be accused of par-



**Durable — Clear Tone — Musical**

Your customers will come back for more when they have once heard these records. The latest hits are to be found on the

### MAY LIST

- 3065 { I Wonder Blues. Fox-trot.  
Inst. { Played by Bailey's Lucky Seven  
Pick Me Up and Lay Me Down in Dear Old Dixieland .... Played by Bailey's Lucky Seven
- 3066 { By the Old Dho Shore. Waltz.....Taylor Trio  
Inst. { Swanee River Moon. Waltz.....Matts Orchestra
- 3067 { Rio Nights. Waltz.....Hawaiian Quartette  
Inst. { Hawaiian Rainbow.....Hawaiian Quartette
- 3068 { Did-Fashioned Girl. Fox-trot.  
Inst. { Played by Lanin's Dance Orchestra  
Lo-La-Lo. Fox-trot.  
          Played by Lanin's Dance Orchestra
- 3069 { Time After Time. Song.  
Vocal { Sung by Geo. W. Ballard—Orchestra Acc.  
Angel Child. Song.  
          Sung by Geo. W. Ballard—Orchestra Acc.

- 3071 { The Herd Girl's Dream.....Taylor Trio  
Inst. { Sweet Genevieve.....Taylor Trio
- 3070 { Georgia. Fox-trot.  
Inst. { Ray Miller's Black and White Boys  
Lonesome Hours. Fox-trot.  
          Glantz and His Orchestra

### NUDVI DISCHI ITALIAN

- 132 { Il Canto del Cardellino. Mazurka..Banda Siciliana  
10 in. { Ucelli in Festa. Polka.....Banda Siciliana
- 133 { Pupilla. Polka.....Banda Siciliana  
10 in. { Visioni d'Amore. Waltz.....Banda Siciliana

## CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., - - - New York

### UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE



tiality, however, let me say that some of the best 'cello music I have ever heard has been by Julius Berger and Henry Hadley in the Okeh edition. And there are others I shall mention some other day which will prove to any reader that there is no monopoly in the art of fine instrumental recording.

I speak, however, of this Bach Double Concerto because it shows what can be done when two artists are content to give the necessary time and patience to achieve a fine permanent result. When so achieved we have a distinct acquisition, something added to the world's store of delights, something which the concert stage scarcely ever gives us and which otherwise at best only dwellers in the largest cities would ever be likely to have the opportunity of hearing. It is so beautiful, so serene, so heavenly, especially in the middle movement, that no person, no matter how untrained, who may possess the slightest feeling for musical expression, can fail to be entranced with it. It ought to sell better than any Caruso record ever made—not because Caruso had not a fine voice, but because no voice is ever so lovely as the tone of lovely violins played by real artists.

**Violin Tone Not Spoiled**

It is said that the tone of the violin and of the 'cello degenerates during the process of recording. This is not true. The very highest register of the violin undergoes, it is true, a little process of what may be called "scouring," whereby the upper partial tones which give the peculiar tang to the tone of the violin disappear and leave behind them a more fluty tone than one usually hears from a violin played directly to one's ear. But in the case of the 'cello even this very slight defect is not to be heard. Sometimes I think that the 'cello is the finest of all instruments in capacity for recording. Certainly some of the most artistic 'cellists of modern times have recorded their best work. Merchants and salesmen who do not know what is "in" the 'cello ought to come down to the store sometimes on Sundays, or stay during Summer Saturday afternoons when the doors are closed, just to get acquainted with these hidden treasures of their record bins.

**Other Instrumental Beauties**

Nor is the list to be closed here. There are the beauties of the string quartet, which is just now beginning to obtain the recognition it deserves. There are the many beauties and charms of flute, clarinet, horn and oboe which very few know about outside of such schools as possess and use educational records. And there are . . . but I could go on forever.

The point is just this: There are in every catalog of records dozens of neglected beauties, of hidden delights which the music lovers of each merchant's community would love to know about. But they must be told. Nor can they be told—at least, effectively—unless those who tell them are themselves in sympathy with what they are telling. Did one ever read anything so lifeless, so stupid, so futile as advertising talk on matters musical by a man who is not really in sympathy with the subjects he undertakes to treat?

In a word, if we are to bring out and feature the musical possibilities of the talking machine, let us remember that the obvious, the much advertised are not necessarily the best sellers or the best goods. There is always something in the catalogs on which to make a big selling if only we know enough to dig it up.

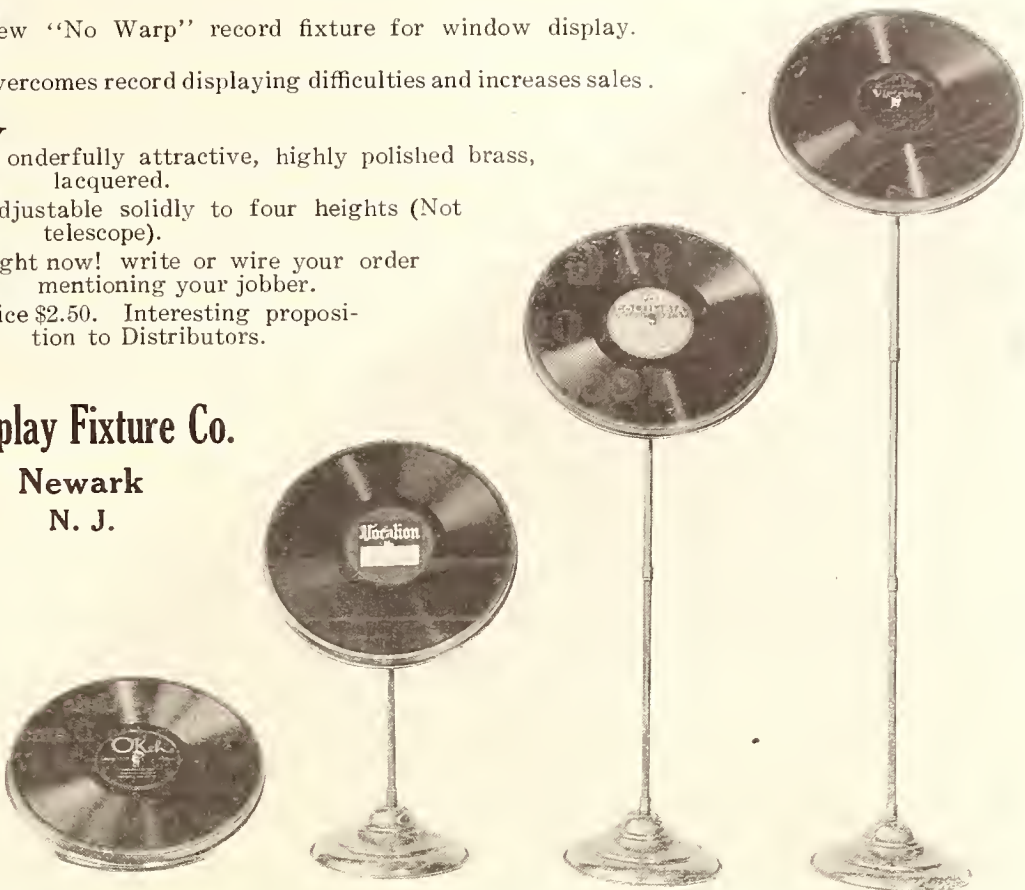
**OCTAGONAL TONE-ARM IN DEMAND**

William Phillips, president of the William Phillips Phono. Parts Co., New York City, manufacturer of tone arms and reproducers, reports a steady improvement in business. He calls particular attention to his octagonal tone arm, which has been in much demand from the time of its initial offering on the market. Mr. Phillips has had excellent results from the advertising campaign on this tone arm which he inaugurated in the columns of The Talking Machine World some months ago. In response to this publicity a large number of inquiries were developed. In most every instance the sample sent resulted in a substantial order.

**N**ew "No Warp" record fixture for window display.  
**O**vercomes record displaying difficulties and increases sales.  
**W**onderfully attractive, highly polished brass, lacquered.  
**A**djustable solidly to four heights (Not telescope).  
**R**ight now! write or wire your order mentioning your jobber.  
**P**rice \$2.50. Interesting proposition to Distributors.

**Display Fixture Co.**

**Newark  
 N. J.**



**E. B. SHIDDELL JOINS LOCAL JOBBERS**

Well-known Wholesale Man Appointed Manager of Local Okeh Distributing Branch—New Quarters Now Occupied by General Phono. Corp.'s New York Distributing Division

E. B. Shiddell, widely known in the wholesale field in the East and formerly an Okeh jobber in Boston, Mass., has been appointed manager of the New York distributing division of the General Phonograph Corp., which is a jobber of Okeh records in Greater New York territory. Mr. Shiddell brings to his new post an intimate knowledge of every phase of the talking machine business, and under his direction Okeh dealers in this territory will undoubtedly receive maximum service and co-operation.

In order to handle its rapidly increasing business the New York distributing division of the General Phonograph Corp. moves on April 24 from 25 West Forty-fifth street to 15 West Eighteenth street. The ground floor is being

occupied at the new address, and the new quarters offer ample space for handling the requirements of the trade.

**RECEIVER FOR JERSEY CITY FIRM**

The Huntington-Howells Co., piano and talking machine dealer, at 310 Jackson avenue, Jersey City, has been placed in the hands of a receiver. According to the statement filed in the voluntary bankruptcy petition, the liabilities of the company are \$35,000 and assets are \$1,500.

**ELLY NEY'S GREAT SUCCESS**

Elly Ney, the famous Brunswick artist, who has scored such a remarkable success throughout the country, gave her final New York recital at Carnegie Hall on April 11 and further demonstrated her ability as a pianiste. Elly Ney, who will sail for Europe on April 15, will return to New York next season for an extended tour.

**A  
 Schloss  
 Console for  
 Victrola VI**

**STYLE VII**

**WILLIAM & MARY**

Mahogany, Walnut  
 All oak finishes  
 Constructed to hold  
 Victrola VI.

34½ in. high  
 22½ in. deep  
 38 in. wide

Average weight  
 crated, 110 pounds.



Manufactured by **SCHLOSS BROS.** (A Corporation)  
 801 EAST 135th STREET  
 NEW YORK CITY





Two wonderful piano solos by Josef Hofmann. "Maiden's Wish" (Chant Polonais) in G Major and "Butterfly"--"Spinning Song" on one of the new May records. Hofmann records sell themselves. A-6211.

Columbia Graphophone Co.  
NEW YORK

### NEW OKEH JOBBERS IN NEW YORK

Bristol & Barber Appointed Okeh Distributors Will Institute Aggressive Sales Campaign

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced this week that Bristol & Barber, 3 East Fourteenth street, New York, had been appointed Okeh distributors. This concern, which is one of the leading wholesale houses in the East, is planning to inaugurate an intensive advertising campaign, featuring Okeh records, and its sales staff will do everything possible to co-operate with Okeh dealers in metropolitan territory. Okeh records will now have two jobbers in Greater New York, as the New York distributing branch of the General Phonograph Corp. will also serve the dealers in this territory.

### ISHAM JONES IN JACKSON, MICH.

The Barnard Music Co., Jackson, Mich., which handles Brunswick phonographs and records, is making much capital of the forthcoming appearance in that city in concert of the Isham Jones Orchestra of Chicago, which will play in Jackson May 19, 20 and 21. In addition to newspaper advertising the company has sent out a number of circulars calling attention to the event.

A petition in bankruptcy has been filed against the Grand Phono & Piano Co., Brooklyn, N. Y.

### THE DIAMOND JUVENILE CONSOLE

This Is the Title of a Most Artistic Little Talking Machine Produced by the Diamond Products Corp.—Supplies Big Juvenile Want

The Diamond Products Corp., New York City, whose factories are at Oswego, N. Y., is announcing to the trade this month a small talking machine which is to be known as the Diamond Juvenile console, which it is expected will be received enthusiastically. The machine is built along the same lines as the higher priced consoles of this type, while the motor equipment is of a standard in keeping with the rest of the machine. No effort has been spared to make the machine throughout a quality product, and to inform the trade that it is not a toy but a legitimate machine in every respect. The cabinets are beautifully finished in two colors, French blue and ivory, with appropriate "diamond" designs on the cover, which presents a very attractive appearance.

In conjunction with this Juvenile console the company is manufacturing an entire equipment for a dealer "kiddie booth," which consists of a table, one arm-chair and three regular chairs. The size of this furniture is designed to accommodate children and is finished in the same colors as the console talking machine. The idea of a "kiddie booth" is the result of a thorough investigation of the field by General Manager H. B. Foster, who for some time has felt that a demand existed for this novel feature

of the average talking machine dealer's business.

A special "kiddie booth" in the talking machine dealer's store has many advantages, as it attracts many youngsters with their parents, and it is the idea of this company to show the dealer how a booth of this sort can be used to make real sales; for instance, parents coming in with their children with the intention of buying a talking machine, or even records, can do so in quiet and comfort by placing the children in the care of some one in this "kiddie booth." Oftentimes



Supplies for Special "Kiddie Booth"

when parents are purchasing a large machine the small console type machine can be presented to them and sold for the use of the children, thereby leaving the better machine for the use of adults alone, insuring it against damage by the children.

J. B. Price, Middle Western representative of the company, on his return from an extended trip in this territory, stated that dealers everywhere were very enthusiastic about this little machine and the juvenile furniture designed to go with it. Dealers stated that this was the first combination of this kind ever offered the trade, and that all indications pointed to a very healthy demand. Mr. Price is planning to leave at an early date for another trip, which will take in the Southern States and from there is to spend some time in the States of the Northwest.

Lee Conover, New England representative, is leaving shortly for a trip to the Far West for the purpose of introducing these new products to the trade in that territory, and on his return he is scheduled to visit the New England States, where he is well known and where he expects to build quite a business.

### GODOWSKY'S FAREWELL RECITAL

Leopold Godowsky, the noted pianist and Brunswick artist, is now completing his coast-to-coast tour. He will return to New York about May 1 to give his farewell recital at Carnegie Hall on May 3. This will be his first and last concert in New York this year. In fact, this will be his last recital in the United States for several years to come. He will spend June, July and August wintering in South America and from there will sail for the Orient, where he will make an extended tour in China, Japan, India and other Asiatic countries.

## Spring Time is Ukulele Time

### For the Summer Vacationists

Thousands of your neighbors, boys, girls, men and women, will be going on their vacations soon.

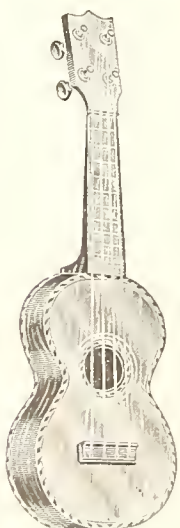
You will lose their Phonograph trade temporarily. Buy NOW and you can sell them instead

Ukuleles	Banjo-Mandolins
Guitars	Tenor-Banjoes
Mandolins	Harmonicas, Etc.

We have the most extensive and finest line of Musical Merchandise in the trade at the very lowest prices.

These instruments will make new friends for you—bring new customers into your store.

Write for our Special List of Summer Specials.



## BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK





Did you see and did you read the insert facing page 66?

NEW IDEA IN NATIONAL CAMPAIGN

Columbia Advertising in Newspapers Localized and Adapted to Local Conditions—Five Types of Copy in Series—Plan Well Received by Trade

The advertising department of the Columbia Graphophone Co. has just instituted a new idea in Columbia national advertising that is meeting with an enthusiastic reception from Columbia dealers.

The details of this new advertising idea provide for the preparation of five types of copy in connection with the new Columbia record lists. In each type of copy the lists, of course, remain the same, but alongside of the list is placed copy that features dance music, song hits, instrumental opera and concert music, "blues" and sacred quartets and old-fashioned melodies.

THE LATEST BRUNS CREATION

A. Bruns & Sons, Brooklyn, N. Y., manufacturers of the well-known Bruns Maderight talking machine cover, have added another specialty that will appeal to the Victor dealer.

GEO. A. LONG CO. GRANTED PATENT

Cabinet Manufacturer Granted Important Patent—Invention Covers Interior Construction of Long Console Cabinet, Which Is Very Popular

HANOVER, PA., April 7.—The Long Furniture Co., of this city, was granted an important patent on March 28 covering the interior construction of the chamber of the Long Console cabinet, where in the table machine is placed.

EVELYN M. McCLUSKY RESIGNS

Head of Educational Department of Sherman, Clay & Co., Portland, to Enter New Field

PORTLAND, ORE., April 7.—Evelyn McFarland McClusky, who for the past two years has been connected with Sherman, Clay & Co., has resigned her position and Portland and the State of Oregon have lost one of their most valuable and energetic workers for the advancement of music.

STRAND SETTLED IN NEW HOME

Manufacturers Phonograph Co. Occupies Handsome Quarters—Increased Business Necessitated Removal to Larger Premises

The Manufacturers Phonograph Co., Inc., manufacturer of the Strand phonograph, is now located in its new home on the twelfth floor of the Emmett Building, 95 Madison avenue, New York.

In its new home the Manufacturers Phonograph Co. has ample room for the proper display of the Strand line, which is now complete. This line comprises four handsome console types, together with the Strand consolettes, which are designed to accommodate table machines.



HOMOKORD RECORDS

in 35 foreign languages are now available to dealers and distributors in the United States.

Recorded in the native lands by the best-known artists of each country, Homokord Records bring to the American public a distinctive and extensive repertoire of foreign music.

HOMOKORD RECORDS are double-faced and lateral cut. They play on any standard machine.

Constant importations of the newest European selections insure a large and ever-increasing catalog of the latest and best in every language.

Write today for dealer's or distributor's proposition.

HEGEMAN-STEWART CORPORATION

338 Washington Street New York City

Sole Importers and Distributors for the United States



TEAR OFF AND MAIL THIS COUPON TODAY

Hegeman-Stewart Corporation 338 Washington Street New York City

Gentlemen: Please send me your {dealer's distributor's} proposition.

Name .....

Address .....

I am interested in the following foreign languages.....



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking oil winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York



## DEALERS TELL OF INCREASED RECORD SALES

Installation of Seabrook Concert Grande in Theatres, Backed by Mutual Service, Brings Results That Call Forth High Praise From Dealers—Some Interesting Testimony

MISHAWAKA, IND., April 8.—As announced in last month's issue of *The Talking Machine World*, the Mutual Music division of the Dodge Mfg. Co., of this city, attained phenomenal success with the introduction of its service to talking machine dealers in South Bend, Ind. Kenyon W. Mix, director of this division, who personally supervised all of the details incidental to the installation of the Seabrook Concert Grande in the Blackstone Theatre at South Bend, has received interesting letters from the dealers, testifying to the splendid results that they received from this unique sales and publicity plan.

The C. W. Copp Music Shop, handling Colum-

bia and Okeh products, wrote Mr. Mix as follows, the first letter being dated February 14 and the second letter dated March 2:

"It gives me great pleasure to tell you that the results from playing Okeh records at the Blackstone this week far exceeded our expectations. I was frankly skeptical until 24 hours after the first performance where Okeh records were played, when our stock was so depleted by sales that I phoned the Chicago jobber for replacements. Later in the week I found it necessary to make a personal trip to Chicago to bring back more records to fill the demand.

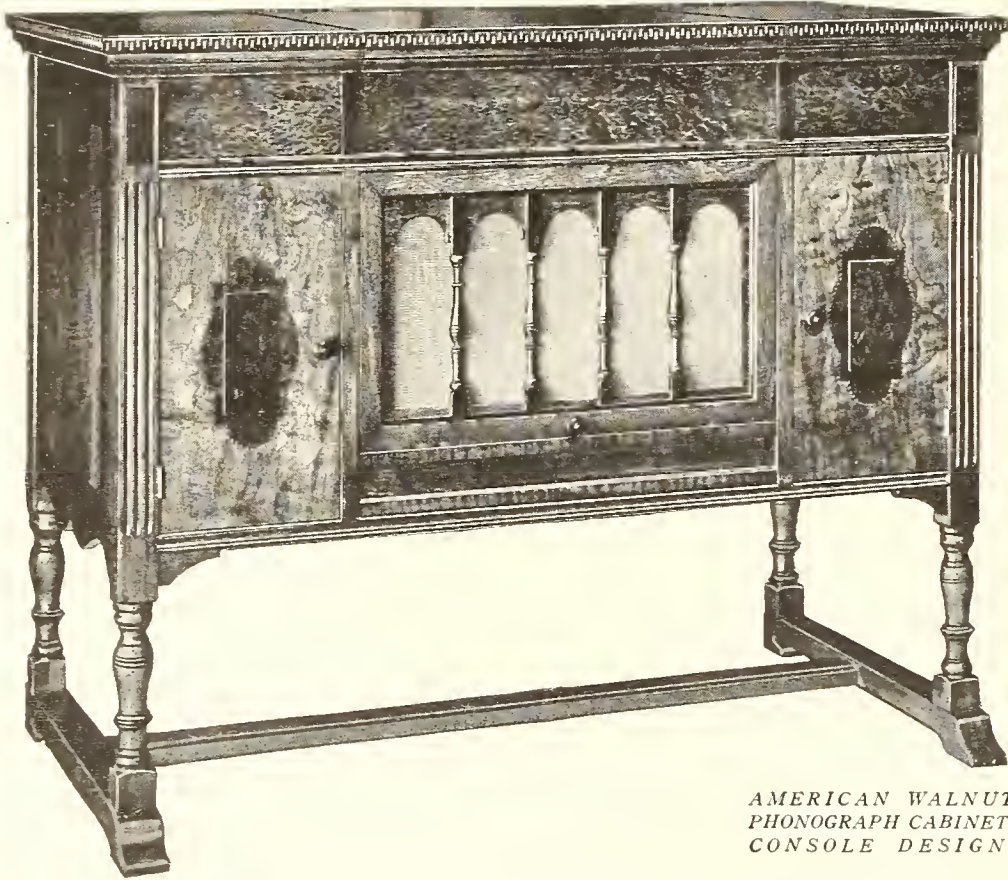
Signed) "C. W. Copp."

"Supplementing my recent letter relative to results obtained from demonstrating Okeh records at the Blackstone I want to add that we have just finished our week at the theatre with Columbia records, which we also handle. It is interesting to note that, while I am still filling orders on call for Okeh records played two weeks ago, I have also practically doubled my sales for Columbia records this week. Your method of presenting new record releases to phonograph owners is a mighty good one, and I certainly advise every Okeh and Columbia dealer to take it up in order to get a bigger share of the local record business in his city.

Signed) "C. W. Copp."

C. J. Lenhard, of the Brunswick Shop, at 113 North Main street, South Bend, Ind., gave Mr. Mix the following interesting details as to the success of the Mutual Music service:

All of our advertising contains this excellent advice—  
"Be Sure Your Walnut is ALL Walnut."



AMERICAN WALNUT  
PHONOGRAPH CABINET,  
CONSOLE DESIGN.

Think of the Big Selling Value  
In the Period Design Cabinet that is Made of

**AMERICAN  
WALNUT**

"The Cabinet-wood of the Ages."

Imagine the effect on the customer's mind when you show a Walnut cabinet and remind him (or her) of the vast number of famous pieces of furniture made of Walnut hundreds of years ago and which are still in perfect, serviceable condition.

Most people of the type who buy "period" machines know that Walnut is "the heirloom wood." Those who don't know it are rapidly learning the fact from our advertising.

And if you want to show them visual evidence, hand them a copy of the "Walnut Book," which is illustrated with many of these historical examples.

Have you read that book yourself? It contains a lot of valuable information. We will gladly send you a copy.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 616 South Michigan Boulevard  
Chicago, U. S. A.

"You asked me to put on paper some of the enthusiasm I expressed to you in the shop regarding your Mutual Music service between the Blackstone Theatre and ourselves. I rather imagine I am expressing the opinion of all the local phonograph dealers when I tell you that since the big phonograph started playing dance music in the theatre my record sales have jumped considerably—in fact, after the second day we showed an advance of \$50 per day, which has now proven to be a permanent increase. One striking feature of this new business is that the person buying the record does not ask to hear it played; they say, 'I've heard it at the Blackstone,' although my sales people have little difficulty in getting them to listen to other selections not played at the theatre.

"Before the service was installed the usual question of a prospective customer was, 'What's new this month?' His purchases were made by the process of elimination of those records he did not care for—to-day he comes in to make a definite purchase by name and will listen to others. This so conserves the time of my clerks that I am enabled to handle, with the same force, the six new demonstration booths which I found it necessary to install since the service was started. The comment of men and women has been exceptionally fine and has come from the best people in South Bend. Women particularly have expressed their approval of the new variety of musical program presented by the Blackstone.

"Many people who had not realized the true value of Brunswick music have become regular customers after hearing the records played in public, and invariably say, 'I had no idea that a Brunswick record was so good.' The point here is this. It costs me a considerable amount to write a letter asking people to come in and hear Brunswick records, and this of course is the line of greatest resistance. I now advertise, 'Go to the Blackstone and hear Brunswick music.' The theatre advertises, 'Come to the Blackstone, see a good picture and hear Brunswick music.' To them this is just another reason to go to a place of amusement, and in the end I actually accomplish my purpose more effectively because 'Hearing is Buying' when you are talking about Brunswick records.

"I have tried to express my enthusiasm 'on paper,' as you requested, but I guess I could have summed it all up in this sentence, 'Mutual Music has obtained more publicity, more business and more prestige for Brunswick in South Bend than any other one idea I have ever used. I'm satisfied and feel it is worth every cent it costs.

Signed) "C. J. LENHARD."

Mr. Mix also has on file a congratulatory letter from the Blackstone Theatre Corp., South Bend, and another interesting communication from the Majestic Garden at Kalamazoo, Mich., which also co-operated with the Mutual Music service and installed a Seabrook Concert Grande phonograph.

### F. J. COUPE VISITS MILWAUKEE

Vice-president of Sonora Phonograph Co. Attends Informal Dealer Meeting

Frank J. Coupe, vice-president and sales director of the Sonora Phonograph Co., visited Milwaukee recently to attend an informal convention of Sonora dealers held under the auspices of Yahr & Lange, Sonora jobbers at Milwaukee. This meeting was very interesting, as the discussions were noteworthy for their practical application to the dealer's problems. The reports by the various dealers as to business conditions indicate that there is a steady improvement in practically every industry in Wisconsin territory and Sonora dealers are making plans for an active year.

### QUALITIPHONE GROWS IN FAVOR

The Qualitiphone Sales Corp., New York, manufacturer of the small table phonograph known as the Qualitiphone, reports that this little machine has been winning considerable favor with dealers throughout the country. In the short time it has been on the market it states that dealers have found that it is readily marketable and it hopes to have it distributed throughout the entire country before the Summer season is in full swing. William R. O'Brien, general manager of the company, stated that several prominent jobbers throughout the country are negotiating to handle this little machine in their respective territories.

### PHONOREEL CORP. CHARTERED

PLAINFIELD, N. J., April 10.—The Phonoreel Corp., 546 West Second street, this city, has filed articles of incorporation. The concern will deal in talking machines and motion picture machines and will make motion picture reels. Incorporators are Lewis Schildengrel, Hermand Kreizvogel and Sophie Furman. The firm has an authorized capital stock of \$8,000.



**Q R S CO. IN THE RADIO FIELD**

Appointed Manufacturing Agent for The Product of the Chicago Radio Laboratory

(Special Correspondence to The World)

CHICAGO, ILL., April 10.—The Q R S Co., manufacturer of music rolls, has been appointed manufacturing agent for the product of the Chicago Radio Laboratory, which will thus market its instruments and equipment through the music industry.

In marketing Zenith products, the Q R S Co. will devote practically all of its profits on these goods to publicity for both Q R S rolls and Zenith. The Q R S Co. is fortunate in that when building its New York and Chicago factories it purchased much additional ground, which gives plenty of room for expansion in the manufacturing of radio equipment, etc.

**COLUMBIA CREDIT PLAN ANNOUNCED**

Creditors' Committee of Columbia Graphophone Mfg. Co. Arrange for Indebtedness to Be Frozen for Three Years—Important Move

The Columbia Graphophone Mfg. Co. creditors' committees have worked out a plan under which its indebtedness will be frozen from April 1, 1922, to August 1, 1925, after deduction of an amount not in excess of aggregate bank deposits on September 15, 1921. The plan has been approved, by the banking creditors, the merchandise and the supply creditors, it was said yesterday. The debt is about \$20,000,000 and interest and principal, if due, will be deferred for three years.

The plan calls for adjustment of interest on all indebtedness to April 1 of this year. Provision is made for the appointment of a committee to represent the debt, which will be known as the readjustment committee and composed of M. M. Buckner, Benjamin Joy, J. C. Neff, William C. Dickerman and G. Herman Kinnicut.

**DEATH OF HUGO H. TRAEGER**

Hugo H. Traeger, proprietor of Traeger's Music House, at 115 Wright street, Stapleton, S. I., died on Tuesday morning, April 4, at his home in Richmond Borough, New York City. Mr. Traeger was a practical piano man, highly esteemed for his ability in that special field and had built up a very fine business in Staten Island during the past twelve years, virtually carrying everything in the musical line from pianos to Victor talking machines. His passing has occasioned considerable regret. A widow and three children survive.

**ROBT. F. BENSINGER MARRIED**

Robert F. Bensinger, son of B. A. Bensinger, president of the Brunswick-Balke-Collender Co., was married Wednesday, April 12, to Miss Dora Virginia Lovenstein, of Jenkintown, Pa. The wedding took place at the Bellevue-Stratford Hotel in Philadelphia, in the presence of a host of friends. Mr. Bensinger carries with him the best wishes of the trade for his complete happiness in joining the ranks of benedicts.

L. H. Jacobi, manager of Landay Bros., Newark, N. J., has been elected a member of the Kiwanis Club.

**MOTORS**

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

**Pleasing Sound Phonograph Co.**

Manufacturers—Jobbers  
204 East 113th St., New York City  
Jobbing Territory Open

**COMPLAINT IN TONE-ARM PATENT SUIT IS DISMISSED**

Judge Sessions in U. S. District Court in Grand Rapids Hands Down Decree Dismissing Bill of Complaint of Victor Co. Against General Phonograph Corp. Charging Patent Infringement

Judge C. W. Sessions, in the U. S. District Court in Grand Rapids, Mich., on April 5, handed down the following decree and decision in the action brought by the Victor Talking Machine Co. against the General Phonograph Corp. and the General Phonograph Corp. of Illinois for alleged violation of the Johnson Tone-Arm Patents Nos. 814,786 and 814,848. The original bill of complaint was filed in Grand Rapids on November 1, 1920.

In his decision Judge Sessions said: "Applying the decision of the Circuit Court of Appeals of this Circuit in the case of Cheney Talking Machine Co. vs. Victor Talking Machine Co., it is impossible to avoid the conclusion that none of the defendant's machines infringes the claims of the patents here in suit. Hence a decree will be entered in each case dismissing the bill of complaint with costs to the defendant to be taxed."

The decree itself read: "The cause having heretofore been heard upon pleadings and proofs, argued by counsel and submitted; upon consideration of the premises, it is now ordered, adjudged and decreed that the bill of complaint of the said complainant be and hereby is dismissed, and that the said defendants do recover against the said plaintiff their costs in this cause, to be taxed, and that the said defendants have execution thereof."

The finding of the court is regarded as a most important one, and has been awaited with great interest by members of the trade.

The W. W. W. Staylor Music Co., of Huntingdon, Pa., will open a branch store on West Pennsylvania avenue, Mt. Union, Pa., as soon as alterations of the quarters have been completed. Talking machines, records and musical accessories will be handled.



**FIVE SALES TALKS**

1. Unusually attractive prices.
2. Big profits to the Dealer.
3. Perfect Cabinet Work and Finish.
4. Exclusive Designs of Latest Type.
5. Unsurpassed Tone Quality.

*We Also Sell Cabinets Only.  
Write for Quantity Prices.*

**Player-Tone Talking Machine Co.**  
967 Liberty Avenue Pittsburgh, Pa.

*New York Representative*  
**George Seiffert** 929 Broadway, New York



**DEALERS DISPLAYING FAITH IN FUTURE CONDITIONS**

Rayburn Clark Smith, President of the Unit Construction Co., Presents Convincing Evidence That Dealers Are Preparing for Better Business and Are Making a Strong Appeal to Quality Buyers

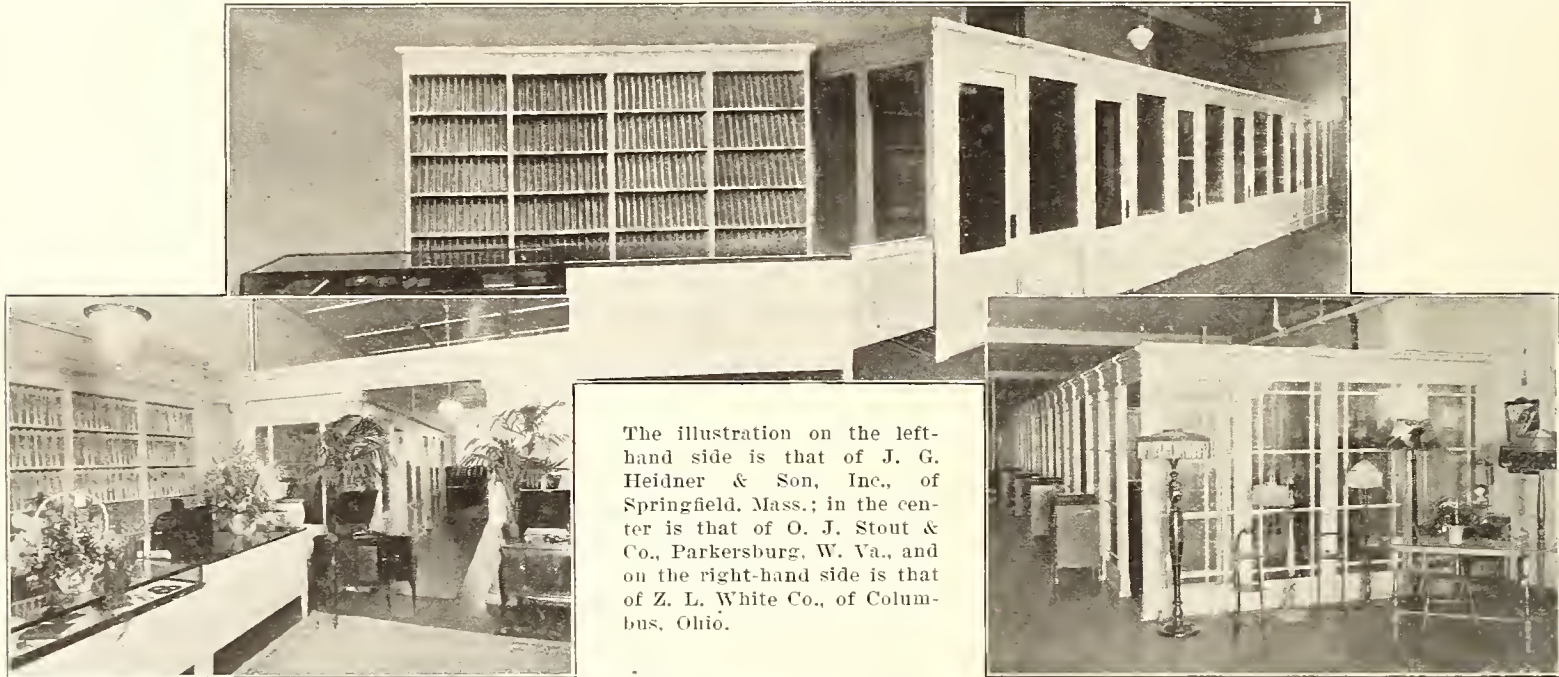
There is no longer room for doubt that 1922 will see a return to normal in the talking machine trade. Unmistakable evidence is furnished by the activity of the leading dealers in preparing for better business, which they clearly foresee as resulting from a well-planned appeal to the quality buyer.

If there is still a lingering doubt in anyone's mind or a desire for tangible evidence of

successful piano store in Athol for some time. In addition to this entirely new Victor store, M. Steinert & Sons Co. has made arrangements to place an entire new Unico equipment in its Lowell store consisting of six record rooms, a player room, several counters and racks with a capacity of 10,000 records. The Steinert stores have also improved their Unico facilities in Waterbury, Fall River, New Bedford and Spring-

jurisdiction of R. E. Wells, general manager, and C. S. Browning, who is well known in the trade, will have charge of the talking machine end of their business. They will handle Brunswick phonographs in each of the stores mentioned and very complete Unico equipment has been installed in each branch. Mr. Wells and Mr. Browning are looking forward to big results in each of these locations.

Another complete equipment, which was installed in Parkersburg, W. Va., is that shown in the illustration of O. J. Stout & Co. The Standard Talking Machine Co. of Pittsburgh has placed the Victor line with the Stout Co. Ex-



The illustration on the left-hand side is that of J. G. Heidner & Son, Inc., of Springfield, Mass.; in the center is that of O. J. Stout & Co., Parkersburg, W. Va., and on the right-hand side is that of Z. L. White Co., of Columbus, Ohio.

the upward trend, it is only necessary to have a chat with Rayburn Clark Smith, president of the Unit Construction Co. The record of recent Unico accomplishments demonstrates the dealers' faith in future conditions.

Mr. Smith reports that activity in the trade seems well divided between new operations and expansion of present establishments to new locations and improved facilities. He gave as an example some recent changes of interest.

The well-known New England house of M. Steinert & Sons Co. has made improvements of both classes mentioned above. It has just opened a new Victor department in its Athol store, consisting of three Unico demonstration rooms, together with rack and counter equipment. This is a new proposition as far as Victor merchandise is concerned, although it has had a very

field. Another Unico equipment in New England is that of Heidner & Sons Co., in Springfield. The best idea of it can be obtained from the illustration. John Clark, secretary of the Heidner Co., is in direct charge of this new operation. He is highly pleased with the new equipment and the exceptional speed with which it was installed. Heidner & Sons, as may be recalled, have for some years operated a very successful music store in Holyoke, where they also have complete Unico equipment.

That it might not be supposed that New England carries off all the honors on equipment, Rayburn Clark Smith told of arrangements recently concluded with Steinway & Sons for placing Unico equipment in their branches at Columbus, Cincinnati, Dayton, Charleston and Huntington. The Steinway stores are under the


cellent results are predicted for this new dealer.

There are now being installed for the J. Boiarsky Jewelry Co., at Charleston, record and player demonstration rooms, record, player roll and sheet music departments, together with musical instrument cases, enabling Mr. Boiarsky to handle a full line of musical merchandise. A fine opening for Mr. Boiarsky's store is looked forward to within the next few weeks.

Another beautiful installation which is shown herewith is that of Z. L. White Co., in Columbus. [This equipment predicates larger business.

Space does not permit of detailed information on all of the departments which Mr. Smith showed as concrete evidence of business revival, but its distribution throughout the entire country may be visualized from the fact that they have within the last two months placed equipment with the Christine Jewelry & Music Shop, of Bangor, Pa.; Cheyne Studio, Hampton, Va.; F. A. North Piano Co., Philadelphia; the Talking Machine Shop, Hagerstown, Md.; M. Nathan Estate, Cambridge, Md.; Halle Bros., Cleveland, O.; Troup Bros., Harrisburg, Pa.; Bodenschatz Drug Co., Lemont, Ill.; John Throgmorton, Flora, Ill.; T. P. and B. H. Azpell, Ardmore, Pa.; B. B. Todd, Chestnut Street Store, Philadelphia, Pa.; W. E. Wyeth, Newark, O.; The Fair Department Store, Chicago, Ill.; Justine Bros., Gary, Ind.; Justine Bros., Cicero, Ill.; The Music Shop, Lexington, Ky.; H. A. Taylor, Columbia, S. C.; M. M. Palmenteri, Port Washington, L. I.; Werner's Supply Co., Mohnton, Pa.; Sherman, Clay & Co., Vallejo, Cal.; L. J. Meyerberg Co., San Francisco, Cal.

Mr. Smith refers to this record as indicating that the sales and service branches of the Unit Construction Co. are carrying the message of Unico service to the trade in a very energetic manner. Unico branches situated in New York, Chicago, Atlanta, New Orleans, Dallas, San Francisco, Salt Lake City, Denver and London, England, have been established to give prompt and efficient service to the trade and the increasing demand for their sales engineering service is an indication of its worth. The latest addition to the sales and service branches is the one in London, England. The English trade, like the American, is experiencing a steady upward movement and in the future Unico service in all of its ramifications will be at the disposal of the English trade at the London branch.



**CHARLES L. WAGNER**  
*Manager of John McCormack*  
 Says — "Really the Best Phonograph Needle on the Market"

*The Famous Semi-Permanent*  
**Bell Hood Needle**  
 Retail at 15c. (formerly 25c.) per package  
 (3 needles in a package)

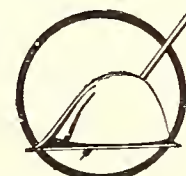
We offer dealers these needles in quantities of 300 packages or over, \$7.50 per hundred packages. This offer is limited! Send your orders now! No order accepted without check or money order.

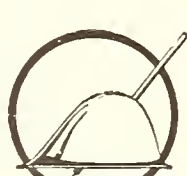

Each needle plays many times, without changing. Records last longer.



Attractive counter display cards that sell the needles without further effort. These, and circulars without charge to those sending orders within thirty days.

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





# WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—By recording engineer of wide experience. Able to produce records of any tone or quality desired. Can arrange for demonstration. Familiar also with factory processes. Address "Box 1125," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED—SALESMEN FOR NEW JERSEY. MUST HAVE ESTABLISHED TRADE. WE HAVE AN EXCELLENT POSITION FOR THE RIGHT MAN. ADDRESS "BOX 1123," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVE., NEW YORK.**

**POSITION WANTED**—Recording engineer. Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1122," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Salesmen, to sell a high-class patented portable talking machine in every state in the Union. Samples can be carried. Address "Box 1121," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED—SALESMAN, NEW ENGLAND TERRITORY. WE ARE LOOKING FOR A HIGH-CLASS SALESMAN WITH EXPERIENCE AND A FOLLOWING, TO COVER THE STATES OF MASSACHUSETTS, MAINE, NEW HAMPSHIRE AND VERMONT. THERE IS AN EXCELLENT OPPORTUNITY FOR THE MAN WHO WILL QUALIFY. ADDRESS "BOX 1124," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVE., NEW YORK, N. Y.**

**SITUATION WANTED**—By man thoroughly familiar with the phonograph business, can prove himself a valuable asset to a phonograph dealer. Thoroughly experienced in repairing all makes of motors and reproducers. Also in repairing finish and woodwork of cabinets; 6½ years with present employer in capacity of complaint man, repairman and selling on retail floor. Age 28 years, married, in good health. Address "M. S.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Salesman calling on talking machine and piano dealers to sell line of Player Roll cabinets. Address "Box 1130," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED—SIDE LINE SALESMEN IN VARIOUS SECTIONS OF THE COUNTRY TO HANDLE ONE OF THE BEST AND FASTEST SELLING ARTICLES IN PHONOGRAPH ACCESSORIES. A HUSTLER WITH ESTABLISHED TRADE CAN INCREASE HIS INCOME MATERIALLY. ADDRESS "BOX 1132," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVENUE, NEW YORK, N. Y.**

**POSITION WANTED**—Recording engineer, now employed with large recording house, wishes to associate with progressive concern which is interested in improvements on records and phonographs. Possessing inventions of great possibilities. Address "Box 1134," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED—SALES POSITION.** Man with 10 years' experience in the talking machine industry desires connection with manufacturer, either executive or otherwise. Traveling considered if position requires more than ordinary salesman. Address "Box 1135," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Recording engineer. One with broad experience, who is able to make as good records as the best, not accidentally, but regularly, and who knows how to keep his equipment in condition. Some knowledge of matrix making and pressing an advantage. We are willing to pay what satisfactory service is worth. Replies confidential. Address "Box 1131," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED—SALESMEN FOR 50c RECORDS. WE REQUIRE A NUMBER OF MEN TO HANDLE THE BANNER LINE OF RECORDS ON A SALARY OR COMMISSION BASIS. MUST BE ACQUAINTED WITH EVERY DEALER IN HIS RESPECTIVE TERRITORY. ADDRESS PLAZA MUSIC CO., 18 WEST 20TH STREET, NEW YORK, N. Y.**

**POSITION WANTED**—Technical laboratory man thoroughly familiar with the latest advances, can handle work from wax to finished matrix or stamper. Can set up and superintend plant. Also latest thing in backed-up matrix. Address "Box 1113," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING ENGINEER and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.**

**SALESMAN WANTED**—Who knows the phonograph and music trade in New York and other territory, to sell a full line of high-grade phonographs on liberal commission. Address "Box 1112," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesmen to wholesale phonographs on a commission basis. Metropolitan district. Address "Box 1109," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED:** By experienced record salesman. Six years with one company. Highest references. Address "Box 1129," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED—Talking Machine and Sporting Goods Stores.** Exceptionally good repairman and tennis bat restringer, seeks position. Can sell. Address "Box 1127," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Phonograph repairman, young man with three years' experience on all standard makes, desires position. Factory training as a motor tester. Position holding chance for advancement desired. Will consider any reasonable offer. Address "Box 1126," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Have experience in laboratory work. Understand treatment of wax matrices. Have had 15 years' experience in machine and tool works. Also experience in plating and treatment of matrices, mothers and stampers. Address "Box 1128," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Competent recorder with portable outfit is available to take master records. Headquarters, New York. Address "Box 1133," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Saleslady with five and one-half years' experience, handling Victor merchandise in high class music houses, desires position with reliable firm. Can furnish best of references, and willing to work evenings. Straight salary or salary and commission. Address "Box 1137," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Capable and energetic man 36 years of age, 14 years' experience in the music business, desires position as manager of phonograph shop. Experience in all lines of phonographs. State salary. Address "Box 1139," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Man with executive ability. Having had selling experience both retail and wholesale and who is in close touch with the trade, desires connection with a high grade phonograph manufacturer. Is competent to fill position of sales manager. State salary. Address "1140," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

## Monthly Price List Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Melsselbach No. 18..	Each	\$1.25
1¼ in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1¼ in. x 0.22 x 17 ft., Victor new style...	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44...		0.60
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77..		0.33
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor, new style	Each	0.33
¾ in. x 0.23 x 10 ft., for Blick motor....	Each	0.30
¾ in. x 0.23 x 10 ft., oval hole ...	Each	0.28
¾ in. x 0.22 x 8 ft., for Swiss motor....	Each	0.22
¾ in. x 0.25 x 11 ft., for Edison .....	Each	0.22

### MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.	Each	0.15
1 7/8 in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick....	Each	0.45

### SAPPHIRES

Pathé, very best loud tone, genuine....	Each	\$0.12
Pathé, soft tone, ivory setting.....	Each	0.18
Pathé, soft tone, steel needles.....	Each	0.10
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.25

### STEEL NEEDLES

Brilliant Tone, medium and soft Needles.		
Per 1,000 .....		\$0.45

### ATTACHMENTS

in Gold or Nickel-plated		
Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box .....	Each	2.50
Kent attachments without box for Edison .....	Each	1.60
Universal old style for Victor tone-arm..	Each	1.15

### MOTORS

Distributors for Heineman and Melsselbach Motors. Best Prices. Immediate Deliveries.

### STONE ARMS

No. K with sound box.....	Each	\$2.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.75

### SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor.....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.75
No. P Favorite, fit Victor .....	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

### CABINET HARDWARE

Automatic Nickel Plated Lid Supports.	Each	\$0.22
Automatic Gold Plated Lid Supports....	Each	0.45
Piano Hinges, nickel plated, 5½ in. long....		0.22
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups .....	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

### REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar, complete.....	Each	0.35
Columbia cranks, all sizes.....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs .....	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621.....	Per 100	1.00
Columbia so'dbox thumb screws.....	Per 100	1.50
Rubber Backs for Victor Exh. box.....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor .....	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor...	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor....	Each	0.20

**FAVORITE MFG. CO.**  
105 East 12th St. New York  
Tel. 1666 Stuyvesant



## THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 155)

**BEAUTIFUL  
CABINETS**

Oak and Mahogany. Special Bargains, \$15 and up. Send for new list. EVERETT HUNTER BOAT CO., McHenry, Ill.

**FOR SALE**

A well established talking machine department, located at the entrance of the largest furniture store in a city of 45,000 population in Illinois. Will rent space reasonable. Full particulars on request. Address "Box 1120," care The Talking Machine World, 373 Fourth Ave., New York City.

**FOR SALE**

Motors, double springs, tone arms, records in all different languages. We sell anything required in the phonograph line at reduced prices. We also buy anything you have to sell. Address Mandel & Co., 88 Rivington St., New York, N. Y.

**WANTED FOR CASH**

Will buy any amount of your surplus talking machines and records. Must be of standard make. Address Midwest Phonograph Factories Sales Co., 2343 West North Ave., Chicago, Ill.

**FOR SALE**

Commercial auto in good condition. Closed metal body with Victor trade-mark on it. Price four hundred and twenty-five dollars. (\$425.00). Apply to Adam B. Tisch, Corona Ave., Elmhurst, L. I.

**MAGNAVOX WANTED**

State lowest all cash price. Address Magnavox, 775 Woodward Ave., Brooklyn, N. Y., or telephone 4855 Evergreen.

**DISPLAYS STRAND PHONOGRAPH**

Successful Kansas Dealer Featuring Strand Line  
—Places Good-sized Initial Order

EMPORIA, KAN., April 7.—The Rorabaugh-Paxton Dry Goods Co., of this city, has just received its



Artistically Arranged Interior

initial delivery of Strand phonographs and is displaying this line to excellent advantage in its store. This well-known retail establishment recently made arrangements to handle the Strand line and placed a good-sized order with W. F. Standke, Kansas City, Mo., who is district representative for the Manufacturers' Phonograph

**CABINETS  
FOR SALE**

250 cabinets made of solid guaranteed oak; 13½ x 13½ x 7½; with tin horn. Price \$3.00 each. Address

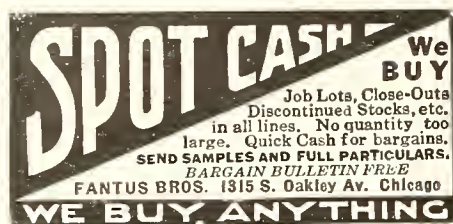
I. OLINER,  
327 Second Ave., New York, N. Y.

**TERRITORY OPEN**

Best line of floor lamps, table lamps, pedestals, etc. Some territory open for first-class salesmen. Write the Midland Wood Turning Co., 745 South Winchester Ave., Chicago, Ill.

**FOR SALE**

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

**RECORDING OUTFIT**

Up-to-date recording outfit for sale. Recording machine and speakers, also shaving machine. Address "Box 1138," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

Co., New York, manufacturer of the Strand phonograph.

J. L. Davidson, who is in charge of the Rorabaugh-Paxton Dry Goods Co.'s phonograph department, is a live-wire phonograph man, who is a firm believer in the use of newspaper advertising, reinforced by efficient sales methods. Mr. Davidson frequently uses the truck-delivery plan and places two or three phonographs on an automobile truck to be sold direct to the consumer. He has driven as far as thirty-five or forty miles to make a sale and the results to date have well warranted this intensive sales effort.

**OUR TALKING MACHINE EXPORTS**

Exports, Including Records, for Eight Months Ending February 28, 1922, Total \$228,931—Countries to Which Exports Were Made

WASHINGTON, D. C., April 10.—In the summary of exports and imports of the commerce of the United States for the month of February, 1922 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented in the following column.

**FOR SALE**

An unusual opportunity to purchase an established music store carrying a line of Aeolian Vocalion, Columbia, Brunswick and Sonora phonographs and records. The store is equipped with all modern equipment. The profits for the past years have averaged yearly 75 per cent of the investment. The reason for selling the store is to continue in this line of business on a very large scale. I have a lease on this store for three years ending March, 1925. The place is situated in one of the best locations in Brooklyn. A wonderful opportunity for an enterprising phonograph man. Act quick. Address "Box 1136," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**CASH**

for any amount of talking machine records. Address

Chicago Phonograph Realization  
315 Union Park Court  
CHICAGO, ILL.

**BUSINESS OPPORTUNITY**

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

**CARVED LEGS**

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

**WANTED**

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

POSITION WANTED—Young man, has 8 years' all-around experience as repairman and salesman on all makes. Address "Box 1111," care The Talking Machine World, 373 Fourth Ave., New York City.

The dutiable imports of talking machines and parts during February, 1922, amounted in value to \$21,589, as compared with \$57,147 worth which were imported during the same month of 1921. The eight months' total ending February, 1922, showed importations valued at \$360,319, as compared with \$532,067 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 4,975, valued at \$156,768, were exported in February, 1922, as compared with 3,851 talking machines, valued at \$194,600, sent abroad in the same period of 1921. The eight months' total showed that we exported 23,149 talking machines, valued at \$985,238, as against 57,318 talking machines, valued at \$2,564,366, in 1921.

The total exports of records and supplies for February, 1922, were valued at \$72,163, as compared with \$255,058 in February, 1921. During the eight months ending February, 1922, records and accessories were exported valued at \$1,084,850; in 1921, \$2,174,547.

Other countries to which exports were made and the values thereof are as follows: United Kingdom, \$9,444; Canada, \$69,143; Central America, \$3,442; Mexico, \$10,428; Cuba, \$1,286; Argentina, \$3,771; Chile, \$9,484; other South American countries, \$8,302; China, \$1,768; Japan, \$11,146; Philippine Islands, \$1,848; Australia, \$9,565; other countries, \$17,141.

The figures covering the exports and imports of talking machines and records for the month of January appear on page three of this issue.

Did you see and read the insert facing page 66?





# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

**Business Shows Signs of Improvement—Quick Settlement of Labor Troubles Necessary to Trade Revival—Many Interesting Exhibits at Leipzig Fair—Otto Heineman Visits London—Third Annual Dinner of Gramophone Association—Plan Music Festival—The Ideal Home Exhibition Results in Gramophone Business—Artistic Displays Predominated—New Zonophone Records—Trade News of the Month**

LONDON, E. C., ENGLAND, April 4.—While there has been no great improvement in trade since my last report general business conditions certainly seem a little more buoyant. This may be the outcome of the British Industries and Ideal Home exhibitions. On the other hand, it may be, as I am inclined to think, the first breath of that general business revival which, sooner or later, must blossom forth in real earnest. Progress is slow, nevertheless, at this time, just when we might have congratulated ourselves upon a certain stability of labor, in the absence of disputes, we are confronted with an upheaval in an important branch of industry—the Engineering World. The merits of the case do not so much concern us as the effect exerted upon an already impoverished community. Unless this matter is quickly settled, and at the moment of writing the prospect is faint, commerce in every department will feel its paralyzing influence. Hopes of trade revival engendered by somewhat better conditions in the gramophone world the last few weeks are by this labor lock-out dashed to the ground.

Whatever the position is at the time of writing it is a welcome sign that the gramophone trade

has held up well during the last few weeks. A very fair business has been done by the mail-order houses and, in most cases, the public has taken full advantage of sales bargains offered by several big London stores. Among the manufacturers and jobbers easier conditions prevail, both machine and record sales having been quite good, circumstances and time of year considered. Coming to the retailers, there is no doubt they have experienced a hard time individually. The fight for trade is necessarily very keen and, of course, in centers of industry where unemployment is greatest gramophone sales are not too free despite a certain amount of price-cutting.

The immediate future trade prospects must be regarded as of an unknown value, pending a settlement of various industrial disputes.

**Doings at the Leipzig Fair**

This year's Leipzig Messe, which, commercially, lasted about five days, is described by English newspaper correspondents as something approaching a failure, notwithstanding the fact that some reports place the number of visitors as high as 150,000. Doubtless, many of these were merely on pleasure bent. In several sections exhibitors quickly booked orders to the fullest possible extent of the available supplies. But owing to restricted supplies, due to economic confusion in Germany, exhibitors were unable to guarantee date of delivery or accept orders at fixed prices.

That which most interests my readers, i. e., the gramophone and musical instrument exhibits, call for special mention. The principal gramophone displays were made by the Lindstrom concern, the Gramophon Co. (Germany), the Poly-

phonwerke and a new firm named the Vox Co. These firms made a fine display of pedestal cabinets and all strongly featured new models of electric motors. As usual, the Lindstrom display attracted very wide attention. In the same building were housed the exhibits of the Odeon and Beka concerns, which are associated with Messrs. Lindstrom. Their combined exhibits included many fine models of machines which, as my correspondent describes, are especially suitable for the English market. The firm's new motor—a combination of the best features of German, American and Swiss models—was very much admired and I understand that an exclusive arrangement was completed for the sale of a large quantity in England. Of this transaction more, no doubt, will be heard in due course.

The display of the Polyphon and Gramophon companies included a very attractive array of machines constructed on lines that probably appeal more to the English taste than other makes, this being, it is said, due to the fact that they have so many models similar to those of the English Gramophone Co. I am informed that a special exhibit featured by this combined concern was a patented gramophone of unique design, which reproduces records with such wonderful fidelity as to actually deceive. Details of this machine are not available pending completion of certain patent registrations. A combined electric and spring motor was another attractive exhibit by this firm. The idea of the dual power is that failure of the electric current would call into use the spring motor and vice versa.

A brave show of machines, records and accessories  
*(Continued on page 158)*



"His Master's Voice"

Copyright

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

**This intensely human picture stands for all that is best in music**

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

**DENMARK:** Skandinavisk Grammophon-Aktielselskab, Frihavn, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbuerger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

**Great Britain:**

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



## FROM OUR LONDON HEADQUARTERS—(Continued from page 157)

sories was made by the new Vox Co. The most interesting point about their instruments is that the tone is directed through a central chamber and evenly distributed from all sides of the machine. Their records are described as of a very good standard of quality.

Other exhibits of interest were made by the Favorit, Triumphone, Adlerphone and Holzweizig, and, of course, an extensive array of tone arms, sound boxes, horns and other parts and accessories were noticeable.

Apart from the strong featuring of electric motors, manufacturers seemed to be developing along standard lines to the exclusion of the usual novelties one expects to meet with at Leipzig.

Quite a goodly number of traders from England visited the Fair, including Mr. Bilantz, C. Howell, Geo. Murdoch, A. J. Balcombe, R. Willis, W. Cooper, Otto Ruhl, Mr. Duwe (Manchester), Mr. Wilkinson (Glasgow), Mr. Gilbert (Sheffield) and representatives of Messrs. Richardsons and the Johnson Talking Machine Co.

#### Mr. Heineman's European Trip

At the office of A. J. Balcombe, Ltd., this city, I had the pleasure of an interview with Otto Heineman, who spent a day or so in London on his way to the Continent. As president of the General Phonograph Corp., New York, Mr. Heineman is unquestionably an authority on matters relating to the gramophone industry and his remarks are therefore of very great interest. He ascribes the bad time experienced, at least in America, as being due, in part, to industrial expansion at a time when the situation demanded rather a conservative policy than otherwise. To a great extent this viewpoint is applicable to business undertakings the world over.

Regarding the talking machine situation in America I found Mr. Heineman quite optimistic. He is a man of broad views and of vast experience in our industry in many countries, and I gathered that in his considered judgment the American phonograph trade is once again making

progress toward a definite revival of activity.

In the course of our conversation Mr. Heineman said: "It is true that the American phonograph industry has passed through a very severe crisis, but, thanks to the wise leadership of American financiers, a panic was avoided. Over-expansion of the industry resulted in the market being flooded with 'stencil' machines which, at one time, could be counted in thousands. There are still many of these machines about, but their numbers are diminishing. Dealer stocks are now entirely exhausted and the trade is still much disorganized in consequence.

"The machine of the future," continued Mr. Heineman, "is, in my opinion and that of the leading companies, what we call the 'console' type. This class is strongly featured by the chief concerns as it is the quality product alone that counts with the American public. There is no opportunity in America for cheap European goods."

Mr. Heineman had much to say pertaining to the record field of trade endeavor on your side. "There has been a fairly general reduction of prices, and though there are many records selling at 50 cents, they are not of leading make. Some of the department stores sell records as low as 44 cents; they are of obscure brand. It is, in my opinion, a short-lived policy and cannot last because, in the main, the American public is buying on a well-advertised trade-mark rather than on the influence of cheap prices. The American public is a great music-loving public and it demands a high-grade product." This thought probably suggested to Mr. Heineman that "the American record was generally of a higher musical quality and manufacture than European makes." Well, I have heard others say the same.

On the subject of American trade prospects, Mr. Heineman was optimistically of the opinion that "there is good expectation of a satisfactory recovery from the crisis through which we have passed. There is a noticeable decrease of unem-

ployment and the natural products of the country are now fetching much better prices. This will help to reconstruct the buying power of the American people and I believe that after the dark days of our industry there is a great future before us."

Mr. Heineman visited the Leipzig messe, and, after a look around the continental trade centers, planned to return to the States about the end of March.

#### Third Dinner of Gramophone Association

By the presence of 160 members a record attendance was achieved at the third dinner of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, held on March 1 at Frascati's, London. President Cooksey occupied the chair. It was a very successful function, gastronomically and otherwise. Peculiar to this Association is a spirit of fellowship and good will, which, largely carried over throughout the year, helps to a sympathetic understanding in matters of common interest and elimination of anything in the nature of friction.

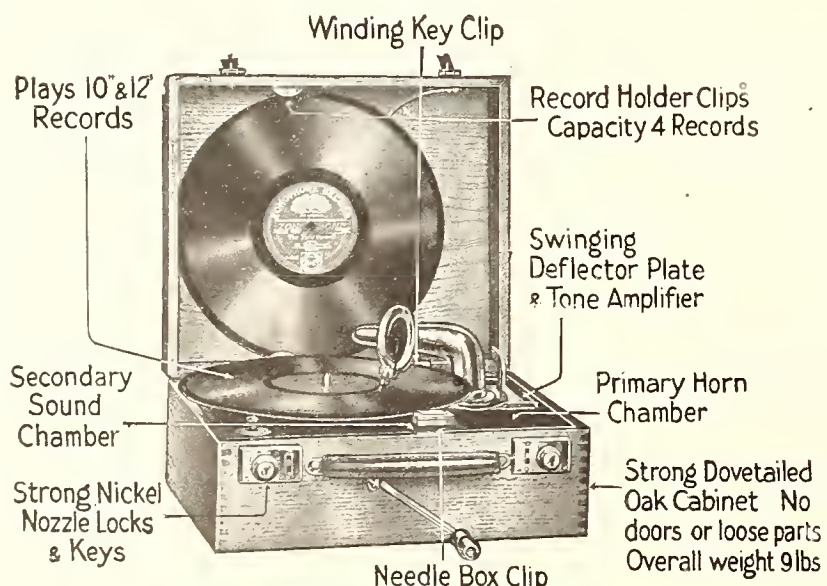
Proposing the toast of "The Association," Alexander Dow said (in part): "Each group of the Federation is working in sympathy with the great combination of interests that the Federation represents. I look upon this Association as the mainspring of music trade endeavor. The gramophone is doing a fine work in the schools and homes of England as a musical educator of great value."

In reply the president thanked Mr. Dow for the generous reference to himself. "The Association gave maximum service at a minimum cost; in fact, its service was unique in value and scope." Stress was laid upon the useful information supplied to members; it entailed a lot of work for their secretary, Mr. Timms, "to whom," said the president, "much of the success of the Association was due." Reference to the Federation's funds revealed that the Gramophone Association headed the list with subscriptions (given and promised) of over

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## FROM OUR LONDON HEADQUARTERS—(Continued from page 158)

£3,000. "A very proud position to occupy," said Mr. Cooksey. Touching upon the difficult times through which the industry had passed, the speaker said it was a notable fact that during the last twelve months there had not been a single instance of bankruptcy among members of the Association! The moral to outside firms is to join up.

Sir George Croydon Marks, C. B. E., M. P., coupled with his toast—"The Federation"—its energetic organizing director, Lieut.-Col. R. H. Tatton. "Federation propaganda," said Sir George, "was undoubtedly good business—there could be no great demand for music if we did not educate the people—music contributed to their happiness and promoted that business from which they were all out to reap the benefits."

Lieut.-Col. Tatton made a vigorous reply and wound up with an expression of opinion that in contributing to the Federation its chairman, Louis Sterling, the Gramophone Association had contributed something more valuable than £3,000.

Frank Samuel proposed the toast of "The Visitors," to which Herbert Marshall replied.

Due tribute was accorded to Mr. Cooksey by Mr. Sterling, vice-president of the Association, and appreciative response made.

The musical program of the evening was thoroughly good and well arranged.

**Another Music Trade Exhibition**

The occasion of the Musical Festival period—June 9 to July 8—at the Crystal Palace, London, has been thought an appropriate time to arrange for an exhibition of music and musical instruments. The scheme is backed by the Federation of British Music Industries after "very careful consideration by the Trade Committee." Only goods of wholly British manufacture can be exhibited. The Palace management intends to allocate all net profit from space-letting to advertising the fair.

There can be no doubt as to the value of this proposed exhibition, as it furnishes a good opportunity of giving to a large and essentially musical class of public practical demonstrations of the great progress made in every section of British musical productions. On the other hand I know that the trade, broadly speaking, is particularly keen upon the organization of a purely trade exhibition some time early in September. It is felt that this is really the best and most profitable time for exhibiting new season's goods, just when dealers are most likely to place good orders. Considerable disappointment was expressed that the efforts of the Federation to secure a show at Olympia in August or September fell through owing to that center not being available.

**At the British Industries Fair**

With something like over three miles of gangway, it was a foregone conclusion that the British Industries Fair, which has just terminated, would prove a big attraction to many thousands

of traders. Almost every department of commerce was represented, either at the London or the Provincial sections. Trade visitors mostly from London and the provincial centers of industry largely outnumbered the comparatively few buyers from overseas, though commercial representatives from different European countries were fairly well in evidence.

The musical instrument section comprised some thirty firms—a very poor representation of British industry. The chief reason assigned for this sparse display must be associated with the fact that results at the last exhibition were disappointing to many of the firms who had taken space, but coupled with this is the veto placed upon the exhibition by the Federation of British Music Industries, which had objected to the exhibition of products, pianos in particular, not wholly manufactured in England. The result was that many British houses refrained from taking space. Personally, I agree with this attitude, though, as far as concerns piano exhibits, a very small percentage were built entirely or in part of foreign components. It is good news, however, that the Board of Trade has now accepted the dictum of the Federation in regard to the exclusion of instruments not wholly of British manufacture.

In the gramophone section I observed apparatus of American manufacture and machines whose only claim to British were the cabinets. This, I take it, is entirely foreign to an exhibition supposedly held in the interests of British industry. Some of the gramophone exhibitors found things just a trifle slack, but with actual orders booked and the great value of the publicity derived by trade inquiries I am of the opinion that the B. I. F. can honestly be regarded as an unqualified success for most of the exhibitors whose names, by the way, appeared in these columns last month.

**The Ideal Home Exhibition**

As usual, this exhibition, held at Olympic during March, proved highly popular. The great element of value derived by manufacturers lay in the opportunity of directly interesting the public by ocular demonstration of their exhibits. Most of the firms exhibiting were certainly pleased with the business results, and that, after all, is the main thing.

Among gramophone exhibits special mention should be made of the beautiful art period "Algraphones" by Alfred Graham & Co., Crofton Park, London, S. E. As much as \$3,750 (£750) could be paid for a true-to-the-period model. These instruments combine many new features of construction and are a real revelation of build and tone-quality. In every way distinctive, "Algraphones" certainly represent a high achievement in the gramophone world, and even so, I am given to understand that further big developments may be expected within the near future. The company already lists about sixty different models and there are many more on

the way, which will figure at prices within the purse limits of "the man in the street." In other words, Messrs. Graham are out to satisfy all and every possible demand. Behind a wonderful organization is a wonderfully keen brain. Alfred Graham has done far more in the post-war development of our industry than anyone I know of.

Another exhibit of general admiration was a gramophone baptized under the name of "Tretone Separaphone," described as "The Gramophone with a Tone Filter." Its fidelity of reproduction certainly justifies all the praise showered upon it by visitors and I am satisfied that the Tretone Separaphone is well on the way to the establishment of a deservedly good reputation in the trade as an instrument of distinctive merit.

Messrs. Perophone, Ltd., occupied a prominent stand upon which a very pleasing display of the now famous "Grippa" machines attracted considerable attention. This instrument made its bow to the trade as a portable, but developments have since taken place in the introduction of some new small pedestal models of period design and of dainty dimensions. The general verdict was entirely favorable to the conception, tone quality and volume of these beautiful little "Grippa" gramophones, so much so that quite an appreciable amount of business resulted, I understand. H. J. Cullum has evidently given considerable thought to the production and correct period designs of the new Grippas, which have won an instant success.

**Brief Notes of Interest**

The latest sound box production here is made of solid silver with ivory diaphragm. In tone it is exceedingly mellow. The retail price is £7 10s. Mr. Russell, of the Gramophone Exchange, this city, fathers this unique line and he tells me that orders have already been booked.

The question of equity in exchanging records as between manufacturer and dealer is again to the forefront by the arrival of the exchange period. It's a matter that the Gramophone Association of Retail Dealers have in hand. I believe that a common policy will be reached. That's what the trade most urgently requires.

Messrs. Pathé have gone to the public with an offer to exchange old or broken Pathé records against purchase of three times the value at their dealers' establishments. Few agree that the three to one basis of exchange is an acceptable proposition.

Appleton's of Leeds has made an important move by absorbing Long's (Newcastle-on-Tyne), Ltd., Columbia jobbers, and the Wholesale Gramophone Supply Co., Ltd., Zonophone jobbers, also of Newcastle. In trade circles this big concentration of interests is regarded as certain to result advantageously for Columbia and Zonophone dealers.

The Limit Engineering Co., maker of tone arms and various gramophone fittings, announces removal from Southwark street to larger premises at Albion street, Kings Cross, London, N. 1.

Owing to progressive business development,  
(Continued on page 160)



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Mr. Balcombe, who is associated here in the "Motor of Quality" sales interests of the Otto Heineman Corp., has registered as A. J. Balcombe, Ltd., gramophone manufacturers, capital £10,000, office, 51 Tabernacle street, E. C. 2.

### Some Interesting New Zonophone Records

Among the new Zonophone records is included one by Sir Harry Lauder, whose popularity in the States is probably no less than it is here. On G. O. 56, he makes a noteworthy recording of "The Lass o' Killiecrankie," an old favorite which, to the writer, is far more acceptable in every way than the obverse title on this record, "That's the Reason Noo I Wear a Kilt," well recorded though it be.

On the ordinary list are some good titles: 2200, "Cuckoo's Call," waltz, and "Ta Whoo," fox-trot, by the Black Diamond Band; 2202, "Hawaiian Dreams," waltz, and "Last Night," one-step, two very pretty items by the Peerless Dance Orchestra; 2208, "When Ma Piccaninny Died," and "A Little Coon's Prayer," by Miss Jessie Broughton, are the sort of songs that sell; they are somewhat mournful; 2203 bears a couple of extremely pleasing ballads, "Song of the Bow," and our old favorite, "Devonshire Cream and Cider," both sung to perfection by Foster Richardson; 2211, "My Mammy," and "If You Show a Little Love for Me," by The Two Rascals completes a satisfactory program.

### Garrard Pays Tribute to the Press

It was a grateful thought on the part of the Garrard Engineering & Manufacturing Co., Ltd., to invite members of the Press to lunch with the directors and executive staff of the firm. C. E. Newbiggin, chairman of the Garrard Co., presided. He told an interesting story of his firm's war activities, and how it had since switched over to the manufacture of the Garrard gramophone motors. The change had involved installation of special machinery capable of working to 1-

FROM OUR LONDON HEADQUARTERS— (Continued from page 159)

2,000th part of an inch. It had determined to produce a British motor of reliability and credit to the industry. In which respect it has achieved a distinct success. Incidentally, I might mention that at the British Industries Fair, the fine Garrard exhibit attracted the special attention of His Majesty, the King, who spent some few minutes of his long tour of the fair at the Garrard stand inquiring into and examining the Garrard mechanism.

Mr. Newbiggin expressed very sincere thanks to the Press—"it could not be bought, and its voluntary support of the Garrard enterprise merited the unqualified gratitude of himself and his co-directors." Lt. Colonel R. H. Tatton proposed the toast of "The Press" in felicitous terms, averring that "no section of the community is more devoted to the cause of rehabilitating British industry than the British Press." And so say all of us! The toast acknowledged, the whole company afterwards proceeded to the British Industries Fair and inspected the Garrard motor exhibits.

### "His Master's Voice" New Celebrity Issues

Announced as a fine trade tonic are the celebrity records listed on the Gramophone April program. Contributions by Tetrizzini, Battistini, Heifetz and other famous artists should certainly help to the making of special sales. In other sections, records by the Symphony Orchestra, the Beatrice Hewitt Piano Quartet, Hamilton Harris, etc., represent big trade possibilities for "His Master's Voice" dealers.

### "America's Premier Trade Journal"

My reference in the February issue to the smart editorial style of advertisement used by our friend Thos. Edens Osborne, of Belfast City, is, I observe, quoted verbatim in a recent issue of the Belfast Telegraph. Due recognition is, of course, given The Talking Machine World; in fact, the paragraph bears the caption: "America's Premier Trade Journal." I suspect that Mr. Osborne knows not a little about this report!

Mention of Mr. Osborne reminds me that at a meeting of the Queen's University French Society the whole of Corneille's "Le Cid" in five acts, as recited by the actors of the Theatre Francais in Paris, was performed on the gramophone to a distinguished audience. The members were unanimous in their appreciation of

the gramophone as a most valuable adjunct to the teaching of modern languages. Perfectly demonstrated and lent by Mr. Osborne, the machine and records were voted a great success.

### H. A. Moore & Co. to Represent Unit Co.

An announcement of much interest to the trade in the United Kingdom has just been made by the Unit Construction Co., of this city. Arrangements have just been concluded whereby H. A. Moore & Co., Ltd., will be the sales agents for Unico products in the United Kingdom and will carry the message of better stores, better business and greater profits.

The Oxford street store of the Gramophone Co., Ltd., is ample introduction to the Unit Construction Co., but it is well worth mentioning, however, that its service is by no means confined to such comprehensive installations as this. As a matter of fact, in the States, Unico service is counted as indispensable to the small dealers as its effectiveness to the larger ones. The distinctive value of sectional construction enables the dealer who needs one room to-day to become the larger dealer of to-morrow. Colonel Moore, who is now in the States getting first-hand information as to the exceptional results which accrue from well planned Unico equipped stores, upon his return will be able to place Unico service at the command of dealers.

### Winner News

J. E. Hough, Ltd., announce a fine new list of Winner records by such talented artists as Talbot O'Farrell, Walter Williams, Jay Laurier, H. M. Scots Guards Band, Corelli Wendeatt's Orchestra. Their contributions are topical and enjoy a quick sales response.

With this record list the company advises dealers of price reductions on all lines of main-springs, repair parts, sundries and accessories.

### The "His Master's Voice" Spare Parts List

Three separate lists of spare parts have been issued. Every part is illustrated and numbered for easy reference. The lists are compiled for use with instruction cards and dealers' tool sets already circulated to all H. M. V. agents. The company has done everything possible to facilitate the keeping in repair of their instruments which, it may be said, do not often require attention, given normal treatment. Dealers should make good use of these facilities.

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NEW YORK



Advance RECORD BULLETINS for May, 1922

COLUMBIA GRAPHOPHONE CO.

- 49983 O Sole Mio (My Sunshine)—Soprano and Contralto Duet... Rosa and Carmela Ponselle
A3562 Kashmiri Song, from "Indian Love Lyrics"—Baritone Solo... Louis Graveure
49689 Canzonetta, Op. 6—Violin Solo... Toscha Seidel
49813 Sweet Evening Star, from "Tannhäuser"—Cello Solo... Pablo Casals
A6211 Maiden's Wish (Chant Polonais) in G Major—Piano Solo... Josef Hofmann
A3561 One Sweetly Solemn Thought—Contralto Solo, Cyrena Van Gordon
A3559 Some O' These Days—Contralto and Baritone Duet... Asher and Rodeheaver
A3560 Isle of Paradise (Waltz)—Hawaiian Guitars and Xylophone... Ferera, Franchini and Green
A3577 Virginia Blues... Van and Schenck, Comedians
A3573 She's Mine, All Mine—Tenor Solo, Frank Crumit
A3574 You Can Have Every Light on Broadway (Give Me That Little Light at Home)—Tenor Solo, Billy Jones
A3575 Alabama Mammy—Tenor and Baritone Duet, Charles Hart and Elliott Shaw
A3571 She's a Mean Job—Fox-trot, Frank Westphal and His Rainbo Orchestra
A3572 Love Days—Fox-trot... Paul Biese's Orchestra
A3578 California—Fox-trot... Knickerbocker Orchestra, Under Direction of Eddie Elkins
A3576 Out of the Shadows (Intro. "Southern Memories")—Medley Waltz, Prince's Dance Orchestra
A3568 Angel Child... Al Jolson, Comedian
A3564 Don't Leave Me, Mammy—Tenor and Baritone Duet... Charles Hart and Elliott Shaw
A3569 Song of India—Fox-trot, Eddie Elkins' Orchestra
A3570 Virginia Blues—Fox-trot... The Columbians
A3563 Lola Lo—Fox-trot... Ray Miller and His Black and White Melody Boys

VICTOR TALKING MACHINE CO.

- 18875 Don't Leave Me Mammy... Vernon Dalhart
18876 Georgia... Peerless Quartet
18877 Play that "Song of India" Again, Charles Harrison
Those Days Are Over, Albert Campbell and Henry Burr
18872 Jimmy (I Love But You)—Fox-trot, Paul Whiteman and His Orchestra
18874 Tee-Pec Blues—Fox-trot, The Benson Orchestra of Chicago
18878 While Miami Dreams—Fox-trot, Joseph C. Smith and His Orchestra
18879 Old Fashioned Girl—Fox-trot, Paul Whiteman and His Orchestra
18880 Bygones—Fox-trot, Paul Whiteman and His Orchestra
55153 The Waggle o' the Kilt... Sir Harry Lauder
45305 Bella McGraw... Sir Harry Lauder
45306 Come, Thou Fount of Every Blessing, Olive Kline-Elsie Baker
45307 Longing, Dear, for You... Olive Kline
66036 Carissima... Arthur A. Penn
88648 Barbieri di Siviglia—La Calunnia (Barber of Seville)—Slander's Whisper... Rossini
74742 Love's Nocturne (Notturmo d'Amor), Fuacaci-Drigo
74737 The Living God!... Johnstone-O'Hara
66037 Caprice No. 13... Paganini-Kreisler

- 66041 Waltz (Op. 39, No. 15)... Brahms
66040 Sérénade Espagnole (Spanish Serenade), Chaminade-Kreisler
66024 The Road that Brought You to Me, Bernard Hamblen
66038 Canzonetta... Godard
74736 Walküre—Wotan's Farewell and Magic Fire Music (Wotans Abschied und Feuerzauber) (Philadelphia Orchestra)... Wagner
66016 Prelude in C Sharp Minor... Rachmaninoff
66039 Granadinas (Farewell, My Granada), Calleja-Barrera
The following records were announced to the public on March 15th and are listed in the May, 1922, Supplement:
18870 My Mammy Knows—Fox-trot, The Benson Orchestra of Chicago
Angel Child—Fox-trot, The Benson Orchestra of Chicago
18871 Ten Little Fingers and Ten Little Toes—Fox-trot... The Benson Orchestra of Chicago
In Bluebird Land—Fox-trot, The Benson Orchestra of Chicago

AEOLIAN CO.

- 52032 Aida—Celeste Aida (Heavenly Aida) (In Italian) (Verdi)—Tenor, Vocalion Orch. Accomp., Giulio Crimi
30152 La Boheme—Addio (Farewell) (In Italian) (Puccini)—Soprano, Vocalion Orch. Accomp., May Peterson
24025 The Bohemian Girl—Then You'll Remember Me (Balfe)—Tenor, Vocalion Orch. Accomp., Colin O'More
14307 Molly Brannigan (Old Irish Melody)—Orch. Accomp... Charles Harrison
24024 Angel's Serenade (Braga)—Piano Accomp. by Marcel Hansotte... Maurice Dambois
14305 Hearts and Flowers (Moses-Tobani), The Aeolian String Trio
Simple Confession (Thome), The Aeolian String Trio
14308 Blue Danube Waltz (Strauss), The Aeolian Light Orchestra
Southern Roses Waltz (Strauss), The Aeolian Light Orchestra
2004 Reboni shel oilom (in Hebrew) (Traditional)—Accomp. by Male Chorus... Cantor Josef Shlisky
14312 You Can Have Every Light on Broadway (Davis-Simons)—Orch. Accomp... Broadway Quartet
14313 Don't Leave Me, Mammy (Davis-de Sylva-Santly-Conrad)—Orch. Accomp... Sam Ash
14306 A Quartet Rehearsal (O'Hara), Harmonizers' Quartet
Operatic Syncopation (Egan-Harriman)—Orch. Accomp... Ernest Hare and Billy Jones
14314 Bygones—(Kortlander-Alpert)—Fox-trot, The Leo F. Reisman Orchestra
Lonesome Hours—(Rose-Friend)—Fox-trot, The Leo F. Reisman Orchestra
14315—Old Timers—"Hot Time in the Old Town," "How Dry I Am," "When Roscs Bloom," "Georgia Camp Meeting," "Dinah," "Banks of the Wabash," "Yama Yama," "Rings on My Fingers" (Arr. by R. H. Bowers)—Fox-trot, The Bar Harbor Society Orchestra
14316 Pick Me Up and Lay Me Down (In Dear Old Dixieland) (Kalmar-Ruby), Fox-trot, Yerkes S. S. Flotilla Orchestra
Blue Bird Land (Short)—Fox-trot Waltz, Yerkes S. S. Flotilla Orchestra
14317 By the Sapphire Sea (Snyder)—Fox-trot, The Bar Harbor Society Orchestra
14318 Sing Song Man (Friend-Conrad)—Fox-trot, Yerkes S. S. Flotilla Orchestra
14319 On the Alamo (Isham Jones)—Fox-trot, Emil Coleman and His Montmartre Orchestra
14320 Rosy Posy (From "The Blushing Bride") (Wood-Romberg)—Fox-trot, Rudy Wiedoeft's Californians

BRUNSWICK RECORDS

- 15019 Gioconda—Cielo o mar (Heaven and Ocean), Act II (Ponchielli)—Tenor in Italian... Tino Pattiera
Trovatore—Di quella pira (Tremble, Ye Tyrants), Act III, Scene II (Verdi)—Tenor

- 15020 Chanson Indoue (Song of India) (From "Sadko," Rimsky-Korsakow)—Soprano in English, Florence Easton
Song of the Shepherd Lehl (From "Snegou-rotchka," Rimsky-Korsakow)—Soprano in English... Florence Easton
50011 La Partida (The Departure) (Blasco-Alvarez)—Baritone in Spanish... Giuseppe Danise
Tartantelle (Rossini)—Baritone in Italian, Giuseppe Danise
15021 Nocturne in F Sharp Major (Op. 15, No. 2) (Chopin)—Pianoforte Solo... Elly Ney
Hungarian Dance No. 2 (Brahms)—Pianoforte Solo... Elly Ney
15022 Ronde des Lutins (Dance of the Goblins) (Bazzini)—Violin Solo... Bronislaw Huberman
Hungarian Dance No. 1 (Brahms-Joachim)—Violin Solo... Bronislaw Huberman
5123 Mother My Dear (Nolen-Treharne)—Tenor, Theo. Karle
In the Moonlight (Buck-Haile)—Tenor... Theo. Karle
2256 Evening Bells (Eilenberg)—Violin-Flute-Harp, Gondolier Trio
Sweet Longings (Menzel)—Violin-Flute-Harp, Gondolier Trio
2243 After the Rain (Kahn-Sizemore-Shritley)—Fox-trot... Isham Jones' Orchestra
Those Longing for You Blues (Robinson-Westphal)—Fox-trot... Isham Jones' Orchestra
20001 Medley of Old Fashioned Waltzes No. 1 ("After the Ball," "The Bowery," "Sweet Rosie O'Grady," "The Sidewalks of New York," "Annie Rooney," "In the Good Old Summer Time")... Carl Fenton's Orchestra
Medley of Old Southern Melodies No. 1 (Waltz) ("My Old Kentucky Home," "Old Folks at Home," "Old Black Joe," "Massa's in de Cold Ground," "Carry Me Back to Old Virginny"), Carl Fenton's Orchestra
2248 Lonesome Hours (Rose-Friend)—Fox-trot. Orch. Arr. by Walter Haenschen, Rudy Wiedoeft's Californians
Old Fashioned Girl (Al Jolson)—Fox-trot. Orch. Arr. by Walter Haenschen, Rudy Wiedoeft's Californians
2251 Rio Nights—Vincent-Thompson-Hawaiian Players... Ferera-Franchini
My Hawaiian Rainbow—Gravello-Haring-Hawaiian Players... Ferera-Franchini
2253 High Brown Blues—Yellen-Ager—Comedienne with Orch... Margaret Young
Maybe You Think You're Fooling Baby—Clarke-Violinsky—Comedienne with Orch... Margaret Young
2254 California—Friend-Conrad—Tenor... William Reese
Alabama Mammy—Fleeson-Von Tilzer—Tenor and Baritone... Billy Jones-Ernest Hare
2247 Cutie (Harbach-Friml) (Introducing "I've Found a Bud Among the Roses") (From "The Blue Kitten")—Fox-trot... Bennie Krueger's Orchestra
Jimmy, I Love But You (Smith-Wheeler-Treble-Capie)—Fox-trot... Bennie Krueger's Orchestra
2249 Lola Lo (Smith-Wheeler-Klapholz-Lange)—Fox-trot... Selvin's Orchestra
Angel Child (Price-Silver-Davis)—Fox-trot, Selvin's Orchestra
2242 In Bluebird Land (Williams-Short)—Fox-trot, Isham Jones' Orchestra
By the Silvery Nile (Yellen-Johnson)—Fox-trot, Isham Jones' Orchestra
2250 Thrills (West)—Fox-trot... Castlewood Marimba Band
My Carolina Rose (Hall)—Fox-trot, Castlewood Marimba Band
2252 Tell Her at Twilight (Grossman-Donaldson)—Baritone... Elliott Shaw
Time After Time (Brennan-Ball)—Tenor, Charles Hart and Male Trio
2246 Poor Little Me (Benny Davis)—Fox-trot, Bennie Krueger's Orchestra
Don't Leave Me, Mammy (Santly-Conrad)—Fox-trot... Bennie Krueger's Orchestra

EDISON DISC RE-CREATIONS

- 50881 The Warblers' Serenade—A Musical Travesty, Sodero's Band
Vera-Valse Lente... Sodero's Band
50882 Break the News to Mother... Waikiki Hawaiian Orch.
When You and I Were Young, Maggie—Violin Solo... Herbert Soman
50883 Leave Me Your Love When You're Gone, Margaret A. Freer
House o' Dreams... Lewis James
50884 Invocation—Mandolin Solo... Stellario Cambria
Romance (From "L'Eclair") (Call Me Thine Own)—Harp-Zither... Kitty Berger
50885 (a) Good News, Chariot's Comin'; (b) O Mary, Doan You Weep, Doan You Moan, The Southern Four
Couldn't Hear Nobody Pray... The Southern Four
50886 Steamboat Bill... Edward Meeker
The Bell Hops—Coon Vaudeville Sketch, Golden-Hughes
80698 A Warrior Bold... Thomas Chalmers
In the Wee Little Home I Love... Thomas Chalmers
80699 The Pilot Brave... Charles Hart-Fred East
Leonore... Vernon Dalhart
80700 Cocotero-Danza Espanola... Peerless Orch.
Spring, Beautiful Spring—Waltz... Peerless Orch.
80701 Love's Sorrow... George Hamlin
Sally in Our Alley... George Hamlin
82253 Spirito Gentil (La Favorita)... Guido Ciccolini
Obéissons kuand leur voix appelle (Gavotte) Let Us Obey, When Love Calls (Manon), Alice Verlet
82254 Vision Venitienne... Mario Laurenti
Comme se canta a Napule... Mario Laurenti
RELEASED ON ORDER
50953 Rosy Posy (From "The Blushing Bride")—Fox-trot... Vincent Lopez Orch.
Love Days—Fox-trot... Broadway Dance Orch.
50955 You Can Have Every Light on Broadway (Give Me That One Little Light at Home), Jim Doherty
At the Irish Jubilee... Billy Jones
50956 Lovey Dove (From "The Rose of Stamboul")—Fox-trot... Broadway Dance Orch.
Atta Baby... Billy Jones-Ernest Hare
THREE SPANISH RE-CREATIONS RELEASED ON ORDER
76014 Cancion de los Achares—Couplet Amoroso de la Revista 1918... Jose Mojica
Ausencia... Jose Mojica
76015 Ojos Tapatios—Las Musas del Pais (Beautiful Tapatia Eyes)—Native Muses... Jose Mojica

(Continued on page 162)



ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 161)

Fingida ..... Jose Mojica
76016 Virgencita (Little Maiden)..... Jose Mojica
Agua que va rio abajo—Couplet..... Jose Mojica
YIDDISH RE-CREATIONS RELEASED ON ORDER
59503 Zigeleht ..... Sam Silberbusch
Shema Jisroel ..... Sam Silberbusch
59504 Prohobyschen (Kamedie Sketsh mit gesang),
Konig Lear als Border (Kamedie Sketsh mit
gesang)..... Sam Silberbusch-Sadie Wachtel
ALREADY RELEASED
50954 Old Fashioned Girl—Fox-trot..... Lanin's Orch.
Blue Bird (Where Are You?)—Fox-trot,
Broadway Dance Orch.
TWO SPECIALS
50958-4107 A Flower of Italy—Violin Solo,
Isidore Moskowitz
1505 Valse (Posthumous)—Piano Solo,
E. Robert Schmitz
50959-1558 Swaying—Waltz, Piano Solo,
Ernest L. Stevens
8370 Who (Believed in You?)—Fox-trot, Piano
Solo ..... Henry W. Lange

EDISON BLUE AMBEROL

4494 Blue Danube Waltz—Piano Solo.... Walter Chapman
4495 House o' Dreams..... Lewis James
4496 Brother Low Down..... Al Bernard
4497 Old Pal (Why Don't You Answer Me?)—Violin
Solo ..... Herbert Soman
4498 Forgotten ..... Eugene Cowles
4499 Blue Bird Inspiration..... Imperial Marimba Band
4500 Those Days Are Over..... George Wilton Ballard
4501 Marie—Fox-trot..... Green Bros. Novelty Band
4502 When I Was Twenty-one..... Glen Ellison
4503 O Day of Rest and Gladness..... Metropolitan Quartet
4504 Thinking of You..... The Homestead Trio
4505 I Ain't Nobody's Darling..... Byron G. Harlan
4506 Up in the Clouds (From "Up in the Clouds")—
Medley Fox-trot..... Green Bros. Novelty Band
ONE NORWEGIAN SELECTION
9252-15061 Sommersol til sidste Stund! (Silver Threads
Among the Gold)..... Carlsten Woll
ONE RUSSIAN SELECTION
11232-15087 Kalinka (Russian Folk Song) Russkaya
narodnaya piesnia..... Alexander Sashko
MAY BLUE AMBEROL HITS
4532 Blue Danube Blues and Ka-lu-a (From "Good
Morning, Dearie")—Piano Solo..... Ray Perkins
4533 Virginia Blues—Fox-trot..... Broadway Dance Orch.
4534 Who Believed in You?—Piano Solo,
Henry W. Lange
4535 I Ain't Nobody's Darling (Intro.: "Medley of
College Songs")—Piano Solo..... Ray Perkins
4536 Old Fashioned Girl—Fox-trot..... Lanin's Orch.

OKEH RECORDS

4542 Sweet Cookie (Irwin Le Clerc),
Mamie Smith and Her Jazz Band 10
Oh, Joe (Please Don't Go) (L. M. Walker-Larry
Briers)..... Mamie Smith and Her Jazz Band 10
4543 On the Gin-Gin, Ginny Shore (Leslie-Donaldson)
(Contralto with Orch.)..... Aileen Stanley 10
The Mamma Gone Blues (L. Calvin-J. Clark)
(Contralto with Orchestra)..... Elsie Clark 10
4544 Eight Rock Blues (B. Smythe-A. Furlong)—Fox-
trot..... Tampa Blue Jazz Band 10
Hurry Back Home (Ben Schwartz)—Fox-trot,
Tampa Blue Jazz Band 10
4545 After the Rain (A.-G. Shrigley)—Fox-trot,
Erdody and His Famous Orchestra 10
Just a Little Love Song (Joe Cooper)—Fox-trot,
Erdody and His Famous Orchestra 10
4546 She's a Mean Job (Jimmy Selby)—Fox-trot,
The Original Six 10
Angel Child (G. Price-A. Silver-B. Davis)—Fox-
trot ..... The Original Six 10
4547 My Mammy Knows (H. De Costa-M. K. Jerome)
Fox-trot ..... California Ramblers 10
While Miami Dreams (Richard A. Whiting)
—Fox-trot ..... California Ramblers 10
4548 Cutie (From "The Blue Kitten") (Rudolf Friml)
—Fox-trot..... Blue Diamond Dance Orchestra 10
Italy (E. C. Keithley-F. H. Klickmann)—Fox-
trot ..... Markel's Orchestra 10
4549 Lola Lo (A. Lange-E. Klapholz)—Hawaiian Fox-
trot ..... Markel's Orchestra 10
Doo-dah Blues (Fred Rose-Eddie White)—Fox-
trot ..... Markel's Orchestra 10
4550 The Sheik of Araby (H. B. Smith-F. Wheeler-
Ted Snyder) (Tenor, Acc. by The Orchestra
of Araby)..... Charles Hart 10
Ka-Lu-a (From the Musical Comedy, "Good
Morning, Dearie") (Anne Caldwell-Jerome
Kern)—Tenor, Acc. by Hawaiian Orchestra,
Lewis James 10
4551 I Got It, You'll Get It (Just the Same as Me)
(Lew Brown, Lew Pollack) (Tenor, Acc. by
Orch.) ..... Harry Rose 10
You're a Good Old Car but You Can't Climb
Hills (A. B. Sterling-E. P. Moran-H. Von
Tilzer) (Contralto with Orch.)..... Elsie Clark 10
4552 Virginia Blues (Fred Meinken)—Fox-trot,
Markel's Orchestra 10
Mammy Lou (Harry Von Tilzer)—Fox-trot,
Glantz and His Orchestra 10
4553 Jimmy (A. Trebla-F. Capie)—Fox-trot,
Glantz and His Orchestra 10
Venetian Love Boat (F. Magine-T. Koehler)—
Fox-trot..... Glantz and His Orchestra 10
4554 Bluebird! Where Are You? (Irving Maslof)
—Fox-trot..... Julius Lenzenberg's Harmonists
Tennessee Moon (Jack Brown-Billy Hill)—Fox-
trot..... Glantz and His Orchestra 10
4555 Rosemary (John Schonberger)—Fox-trot,
Albert De Martini's Dance Orchestra 10
Canary Isle (Ben Schwartz)—Fox-trot,
Albert De Martini's Dance Orchestra 10
4556 Granny (You're My Mammy's Mammy) (Harry
Akst)—Fox-trot ..... Markel's Orchestra 10
Marie (Otto Motzan-Henry Santly)—Fox-trot,
Markel's Orchestra 10
4556 Malana Nnu Ka Kakani (Gentle Zephyr)—Ha-
waiian Guitar Duet,
Frank Ferera, Anthony Franchini 10
Waikiki Mermaid—Hawaiian Guitar Duet,
Frank Ferera, Anthony Franchini 10
4557 Looking This Way (J. W. Van de Venter)
—Baritone with Organ Accomp. by Philip
Hauser ..... Elliott Shaw 10
Safe in the Arms of Jesus (Crosby-Doane)—
Tenor-Baritone Duet with Organ Accomp. by
Justin Ring..... Charles Hart, Elliott Shaw 10
4558 Revival Day—Spiritual Colored Quartet,
Virginia Female Jubilee Singers 10
My Time Ain't Long—Spiritual Colored Quar-
tet..... Virginia Female Jubilee Quartet 10
4559 Dear Old Melodies No. 1 (Arranged by Ring-
Hager) (Intro. "In the Good Old Summer-
time," "My Mandy Lee," "On the Sidewalks
of New York," "After the Ball Is Over")—
Male Quartet with Orchestra...Shannon Four 10
Dear Old Melodies No. 2 (Arranged by Ring-

Hager) (Intro. "Little Annie Rooney," "On
the Banks of the Wabash," "Sweet Rosie
O'Grady," "He Rambled," "A Hot Time in
the Old Town")—Male Quartet with Orchestra,
Shannon Four 10
4560 Mother Machree (Young-Olcott-Pall)—Tenor with
Orch. .... William Rodyn 10
Macushla (J. V. Rowe, D. MacMurrough)
—Tenor with Orch..... William Rodyn 10
4561 The Great Red Moon (Ring-Hager),
Hager's Orchestra, Acc. by Gounod Quartet 10
Valse Ma Jolie (Wm. J. C. Lewis)—Saxophone
Solo ..... Nathan Glantz 10
4562 Uncle Josh and the Dentist (Cal Stewart)
—Talking..... Byron Harlan, Ernest Hare 10
Village Gossip (Cal Stewart)—Talking,
Byron Harlan, John Riley 10
70005 The Ould Plaid Shawl (Haynes)—Recorded in
Europe by the International Talking Machine
Company..... John McCormack with Orch. 10 3/4
4563 Gentle Angels, Pilot Me (J. E. Gould)—Spirit-
ualistic Hymn, Baritone with Orch.,
Gene Kenneth Lord 10
Only a Thin Veil Between Us—Spiritualistic
Hymn, Baritone with Orch.,
Gene Kenneth Lord 10

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCALS
20707 The Two Beggars,
Wallace Brown and George Anderson 10
Dream Faces..... Elliott Shaw 10
20708 Kentucky Babe..... William Lowe 10
Nancy Lee..... William Lowe 10
20709 Barcarolle ("Tales of Hoffman"),
Gladys Rice and Nevada Van der Veer 10
All Through the Night..... Lewis James 10
20710 Silver Threads Among the Gold,
Charles Harrison 10
Love's Dream Is O'er,
Lewis James and Charles Hart 10
SACRED
20711 Almost Persuaded..... Paul Hardy 10
Just as I Am..... Paul Hardy 10
INSTRUMENTAL
20712 When Shall We Meet Again,
Lucas' Novelty Quartet 10
Selection of South Russian Folk Melodies,
Kirilloff's Russian Balalaika Orchestra 10
Manhattan Trio 10
20713 To a Wild Rose (Violins-Piano),
Song of India (Chanson Indoue) (From the
Legend "Sadko") (Violins-Piano),
Manhattan Trio 10
RURAL COMEDY
20714 Uncle Josh Buys an Automobile (Cal Stewart),
Byron G. Harlan 10
Uncle Josh at the Circus (Cal Stewart),
Byron G. Harlan 10
POPULAR
20732 Pick Me Up and Lay Me Down in Dear Old
Dixieland ..... Vernon Dalhart 10
Memories of You..... Carleton Williams 10
20733 California ..... Arthur Fields 10
Don't Feel Sorry for Me..... Arthur Fields 10
20734 Tell Her at Twilight..... Elliott Shaw 10
Alabama Mammy..... Hart and Shaw 10
20735 Who Tied the Can on the Old Dog's Tail,
Al Bernard 10
You Won't Be Sorry..... Crescent Trio 10
DANCE RECORDS
20736 By the Sapphire Sea—Fox-trot,
Hotel Biltmore Orchestra 10
Bygones—Fox-trot..... Hotel Biltmore Orchestra 10
20737 Virginia Blues—Fox-trot,
Jos. Samuels and His Orchestra 10
Little Girl—Fox-trot..... Royale Trio 10
20738 Georgia—Fox-trot..... Don Parker's Trio 10
Up in the Clouds—Fox-trot,
Casino Dance Orchestra 10
20739 Lovey Dove (From "Rose of Stamboul")—Fox-
trot..... Casino Dance Orchestra 10
Lonesome Lips—Fox-trot, Casino Dance Orchestra 10
20740 By the Old Ohio Shore—Waltz,
Terrace Waltz Orchestra 10
When Sweethearts Waltz (Waltz),
Terrace Waltz Orchestra 10
All of these records may be obtained in both Pathé (sap-
phire) and Actuelle (needle-cut). The numbers shown are
Pathé numbers. The Actuelle number is the same as the
Pathé but prefixed with a cipher, as 020707.

GENNETT LATERAL RECORDS

4833 Dolores Waltz (Waldteufel)..... Capodiferro's Band
Blue Danube Waltz (Strauss)..... Capodiferro's Band
4834 Pyramids (Polka) (Liberati) (Cornet Solo with
Orch. Acc.)..... Pietro Capodiferro
Valse Yvonne (Petite Valse Caprice) (Wiedoeft)
(Saxophone Solo with Orch. Acc.)...Rudy Wiedoeft
4835 Old Fashioned Girl (Jolson)—Fox-trot,
Lanin's Famous Players
Lo La Lo (Lange-Klapholz)—Fox-trot,
Lanin's Famous Players
4836 My Home Town (Mohe-Tracey) (Orch. Acc.),
(Aileen Stanley)...Vocal Quartet, Unaccompanied
Alabama Mammy (Von Tilzer-Fleeson) (Strand
Theatre Quartet) Vocal Quartet, Unaccompanied
S4837 Colombina (De La Revista "La Bandera Triga-
rante") (Alfonso Esparza Oteo)—Fox-trot,
Banda de Capodiferro
El Martilleo (Couplet) (Lopez) (Cantado por
Amelia Rico).
4838 I Want the World to Know (Mr. and Mrs. C.
Brandon) (Orch. Acc.)..... Criterion Quartet
Memories of Virginia (Wilrorf-Atkinson) (Orch.
Acc.) ..... Criterion Quartet
4839 Time After Time (Brennan-Ball) (Tenor with
Orch. Acc.),
Angel Child (Price-Silver-Davis) (George Wil-
ton Ballard) (Tenor with Orch. Acc.),
I-4840 Inno Garibaldi March (A. Olivieri), G. Iasilli's Band
Marcia—Reale E Fanfarra (Gabetti), G. Iasilli's Band
I-4841 American Aviation March (G. Creator) (Marcia
Militare)..... G. Iasilli's Band
Cuore d' Artista (Orlando) (Marcia Sinfonica),
G. Iasilli's Band
4842 Rio Nights (Thompson)—Waltz Hawaiian Quartet
Hawaiian Rainbow (Gravelle-Haring)—Waltz,
Hawaiian Quartet
4843 You've Had Your Day (Edwards-Stello)—Fox-
trot..... Mardi Gras Sextet
Virginia Blues (Meinken)—Fox-trot,
Ladd's Black Aces
(Featuring Cliff Edwards, "Ukulele Ike")
4844 Lonesome Hours (Friend)—Fox-trot,
Nathan Glantz and His Orch.
Venetian Love Boat (Maggin-Kochler)—Fox-trot,
Nathan Glantz and His Orch.
4845 By the Old Ohio Shore (Earl)—Waltz, Taylor Trio
Call Me Back, Pal o' Mine (Perricone-Dixon)—
Waltz (Violin-Cello-Piano)..... The Taylor Trio
10058 A Dream (Cory-Bartlett)—Tenor, with Orch. Acc.
Henry Moeller

The Rosary (Nevin-Rogers)—Tenor, with Orch.
Acc. .... Henry Moeller

REGAL RECORD CO.

9206 Never Mind (Breau-Sanders)—Fox-trot,
Biltmore Hotel Orchestra
My Mammy Knows (De Costa-Jerome)—Fox-trot,
Zylo Specialty Orchestra
9207 Mo-Na-Lu (Louis Breau)—Fox-trot,
Sherbo's Dance Orchestra
Babbling Brook (Kendis-Brockman)—Waltz,
Zylo Specialty Orchestra
9208 Somewhere in Naples (J. S. Zamecnik)—Fox-trot,
Joseph Samuels' Music Masters
Colorado and You (Johnson-Robison)—Waltz,
Joseph Samuels' Music Masters
9209 Greenwich Witch (Zez Confrey) (Piano Solo),
Vi Palmer
You Tell 'Em Ivories (Zez Confrey) (Piano
Solo) ..... Vi Palmer
SPECIAL CHARACTER RELEASE
9210 Mister Gallagher and Mister Shean (Character
Duet) ..... Irving and Jack Kaufman
Just Argue With an Irishman, Then Kiss Your-
self Good-Night..... Billy West

EMERSON PHONOGRAPH CO., INC.

DANCE
10517 By the Sapphire Sea (Ted Snyder)—Fox-trot,
Sherbo's Club Dansant Ensemble
Babbling Brook (Kendis and Brockman)—Waltz,
Green Brothers' Novelty Band
10518 Lola Lo (Lange-Klapholz)—Fox-trot,
California Ramblers
Learning to Love (Ward and Arthur)—Fox-trot,
Glantz and His Orchestra
10519 Cutie (from the Musical Production "The Blue
Kitten")—Fox-trot. Eubie Blake and His Orchestra
Jimmy, I Love But You (Trebla and Capie)—
Fox-trot..... Eubie Blake and His Orchestra
10520 Good-bye, Shanghai (Johnson and Meyer)—Fox-
trot..... Glantz and His Orchestra
My Mammy Knows (De Costa and Jerome)—
Fox-trot..... Green Brothers' Novelty Band
10521 Virginia Blues (Fred Meinken)—Fox-trot,
Lanin's Southern Serenaders
Doo Dah Blues (Rose and White)—Fox-trot,
Lanin's Southern Serenaders
10522 Somewhere in Naples (J. S. Zamecnik)—Fox-
trot..... Joseph Samuels' Music Masters
Colorado and You (Johnson and Robison)—
Waltz..... Joseph Samuels' Music Masters
10523 Greenwich Witch (Zez Confrey)—Piano Solo,
Zez Confrey
You Tell 'Em Ivories (Zez Confrey)—Piano
Solo ..... Zez Confrey
VOCAL
10524 Little Grey Sweetheart of Mine (Fred Fisher)—
Tenor Solo, Orch. Accomp..... Charles Harrison
Old Fashioned Girl in a Gingham Gown (Al
Jolson)—Baritone Solo, Orch. Accomp.
Arthur Fields
10525 Oh! You Beautiful Baby (Lewis-Young-Akst)—
Novelty Song, Orch. Accomp..... Fred Hillebrand
Atta Baby! (Tracey and Mohr)—Novelty Song,
Orch. Accomp..... Fred Hillebrand
10526 I've Got the Wonder Where He Went and When
He's Coming Back Blues (Little and Lyman)—
Novelty Duet Orch. Accomp.
Al Bernard and Ernest Hare
I'll Be Glad to Get Back to My Home Town
(Tracey and Mohr)—Novelty Song, Orch. Ac-
comp. .... Billy Jones
10527 Blue Bird, Where Are You? (Clarke-Maslof)—
Tenor Solo, Orch. Accomp..... Billy Jones
Hawaiian Bluebird (Gravelle-Harding)—Tenor
Solo ..... Vernon Dalhart
Accomp. by Hawaiian Guitars.
Ferera and Franchini
10528 Ave Maria (Gounod)—Cello Solo, Piano Ac-
comp. .... Lajos Shuk
The Swan (Le Cygne) (Saint Saëns)—Cello
Solo, Piano Accomp..... Lajos Shuk

CONNORIZED MUSIC CO.

3065 I Wonder Blues (Little-Lyman)—Fox-trot,
Bailey's Lucky Seven
Pick Me Up and Lay Me Down in Dear Old
Dixie Land (Kalmar-Ruby)—Fox-trot,
Bailey's Lucky Seven
3066 By the Old Ohio Shore (Earl)—Waltz... Taylor Trio
Swanee River Moon (Clark)—Waltz,
Matts Orchestra
3067 Rio Nights (Thompson)—Waltz... Hawaiian Quartet
Hawaiian Rainbow ..... Hawaiian Quartet
3068 Old Fashioned Girl (Jolson)—Fox-trot,
Lanin's Dance Orchestra
Lo-La-Lo (Smith-Wheeler-Lange-Klapholz)—Fox-
trot ..... Lanin's Dance Orchestra
3069 Time After Time—Song, Orch. Acc. Geo. W. Ballard
Angel Child (Price-Silver-Davis)—Song, Orch.
Acc. .... Geo. W. Ballard
3071 The Herd Girl's Dream (Labitzky)..... Taylor Trio
Sweet Genevieve..... Taylor Trio
3070 Georgia (Johnson-Donaldson)—Fox-trot,
Ray Miller's Black and White Boys
Lonesome Hours (Rose and Friend)—Fox-trot,
Glantz and His Orchestra
NUOVI DISCHI ITALIAN
132 Il Canto del Cardellino (Camerlingo)—Mazurka,
Banda Siciliana 10
Uccelli in Festa (Valente)—Polka. Banda Siciliana 10
133 Pupilla (Canora)—Polka..... Banda Siciliana 10
Visioni d'Amore (Canora)—Waltz. Banda Siciliana 10

LATEST PURITAN RECORDS

11112 She's a Mean Job—Fox-trot,
Handy's Memphis Blues Band
Muscle Shoals Blues—Fox-trot,
Handy's Memphis Blues Band
11111 Angel Child—Fox-trot..... Frisco Syncopators
Venetian Love Boat—Fox-trot..... Frisco Syncopators
11107 Virginia Blues—Fox-trot,
Lenzenberg Midnight Frolic Orchestra
Boo Hoo Hoo—Fox-trot,
Lenzenberg Midnight Frolic Orchestra
11106 Dear Old Southland—Fox-trot..... Frisco Syncopators
Cutie—Fox-trot..... Frisco Syncopators
11105 Those Days Are Over—Fox-trot,
Selvin's Novelty Orchestra
After the Rain—Fox-trot,
Yerkes S. S. Flotilla Dance Orchestra
11104 On the 'Gin 'Gin 'Ginny Shore—Fox-trot,
Selvin's Novelty Orchestra
I'm Cuckoo Over You (Intro. "Don't Leave Me
Mammy")—Fox-trot... Selvin's Novelty Orchestra
11103 While Miami Dreams—Fox-trot... California Ramblers
(Continued on page 163)



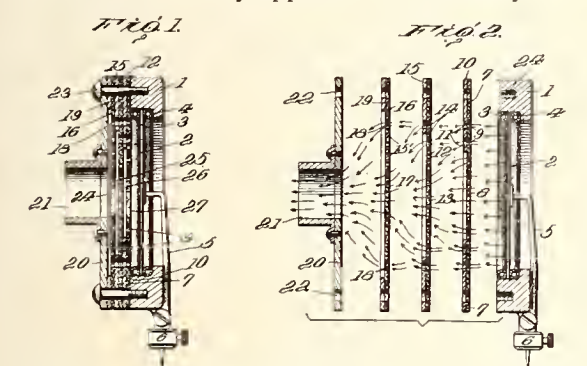
# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—**Sound Box.** Washington C. Kantner, Reading, Pa. Patent No. 1,394,427.

This invention relates to certain new and useful improvements in sound boxes for sound-reproducing machines, the object being to provide a sound box which is so constructed that the sound waves are broken up or separated so as to eliminate the shrillness, harshness and ear-piercing effects whereby sweet, melodious strains can be produced.

A still further object of the invention is to provide a sound box with a series of chambers disposed between the vibratory disc and the outlet in order to cause the sound waves of the outer portion of the vibratory disc to travel through the openings of the walls of the chambers in such a manner that the waves produced by the vibratory diaphragm are broken up before they are transmitted to the horn.

A still further object is to provide a mechanism which can be readily applied to the ordinary construction of sound box now in use by simply employing screws of a greater length.



In the drawings Figure 1 is a longitudinal section through a sound box constructed in accordance with the invention, and Fig. 2 is a longitudinal section showing the parts separated, showing the path of travel of the sound waves.

**Sound Box.** Washington C. Kantner, Reading, Pa. Patent No. 1,394,428.

This invention relates to sound boxes for sound-reproducing machines and is in the nature of an improvement on the application for sound box filed June 25, 1920, Serial No. 391,573, the object being to improve the general construction of the same in order that the box can be manufactured very cheaply.

A further object of the invention is to provide a sound box which is so constructed that the ordinary sound box now in use on sound-reproducing machines can be used in building up a sound box constructed in accordance with this invention.

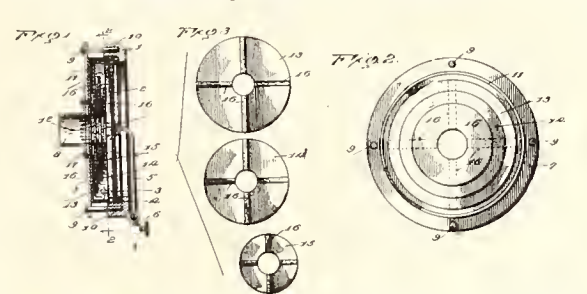
Another and further object of the invention is to provide a sound box in which a plurality of

## ADVANCE RECORD BULLETINS

(Continued from page 162)

- All that I Need Is You—Fox-trot, Yerkes S. S. Flotilla Orchestra
- 11102 Granny—Fox-trot—Yerkes S. S. Flotilla Dance Orch.
- All that I Need Is You—Fox-trot. California Ramblers
- 11100 Tell Her at Twilight—Fox-trot, S. S. Flotilla Dance Orchestra
- Smilin'—Fox-trot . . . . S. S. Flotilla Dance Orchestra
- 11099 Wanna—Fox-trot . . . . .Saxophone Sextette
- Bow Wow Blues—Fox-trot, Yerkes Master Saxophonists
- 11098 St. Louis Blues—Medley Fox-trot, Handy's Memphis Blues Band
- Yellow Dog Blues—Medley Fox-trot, Handy's Memphis Blues Band
- 11086 The Sheik of Araby—Fox-trot, Vincent Lopez and His Hotel Pa. Orchestra
- Ty-Tec—Tahiti—Fox-trot, Vincent Lopez and His Hotel Pa. Orchestra
- 11085 Song of India—Fox-trot. . . . .Glantz and His Orchestra
- When Francis Dances with Me—Waltz, Selvin's Novelty Orchestra
- 11109 In Bluebird Land—Tenor Solo. . . . .Charles Harrison
- Carolina Rose—Tenor Solo. . . . .Sam Ash
- 11108 I've Got the Wonder Where He Went and When He's Coming Back Blues—Comedy Solo, Lucille Hegeman and Her Blue Flame Syncopators
- High Brown Blues—Comedy Solo, Lucille Hegeman and Her Blue Flame Syncopators
- 9109 Cohen at the Wedding—Comedy Monolog, Monroe Silver
- Cohen Takes His Friend to the Opera—Comedy Monolog . . . . .Monroe Silver
- 9086 Dreamy Hawaii—Hawaiian Guitars, Ferara and Franchini
- Honolulu March—Hawaiian Guitars, Ferara and Franchini

spaced discs are employed arranged within a lidlike member, said member and disc being provided with centrally disposed openings in such a



manner that the waves produced by the vibratory diaphragm are broken up before they are transmitted to the horn of the sound-reproducing machine.

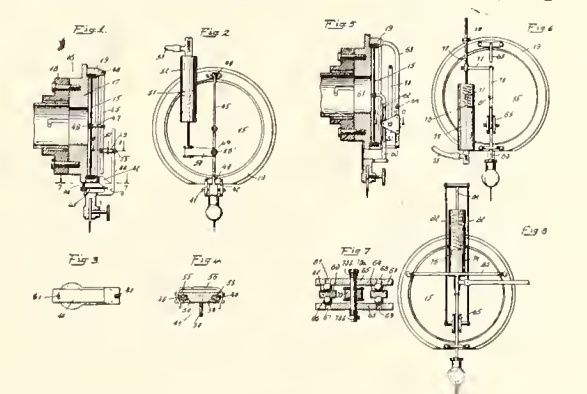
In the drawings Figure 1 is a longitudinal section through a sound box constructed in accordance with the invention; Fig. 2 is an enlarged section taken on line 2—2 of Fig. 1, and Fig. 3 is a plan view of the disc.

**Expression Device for Sound-reproducing Instruments.** William A. Johnson, Yonkers, N. Y. Patent No. 1,408,514.

One object of this invention is to provide an expression-controlling device for the aforesaid purpose that shall not only be promptly responsive to the will of the operator but also have a particularly direct effect upon the reproducer itself rather than upon the passage through which the sound is transmitted after it is produced.

Another object is to provide a simple and compact structure for acting upon the mechanical connection between the needle or stylus and the reproducer, whereby the amplitude of the vibrations transmitted from the record to the diaphragm of the reproducer may be directly under the control of the operator.

Referring to the drawings, Figure 1 is a transverse sectional elevation of a reproducer equipped with an expression-controlling means which constitutes one embodiment of the invention; Fig. 2



is a front elevation of the same mechanism; Figs. 3 and 4 are sectional plan views taken on the lines 7—7 and 8—8, respectively, of Fig. 1; Figs. 5 and 6 are views corresponding to Figs. 1 and 2, showing still another modification of the invention; Fig. 7 is a sectional plan view drawn to a larger scale and taken on the line 11—11 of Fig. 5. Another modification of the invention is shown in Fig. 8, which corresponds to Fig. 2.

**Phonographic Machine.** Charles M. Goldstein, New York, assignor to Columbia Graphophone Co., Bridgeport, Conn. Patent No 1,408,585.

This invention relates to phonographic machines of the type used for dictation purposes and aims to improve devices of the character indicated by making the indicating device susceptible of attachment to existing machines without necessitating structural rearrangements therein. Another object is to provide mechanical marking means in combination with an index sheet arranged in the form of a cylinder.

Figure 1 is a vertical section taken on line 1—1 of Fig. 3, sufficient parts of a phonographic machine being illustrated to show the application of the invention; Fig. 2 is a front elevation of the invention looking in the direction of the arrow "2" in Fig. 1, the mechanical marking means

being omitted; Fig. 3 is a top plan of Fig. 1, looking in the direction of arrow "3"; Fig. 4 is a vertical section taken on line 4—4 of Fig. 1; Fig. 5 is a section taken on line 5—5 of Fig. 6;

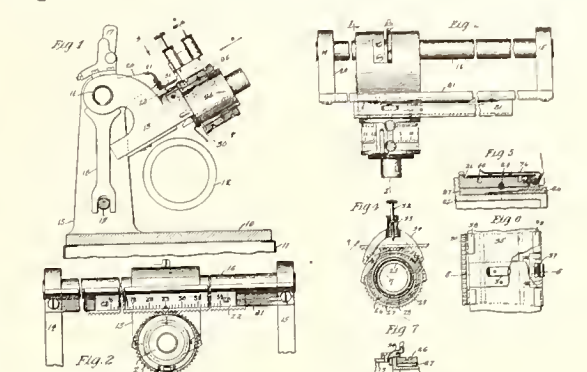


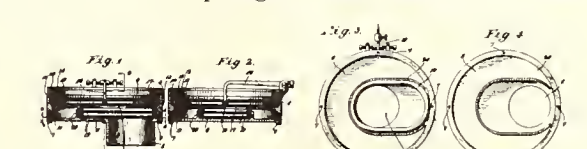
Fig. 6 is a top plan of Fig. 5, parts being broken away and parts being in section, and Fig. 7 is a section on line 7—7 of Fig. 4.

**Sound Box for Talking Machines.** Harold Y. Prendergast, Brooklyn, N. Y. Patent No. 1,408,776.

This invention relates to improvements in sound boxes, and is a continuation of an abandoned application, Serial No. 134,987, filed December 4, 1916.

One of the objects of the invention is the provision of means for concentrating the sound waves emanating from the diaphragm and conveying such sound waves through a passage so arranged as to preclude diffusion of extemporaneous sound waves in adjacent passages or chambers within the sound box.

Further objects are the provision of means for taking the sound vibrations from the central portion of the diaphragm where the clearer and



richer tones are reproduced, and subsequently transmitting such sound waves through an insulated passage to the tone arm—the provision of a resilient enclosed partition or sounding board, so disposed and arranged as to improve the quality of the reproduced sound—the provision of a sound box provided with means for concentrating the reproduced sound waves at or about the center of the diaphragm, and transmitting same to an outlet opening located eccentrically with reference to the axis of the sound box.

In the accompanying drawings Figure 1 is a central section through a sound box embodying the present invention; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a section on the line 3—3 of Fig. 1, looking in the direction of the diaphragm, and Fig. 4 is a section on the line 3—3 of Fig. 1, looking in the direction of the tone arm.

**Talking Machine Reproducer.** Franklin G. Mathieu, Chicago, Ill. Patent No. 1,408,820.

This invention relates to talking machines and more particularly to the reproducers thereof with a view to improving the tone qualities of the machine.

Hitherto it has been usual in talking machine construction to provide a disc behind the diaphragm having a central aperture or apertures for the passage of sound from the diaphragm to the goose-neck. The amplitude of vibration of the central portion of the diaphragm is greater than that of the parts nearer the periphery, so that a greater volume of sound is obtainable from the center than from the outlying portions of the diaphragm. The tones given out by the central part of the diaphragm are, however, harsher and more strident than those from the outer portions of the diaphragm. This invention is designed to overcome this defect.

It is an object, therefore, of the invention to

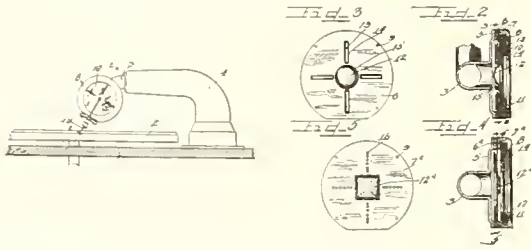
(Continued on page 164)



PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 163)

provide means for softening the tones given out by the central portion of the diaphragm and for giving relatively greater freedom to the passage of the vibrations from the outer parts of the same.

It is also an object to provide an improved form of disc for controlling the passage of the sound waves from the diaphragm to the horn or sounding box. A further object is the provision of a sound reflector behind the center of the dia-



phragm adapted to reflect the vibrations received from the latter in lateral directions.

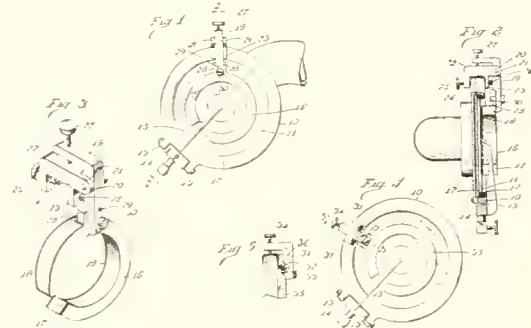
In the drawings Figure 1 is a side view of a talking machine embodying the invention; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a section on the line 3—3 of Fig. 2; Fig. 4 is a central section through a modified form of reproducer; Fig. 5 is a section on the line 5—5 of Fig. 4.

**Modifier for Phonograph Sound Boxes.** Burr B. Blood, Chicago, Ill., assignor to the Jewel Phonoparts Co., same place. Patent No. 1,408,437.

This invention relates to a device whereby the tones or sounds produced by the reproducer or sound box of a phonograph may be readily modified; that is, the volume of the tones reduced or moderated without, however, affecting the tone quality; the object of the invention being to provide means whereby the modifying of the tones or sounds may be quickly accomplished without necessitating any change or alteration in the sound box or reproducer, per se; the invention comprising means whereby the tones or sounds may be modified without dissipating the tones as is the case with many modifiers at present in use.

The invention contemplates means adapted to be readily secured to any of the well-known types of sound boxes at present employed and which may be easily adjusted to the varying sized sound boxes or reproducers in use.

Figure 1 is a front elevation of a sound box or reproducer with the improved modifier attached thereto; Fig. 2 is a sectional view taken on the line 2—2 of Fig. 1, looking in the direction of the arrows; Fig. 3 is a perspective view of the modifier, unattached to a sound box; Fig. 4 is a front elevation of a sound box or reproducer, illustrating a modified form of the invention; Fig. 5

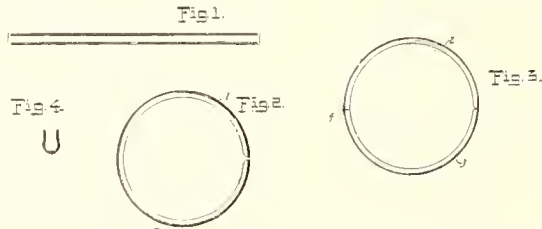


is a fragmentary view of a portion of the sound box and modified form of modifier mechanism shown in Fig. 4.

**Sound Record.** Chester C. Cook, McMinnville, Tenn. Patent No. 1,409,674.

The present invention relates to improvements in sound records or discs for phonographs, graphophones or the like. At the present time there are two distinct types of these disc records in use, one having one surface only grooved for musical reproduction and the other having both sides or surfaces grooved. The advantages of the latter over the former, especially as regards the phases of economy of space and expense, are too well known to need comment upon. The great disadvantage, however, lies in the fact that it is seldom that the purchaser gets his own selection on both sides. In other words, while he may select the record for the reproduction on one side, he is obliged to take the manufacturer's selection on the other. He has, of course, resort to the single surface reproduction type, but in doing so he loses the important advantages of the double type which have been referred to above.

The object of this invention is to provide an article of manufacture which will permit the purchaser to obtain a sound record of the double type with the combination of reproductions he desires. This is carried out by making the records preferably relatively thin and each grooved with the sound reproduction upon one side, these being so supplied to the retailer of the sound records. It should be understood that the term "relatively thin" used above and in the claims is intended to comprehend a disc member which is of such a thinness or thickness as to be impracticable for the ordinary handling incident to actual use. These discs are sufficiently thick, however, to permit the purchaser to try out his selection and when he has made his choice of two



such records the retailer places adhesive upon the backs and sticks the two discs together. This form of connection is not necessarily a permanent one, because it may be desired to separate the two records for a subsequent change. At any rate, the proposal is to employ a readily fusible adhesive so that separation may be effected if desired.

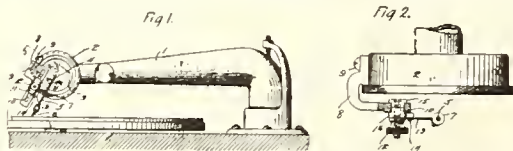
Figure 1 represents two thin record discs of the type proposed to employ for combination purposes and which may be connected by an adhesive; Fig. 2 is a plan view of a spring ring which may be utilized instead of cementing the records together; Fig. 3 is a similar view of a modified form of sectional ring, and Fig. 4 is a cross section through the ring, considerably enlarged.

**Phonograph Reproducer.** Robert C. Mathes, New York, assignor to the Western Electric Co., Inc., same place. Patent No. 1,409,388.

This invention relates to a volume of tone control for a phonograph or gramophone. Prior to this invention the common methods for changing the volume of tone consisted in constricting the cross-sectional area of a horn at some point by means of shutters or valves. The inevitable result of such methods was to alter the reproducing characteristics.

An object of this invention is to produce a simple means of changing the loudness of reproduction without altering the acoustic properties of the system.

Another object is to produce a device by which



the volume of tone may be altered while the machine is in operation.

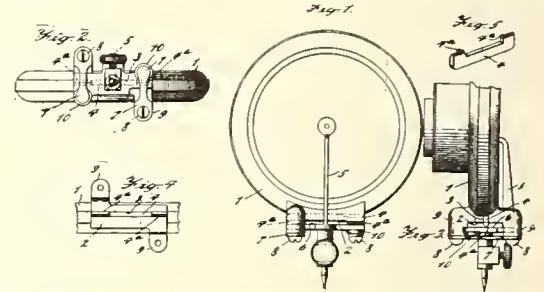
In combination with a sound box and stylus lever, we have a sound modifier which consists of a support arm having a slideway therein, attached to the sound box. A slide is mounted

in said slideway and has an arm slidably connecting it with the stylus lever, thus forming an adjustable fulcrum point for the stylus lever. A set screw or other clamping means is used to retain the slide in any desired position.

Figure 1 is a side elevation and Fig. 2 is a cross section of the device.

**Sound Box.** Jacob H. Weber, Brooklyn, N. Y. Patent No. 1,409,503.

This invention relates to sound boxes and particularly to stylus bar mountings having knife-edge bearings. An object of the invention is to provide a stylus bar mounting for sound boxes having readily renewable bearings which can be of various desired materials or of various degrees of hardness, and in which the bearings are secured to the casing or stylus bar in a manner to eliminate danger of loosening or chattering, in the use of the box, of any of the elements

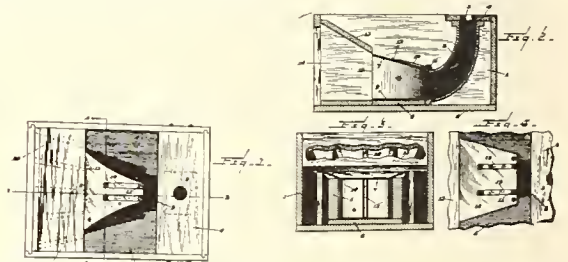


of the mounting. A further object is to provide a mounting of this type and for this purpose which is simple and inexpensive and in which the bearings can be replaced at a very low cost and by inexperienced persons.

Figure 1 is a front elevation of a sound box constructed in accordance with the invention; Fig. 2 is a bottom plan of the same; Fig. 3 is a side elevation of the same; Fig. 4 is a bottom plan of the same with the stylus bar and securing springs removed, and Fig. 5 is a perspective of the removable bearing element.

**Sound Amplifier.** John B. Mitchel, Bowmanville, Ontario, Canada. Patent No. 1,408,761.

The invention relates to improvements in sound amplifiers with novel features of construction, whereby the sound is conducted from the tone arm through a substantially bell-shaped sound chamber constructed of brass or like material and preferably having a vibratory top of like



material and is emitted through a chamber having sound-deflecting boards therein.

The objects of the invention are to provide a form of sound amplifier capable of reproducing the full volume of the sound received from the tone arm and at the same time eliminating the metallic tone so common in phonographs and rendering the tone flexible and pure and generally to provide a sound amplifier which will be inexpensive to construct, durable and efficient.

Figure 1 is a plan view of the device with the top board of the cabinet removed; Fig. 2 is a sectional view taken on the line B—B of Fig. 1; Fig. 3 is a transverse sectional view taken on the line A—A of Fig. 1; Fig. 4 is a plan view of a portion of the device showing a modified form of top for the amplifying chamber.

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# The NEW Scotford Tonearm and Superior Reproducer



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



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

## NEW CONSTRUCTION



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



STYLE No. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE No. 2 FINISH

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



STYLE No. 3 FINISH

All parts Plated in Nickel or Gold

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

### Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.

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

Style 3 All parts of Tonearm and Reproducer are Plated.

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

*Samples Prepaid at the Above Prices*

*Write for Our  
Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS





After all, the *one* phonograph that can sustain the test of *direct* comparison with living artists is the **ONE** phonograph that ultimately will be in every home.

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

# The NEW EDISON

JOBBER OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

**CALIFORNIA**  
Los Angeles—Edison Phonographs, Ltd.  
San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago — The Phonograph Co. Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co. Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW JERSEY**  
Orange—The Phonograph Corp. of Manhattan.

**NEW YORK**  
Albany—American Phonograph Co.  
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buehn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.  
St. John—W. H. Thorne & Co., Ltd.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Vancouver—Kent Piano Co., Ltd.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Babson Bros. (Amberola only).



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

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

# Victrola

REG. U. S. PAT. OFF.

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



**"HIS MASTER'S VOICE"**

REG. U. S. PAT. OFF.

**Victor Talking Machine Company, Camden, N. J.**



# Sonora takes the Lead in Price Reductions

Here are a few of the  
popular Sonora Sellers  
at New Reduced Prices:

### PERIODS

Canterbury - - - - -	\$200
Queen Anne (Improved)	250
Louis XV, Standard - -	300
Lafayette - - - - -	165
Pembroke (Improved) -	165

### UPRIGHTS

Melodie - - - - -	\$50
Etude - - - - -	100
Elite - - - - -	250
Grand - - - - -	300
Invincible - - - - -	350

WITH the substantial reduction of price which went into effect April 1st on many Sonora models, regardless of astonishingly improved tone quality, Sonora becomes the first of the leading phonograph manufacturers to take a step in the right direction to instill confidence in the public mind.

Coincident with this announcement is the further assurance that there will be no other price change this year.

These facts, combined with Sonora's fair and square policies with relation to its representatives whereby rebates are made on all unsold models affected, are significant of Sonora's sound financial strength, far-sightedness and loyalty to its dealers.

*"A Good House to Represent"*

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: I. MONTAGNES & CO., TORONTO

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





# The Talking Machine World

Vol. 18. No. 5

New York, May 15, 1922

Price Twenty-five Cents

## PAYS TO MAKE STORE ATTRACTIVE

Some Pertinent Reasons Why an Attractive Store in a Poor Community Pays—The Experiences of a Talking Machine Dealer

In every town or city there are quarters where the people are of the poorer class and invariably the talking machine establishments in these sections are in keeping with their surroundings to a certain degree. One of the most successful merchants in a poor quarter of the metropolitan district has just opened a store, the equal in appearance of any in the city. What he says concerning his reasons for spending a large sum of money in opening a fine and artistically arranged store in that section may be of interest to other dealers located in similar positions. His statement follows:

"We have been in business here for a number of years and close investigation of the attitude of the people and their reaction to a high class of service and anything beautiful has convinced us that an artistic store here will be appreciated more than the attractive store in a neighborhood where the customers take it for granted.

"We aim to make our establishment the music center for the people living here; a place that is the equal in beauty of any in the city. They will get service of the best quality and there will be no comparison in any way between our method of conducting business and that of the house where the customers are financially in better condition.

"Our reasons for this are due to the fact that among the poorer people, who have few pleasures other than simple ones, the love of music and beauty is an outstanding feature. It forms a larger part of their lives than in the case where greater abundance of money makes possible other pleasures which our prospective customers cannot afford."

The soundness of this reasoning was evident on the opening day of the store. Open house was held and during the entire day people crowded in to inspect the line of machines handled by this concern and to listen to records. Not a few records were disposed of and the chances are that whoever is in the market for a talking machine in that neighborhood will patronize this enterprising type of dealer.

## JOINS OKEH JOBBERS' STAFF

Vernon T. Stevens Appointed Manager of Okeh Department of Doerr, Andrews & Doerr—Well Qualified for New and Important Post

MINNEAPOLIS, MINN., May 4.—Vernon T. Stevens, popular songwriter and for several years connected with the music publishing business, has been appointed manager of the Okeh division of Doerr, Andrews & Doerr of this city, distributors of Okeh records. Mr. Stevens was at one time general manager of the A. J. Stasny Music Co. of New York, and recently Northwest manager of the Richmond-Robbins Music Co. In addition to his commercial activities he has written a number of songs which have proven popular successes, and he is in close touch with the leading orchestra leaders and professional people throughout the country.

Mr. Stevens has already started an intensive sales campaign in behalf of Okeh records along lines similar to the campaigns inaugurated by popular music publishers. He has solicited and received the help of orchestra leaders, branch managers of music publishing offices as well as theatre managers. As the result of Mr. Stevens' live sales campaign, Doerr, Andrews & Doerr report a material increase in the sale of Okeh records and state that many new dealers have joined the Okeh distributing organization recently.

## VICTOR FACTORY WEEK IN OKLAHOMA

Oklahoma Talking Machine Co. Arranging for Special Factory Displays by Victor Dealers in That Territory During Week of June 4

OKLAHOMA CITY, OKLA., May 2.—The Oklahoma Talking Machine Co., the new Victor distributor here, is arranging a "Victor Factory Week" among Victor dealers for the week of June 4. The plan, which has been well received, includes the arrangement of a special factory window in all Victor stores in the State, the idea being that the cumulative effect will result in business for all concerned.

The "Baby State" of the Union is one of magnificent distances, but regardless of that fact, Oklahomans are a migratory people, Tulsans having interlocking interests in Oklahoma City and Oklahoma Cityans having a similar interest in Muskogee and Okmulgee. Because of the residents of the State spending so much of their business time visiting around, the Victor dealers have realized the value of this advertising and have entered into the plan most enthusiastically.

## VICTOR LINE WITH HOME FURN. CO.

BRADDOCK, PA., May 3.—The Home Furniture Co., 852 Braddock avenue, this city, recently added the Victor line of talking machines and records, according to an announcement made by Alexander Goldsmith, sales manager. The company is planning a vigorous sales campaign in the interests of its new product. Immediately following the acquisition of the Victor line full page advertisements in which the various models were illustrated were run in the local papers. In discussing the acquisition of the Victor line, which has been long sought, Mr. Goldsmith remarked: "We feel, to use baseball vernacular, that we are batting in the big league with Victor products."

## CHANGE IN BUFFALO FIRM

E. R. Burley has purchased the interest of H. E. Biesinger in the firm of Burley & Biesinger, Victor dealers of Buffalo, N. Y., and will continue the business at the same address on West Ferry street as its sole proprietor.

## ACCESSORIES OFFER A PROFITABLE FIELD FOR DEALERS

Every Talking Machine Owner Is a Prospective Customer for Accessories—Every Sale of a Machine or Records Opens an Avenue for the Sale of This Class of Merchandise

Every talking machine owner is a prospective customer for accessories of all kinds. In view of this fact it is indeed strange that merchants pay so little attention to this source of revenue. Window display space is given to talking machines and records, but it is seldom that even a corner is allotted to needles, record-cleaning brushes, albums, etc. The writer, in an investigation covering half a dozen supposedly first-class stores run by live wire merchants, was surprised to find that comparatively little attention was paid to pushing this class of merchandise.

Accessories are a real necessity to the talking machine owner. They are vital aids to the fullest enjoyment of the music and as such their importance and profit-producing probabilities should not be overlooked. The chances are that very few talking machine owners are equipped with the necessary accessories, and the opportunities for increasing the revenue in this direction are wide open to the dealer who cares to take advantage of them.

The talking machine owner, as a rule, is eager to take advantage of anything which will add to his enjoyment of the records and comparatively little argument will be found necessary to make sales because of the smallness of the amount of money involved in these transactions.

## WHY NOT ANNOUNCE THE RECORD?

Names and Prices of Records Played on Machines Before Stores Impart Knowledge to the Listener Which Induces Action

Talking machine dealers who make it a point to attract the attention of passers-by by playing a talking machine near the doorway of their store are overlooking a golden opportunity of making more record sales and increasing interest in their store and its display by not announcing to the public, either in the window or at the doorway, the exact musical number which is being played. In his perambulations the other day the writer passed some stores where a large number of people were attracted to the windows of talking machine stores by the music which emanated from some very pleasing records. One of the party who was quite enamored of the music turned to the writer and remarked, "It is a pity that the name of that record and the price are not placed at the door or in the window so that we may know what piece is being played. I am sure that it would result in a great many sales being made were the records changed every twenty minutes or half an hour."

There are thousands of people who, for one reason or another, do not take in the current shows these days, but who would like to hear the best "hits" from these performances, hence the value to be derived from publishing the name and the price of the record when it is exploited publicly by the dealer. The suggestion is certainly along the right line, and is passed along to talking machine men for consideration.

## CHALMERS STORES ADD CHENEY LINE

Company Operates Seven Talking Machine Stores in Various New Jersey Cities

One of the largest orders ever booked by the Cheney Sales Corp., of New York, jobber for the Cheney line of phonographs, recently resulted from the addition of this line by the Chalmers Music Co., of New Jersey, which operates seven stores. The concern has stores in Newark, East Orange, Montclair, Orange, Summit, Morristown and Westfield.



# Following Up Record Sales as a Means of Retaining Former Customers :: :: By Robert Falconer

In the Fall of 1920 a man and his wife went into a large department store and bought a hundred and fifty dollar talking machine. At the same time they selected and purchased a small collection of records. Since then they have bought records at six different stores, yet their total collection is still small.

Some of the records have been purchased on charge accounts. Some have been paid for at the time of purchase, and then delivered by the store. Some have been paid for and carried away at the time of the purchase. All but two of the stores patronized have the name and address of this family and data that show it owns a phonograph.

There are a great many other families just like this one and it may be interesting and instructive to learn just what could have been done to increase the sale of records to this phonograph owner. To date nearly all the records purchased have been bought because some friend mentioned them and spoke about what fine records they were. Some were purchased because of information given in local newspaper advertising. A few were selected from the catalog or from the national advertising of the maker.

All these years it has been much easier to keep from buying than to buy. Many a time a magazine or a newspaper has nearly sent one of the family to the store to buy a record, but before the trip was actually made something else came up and the purchase was delayed. Then some other record seemed more desirable and the first one was forgotten. This has probably happened in the case of no less than a hundred different records, not one of which has been purchased.

Why has this happened? One reason has been that when it has almost been decided to buy a record the problem has come up of deciding at which store to buy it. The family is not now living in the same city it did when the machine was purchased. Before it moved to the city where it is now located it bought all records at the store where it bought the machine. Every record bought at this store was sealed in its envelope, and a record once purchased could not be returned. This was a guarantee that every record was new and had never been used by anyone else. There was a feeling that one was getting full value for his money.

No store in the city where the family now lives has been found that has this practice. There is always a feeling that perhaps the record bought may have been used for demonstrating purposes or has been returned by someone else. There is a slight lack of confidence and this is deterring purchases.

What is of greater importance, however, is the fact that no store seems to be especially interested in selling records to this family. Any store that did show real interest along this line ought to be able to sell several records every month to this talking machine owner. The collection that

*Many People Buy Records From Several Stores Because No Merchant Shows a Desire for Their Patronage*

now contains only a few dozen records would soon grow to several hundreds.

This interest could be shown in an effective manner by means of the following method: First, the store would have to convince this customer that all records sold were new and had never been used for any purpose whatsoever. This would have to be done in order to win the complete confidence of the customer.

The next step would be the mailing of letters to the family to call attention to special records. If a little attention were given to the class of records this family has been buying these letters could bring to its attention the particular kind of records in which it is most interested. If this were done an appeal would be made to some member of the family, and made in such a forceful manner that it would not be possible to resist the temptation to spend the amount necessary to buy that record.

Should these letters point out the fact that the

particular records were selling at a rapid rate, and that a prompt purchase would be necessary in order to make sure of getting the record desired, then the purchase would be speeded up. Still better, if it happens to be a store at which the family has a charge account, and it was suggested that the order be telephoned in at once, many a sale would be made as soon as the letter was read.

Assuming that it cost five cents a letter to prepare and mail them, and a letter was mailed each month, this would mean an expenditure of sixty cents. Such an expenditure on well-prepared letters would lead this family to increase its purchases from \$25 to \$30 a year. It wouldn't seem like an abnormally high expense to increase sales in this way.

Of course, no such returns could be expected from every family, but they could be expected from this particular family. Even a letter once in three months, or twice a year, would surely increase the sales.

At the present time no one seems to be particularly interested in selling records to this particular machine owner. No member of the family visits any record department of a talking machine store often enough to be known there. Somehow it seems as though the clerks were not especially interested in making sales.

Not a clerk has offered to take down the name and address in order to keep this purchaser informed in regard to new records and other records there may be in stock that will prove especially interesting. No one has taken the trouble to mail any special letters calling attention to any desirable records.

Yet six stores have been patronized. At least one purchase has been made in each of them. Every one of these stores has lost an opportunity to increase sales.

The chances are that had this family bought its machine from a mail order house which believes in following up all its customers its present collection of records would be larger, the machine would be used more and more needles would have to be bought. As it is, no one cares enough about making sales to make an investment of even twenty-five cents a year in special direct appeals. That is why this family doesn't buy more records. Many merchants are probably losing profits in a like manner.

THE TALKING MACHINE'S HELPMATE



## QUALITY

NYACCO ALBUMS are quality albums, not only in workmanship and materials but in their lasting qualities as well. The long life of NYACCO ALBUMS has been made possible through the proper selection of the best material for each specific purpose and through their being built by thoroughly experienced workmen.

In spite of the high quality, NYACCO prices are reasonable.



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

# New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

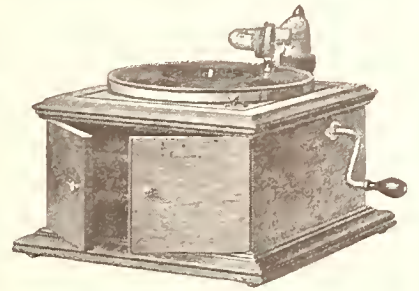
A. W. CHAMBERLAIN  
New England Factory Representative  
174 Tremont St., Boston, Mass.

CHICAGO  
415-417 S. Jefferson St.



# Victor supremacy is the supremacy of performance

The commercial triumphs of the Victor naturally follow its musical superiority. This inevitable result is a consideration of vital importance to every dealer in Victor products.



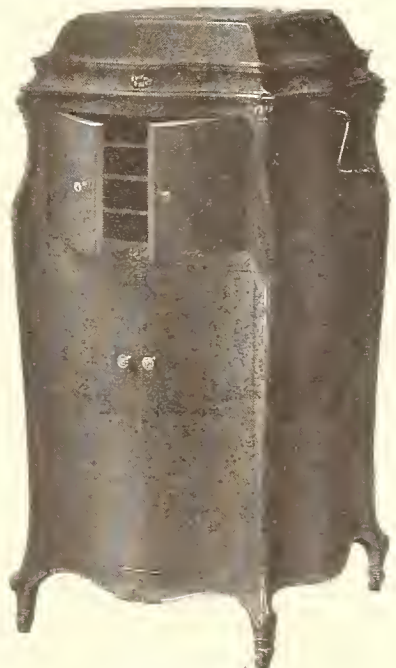
Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak



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



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

## Victor Wholesalers

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



"HIS MASTER'S VOICE"

# Victrola

REG. U. S. PAT. OFF.

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

**Victor Talking Machine Company**  
Camden, New Jersey



# The First Principle of Scientific Talking Machine and Record Selling :: :: By W. Braid White

The selling of talking machines involves, as its first consideration, in order of time, as well as of importance, the clear realization that the object of a sale is, fundamentally, to put the buyer in possession of means for entertainment, pleasure, interest, through the medium of reproduced music in any of its forms.

The statement seems self-evident, but one learns by experience that the self-evident is not always the same as the self-acted-on. It does not in the least follow that a man will straightway begin to practice a certain series of actions merely because it has been demonstrated to him that the practice will be useful, advantageous, or even very pleasant. In the practice of salesmanship there is no doubt whatever that the most important single principle is the principle of preliminary analysis, the practice, that is to say, of splitting up into its component parts every proposition which may be laid down, every proposal which may be made, every case involving merchandising problems which may present itself. Unless this analysis is habitually carried on there can be no such thing as systematic salesmanship. It will be admitted, I think, that systematic salesmanship, analytically directed to ends foreseen and correctly envisaged, is a need of the talking machine industry.

Unfortunately, however, it is one thing to become convinced of this fact and quite another thing to put it into practice. The human mind dislikes intensely taking up new habits, because to do so means to undertake a process which in its beginning is always more or less irritating and difficult. It is so much easier to cling to old habits, of which the most powerful represent always actions which have involved the least mental activity in their production. That is one reason why bad habits stick and why, for that matter, most habits are more or less bad anyway.

Still, if we are going to attack systematic scientific salesmanship for the talking machine retail trade it is plain that we must begin by making up our minds to the need of some new mental habits, some new ways of thinking and some new actions based on those thoughts. Let us then assume, for the purposes of this article,

that we are ready to take up these little burdens and then we can go on more easily.

## The Principal Objective

I have said that the object of a talking machine sale is to provide means for entertainment in the home via reproduced music. The physical form and cost of the machine itself do not constitute the principal objective. The customer, upon entering a talking machine store, or after reading a talking machine advertisement, may be expected to be in possession of certain conceptions, more or less definite, more or less well argued out, more or less in accord with facts, but all relating to the general idea, "talking ma-

## *The Prospective Buyer Must be Made to Realize the Entertainment and Pleasure Value of the Talking Machine*

chine" and "records." The nature of these conceptions will depend upon a variety of considerations which may be summarized somewhat roughly after this fashion:

- (1) The idea that talking machines give nice music.
- (2) The idea that it is nice to have music at home when you want it.
- (3) The idea that a great many other people, friends and acquaintances have talking machines.
- (4) The idea that the children will like it.
- (5) The idea that the prices do not appear to be high, judging from what one hears through the neighbors.

There may also be counter-ideas suggested by advertising, by seeing some special machine in somebody's possession, or by the gossip of friends. They may take the form (1) that a

good deal of expense is connected with the game, or that (2) records cost a great deal and break easily.

A still further counter-idea is occasionally discovered, namely, the idea that talking machine music is "canned music" and therefore inartistic. But persons who think thus will not come into a store and will be discovered only by canvassers out prospect-hunting. We shall discuss the treatment of their case at a later date. Meanwhile, we dismiss them.

Now, the counter-ideas enumerated are not likely to be strong enough to stand by themselves. The casual visitor to a talking machine store is safely to be regarded as in a receptive mood almost always. What is needed is to forget the physical facts involved, the kind, form, type, features and price of the machine. All these must be resolutely put aside, save by way of briefly answering any questions put by the customer, until the latter has become satisfied that the desired musical entertainment may be had in every imagined variety by a talking machine.

## Convincing Demonstrations

That is to say, the object of the salesman must be to effect a convincing demonstration. It should not be a question of saying, "What sort of a machine do you want?" For if one thing is more certain than another, it is that there is no defined sense of values in the mind of the ordinary prospect. The ordinary prospect has no expert knowledge, and if asked such a question would probably ask to see something cheap. It is only after the demonstration has been made that the question can be raised as to the particular physical embodiment of this music-in-the-home idea most likely to be suitable. What will be suitable will in each individual case differ, according to the many individual differences which exist among the circumstances and tastes of different persons.

This effectuation of a convincing demonstration is not quite so simple a task as it may at first seem to be. It involves (1) a tactful leading away from the vague, crude idea "I-half-wish-I-had-not-got-into-this" which the entering prospect always entertains for some moments at least after his entry. (2) Gentle introduction of the prospect into the sort of atmosphere which suggests the living-room at home. (3) Skillful extraction from the prospect of pertinent information about his musical tastes. (4) Satisfying that taste by appropriate music. (5) Patient service which allows the music and the spirit of the idea to work into the personality of the prospect.

## "Let Them Sell Themselves"

Then, and then only, when the prospect has soaked up the atmosphere, and has brought himself by gradual stages to the right point of interest and desire—then, and then only, the prospect will take the next step by asking, "Well, now, how much will it cost me to get all this?"

There is a wise saying attributed to some wise salesmen in the player-piano game. It says "Leave them alone and they will sell themselves."

If what I have said above has any meaning at all, then the same wise saying is applicable to the talking machine trade and should form one of the principles of all systematic salesmanship.

And that this principle is so applicable there cannot be the slightest doubt. In fact the talking machine is to be sold only secondarily and incidentally. That which is primarily and as a matter of principle, to be sold, is the music to which the talking machine is the means. The art of talking machine salesmanship is the art of selling music. It involves, runs parallel with, and is equal in importance to the sale of records. The record and the machine go together and neither should be separated from the other.

This, then, is the result of considering the first principles of systematic salesmanship, summarized in last month's Talking Machine World.

## A Machine Stock Register Book That Will Make Money for Victor Dealers

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

### IT TELLS YOU AT A GLANCE

Where Each Machine Was Ordered

Date Ordered.	Serial Number.
Quantity.	Date Received.
Finish.	Date Sold.
Balance Due.	Name, etc., of Buyer.

From Whom Each Machine Was Received.

ALL ON FACING PAGES

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Victor Jobber or Direct to

**CURTIS N. ANDREWS**

Victor Wholesaler

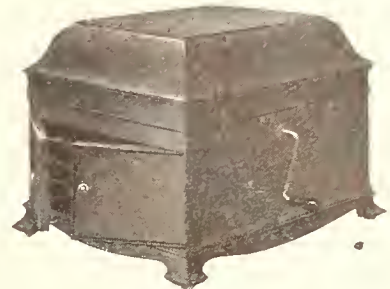
BUFFALO, N. Y.



# Victor supremacy is the supremacy of performance



Victrola VI  
\$35  
Mahogany or oak



Victrola IX  
\$75  
Mahogany or oak

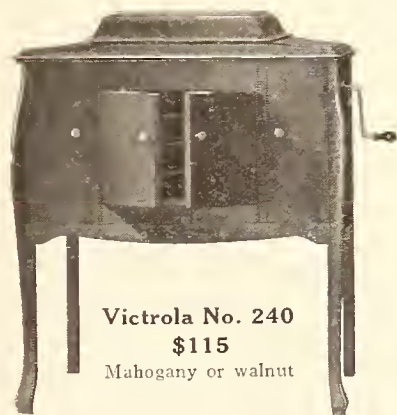
Its evidence is all around you. The unequaled group of famous artists, the perfection of the Victrola, the great variety of instruments and entertainment — and the success of dealers in Victor products everywhere.



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



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



Victrola No. 240  
\$115  
Mahogany or walnut



Victrola No. 260  
\$160  
Mahogany or walnut



Victrola No. 280  
\$200  
Mahogany or walnut



"HIS MASTER'S VOICE"

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## Victor Talking Machine Company

Camden, New Jersey





(Registered in the U. S. Patent Office)

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### STUDY OF TRADE CONDITIONS NECESSARY

FOR some months past the talking machine trade, at least that portion established on a permanent basis, has been faced with the problem of doing a legitimate business and maintaining list prices in the face of hundreds of sales of machines of various kinds offered at low prices to effect the liquidation of stocks. The problem has been a serious one, but, so far as present indications point, it is rapidly coming to an end as the excess stocks are being absorbed and the public again is turning to machines of known standards. On top of the liquidation problem, however, has come that of meeting the terms offered by numbers of dealers who insist upon resorting to the price appeal whenever the demand slows down a bit.

For some time past the newspapers have been full of advertisements offering machines of well-known makes, not at cut prices, but on terms ranging from nothing to \$5.00 down on instruments retailing at \$100 upwards. It is a question of just how far this practice can continue without threatening permanent injury to the industry. There is no question but that a certain amount of business can be brought in by a direct appeal of terms, for the fact that the individual can purchase a valuable talking machine and spread the payments over several months means much more sales than though all cash were asked for it.

There should be a limit, however, to the low level to which terms may be allowed to fall. The public generally realizes to-day that it is impossible to obtain something for nothing, and the offer of a valuable piece of property such as a talking machine selling for \$100 to \$150, for instance, for nothing down and payments to begin a month hence, is not likely to promote public confidence. Of course, the talking machine dealer has the advantage of being able to demand that the customer purchase a definite quantity of records for cash before obtaining the machine, but the point is that the machine itself is given free for a specified period. If terms must be advertised, and in certain instances it may be a wise move, let them be sufficiently high to represent a fair proportion of the sale price.

It is generally conceded by those specializing in instalment sales that the charge of the first payment should be from 20 to 25 per cent of the purchase price. If talking machine dealers would even cut that figure and demand 10 per cent it would at least be giving the public the impression that while their attitude was one of generosity

they still had in mind the real value of the product they were selling.

It is quite certain that an individual who cannot pay from ten to twenty dollars down on a good talking machine is certainly going to be a bad credit risk if he is able to secure the same machine for nothing down. It is also significant that those who insist upon proper terms are doing their share of business even in the face of discouraging conditions. In the matter of terms the talking machine men might take warning from the piano dealers, and *not* do likewise.

### DEPARTMENTAL CO-OPERATION HELPFUL

MANY retailers of talking machines who operate talking machine departments in conjunction with departments handling other products, while realizing that the talking machine line must be handled as a distinct proposition, have also come to realize that sales resistance will be overcome to a material degree by promoting the spirit of co-operation between the various departments of the store in order that one may profit to some degree through the publicity of the other.

The sales argument of the department store manager is not so much that the public likes to shop and do as much of its buying as possible under one roof, but rather that coming into the store to purchase some definite thing the customer must of necessity pass through various departments handling different lines of goods and is quite likely to stop and make additional purchases not contemplated in the first instance.

It has been found in department stores that by a little tactful work the buyer of dress goods can be interested in some other line—possibly talking machines. It is, therefore, much more likely in a general store that the purchaser of a piano or some band or orchestra instrument, having once become acquainted with the store, is most easily induced to visit and patronize the talking machine department.

Inter-department co-operation simply means the capitalizing of an acquaintanceship that has been built up probably at considerable expense, time and effort, but if that acquaintanceship is confined to a single department it proves an expensive proposition. If, on the contrary, it can be made to bring business to several related or unrelated departments the development cost of each individual sale is reduced materially.

It does not pay for any department manager to remain aloof with the idea that he can paddle his own canoe without worrying about the other departments of the store. Perhaps he can, but a little real co-operation is going to make the paddling easier for all hands.

### GREAT PROGRAM FOR COMING CONVENTIONS

IT is likely that members of the talking machine trade will play a prominent part in the program at the annual conventions of the Music Industries Chamber of Commerce, the National Association of Music Industries and allied associations, which will be held at the Hotel Commodore, New York, during the week of June 5. As a matter of fact, several features of the program of the Merchants' Association will be contributed by the talking machine men themselves and will be directly applicable to that division of the music industry and at least one big feature of the entertainment program—a gala concert at Carnegie Hall on the evening of June 6—will be provided by a talking machine company.

Various music trade associations, particularly the National Association of Music Merchants, have for several years been making strong efforts to interest and secure the active support of the talking machine men in the conduct of their association affairs, but the response to date, for one reason or another, has been rather disappointing. There is reason to believe, however, that the co-operation of the talking machine interests with the other divisions of the industry on a proper basis would work out to the advantage of all concerned. The interests of the various divisions are so closely interlocking at many points, particularly in the matter of distribution at retail, that the problems of one division are properly the problems of all.

### PUTTING PERSONALITY INTO SALESMANSHIP

A MOVE on the part of many members of the talking machine trade that is worthy of particular commendation is that of bringing into their stores and recital halls prominent record artists of recognized standing that they may sing before the dealers and give to those who sell their records the benefits of personal contact and



acquaintanceship. Chas. H. Ditson & Co., Victor wholesalers in New York, for instance, have been conducting a weekly series of recitals at each of which some prominent Victor record artist appears and sings recorded and unrecorded numbers for the benefit of a goodly number of dealers who attend by invitation. In other cities of the country dealers in various lines have followed out the same idea, although perhaps not so systematically, and in every instance the appearance of the artists has resulted directly and immediately in an increased demand for his or her records. It simply follows out the idea of putting personality into salesmanship, for it is but natural that the retailer and his salesmen will show more interest in exploiting and selling records made by some one whom he knows personally than he will in simply disposing of records made by those who, so far as he is concerned, represent only names.

During the course of the musical season there is hardly a section of the country that is not visited by at least several grand opera and concert stars who have made records for one or another of the various companies and, if properly approached, the majority of these artists are only too willing to appear in some central hall or salon and sing a few numbers for the benefit of a group of dealers. The average artist is proud of his records and is anxious to see that they sell readily and in goodly numbers, for that reflects credit upon him. He realizes also that when he gives a private recital for a group of dealers he is simply increasing his own popularity and stimulating sales. The opportunity is present and should be capitalized.

#### SPECIAL RECORD RELEASES HELP SALES

**A**MONG the factors that have served to stimulate record sales at a time when they have most urgently needed stimulation have been the special record releases by practically all the leading companies, and the great majority of retailers are enthusiastic over the practice.

Under the old system a full month elapsed between new record releases and, after the interest in the current list had worn off, it meant a week or two in dragging and strong selling effort before the new supplement appeared to bring machine owners again into the stores. The special record releases—generally well-selected numbers, although comparatively few in number—nevertheless served to fit into this quiet gap very acceptably, and to provide a sufficient revival of public interest to keep things moving until the next full list is ready.

There always has been and always will be a certain steady volume of trade throughout the month on standard and semi-standard numbers—a trade which many dealers have managed to cultivate to a very substantial point—but there is no denying the fact that the popular types of records, particularly of dance music, still make up the great bulk of sales, and the class of people who favor such records for the most part buy them as soon as they are released and then wait impatiently for the next month's batch. Special releases serve to keep these people in line and interested. So long as these special

releases are not sufficiently frequent to become commonplace, they serve the same purpose as monthly bulletins in impressing the record-buying public with the fact that there is something new for them to listen to and purchase.

#### INCREASED HOME BUILDING HELPS TRADE

**T**HE movement started in many States and towns, throughout the country, including New York, for the purpose of encouraging home building on a large scale, so as to relieve the housing shortage which has existed so acutely for several years past, is deserving of the support of talking machine merchants particularly, and business men generally, for any material increase in the number of homes in the country means that just so many more families have been placed in a position where they not only can buy home furnishings and the things that give pleasure, but they will have a place to put them. To-day there are thousands of prospective buyers of talking machines and other musical instruments who are dividing homes with other families, living in furnished rooms, or in small apartments where there is no room for placing even a diminutive musical instrument.

The legislature of the State of New York during the session just closed gave quite a stimulus to housing projects through the passage of ameliorative laws, while other states and cities are also encouraging building on a big scale. It must be borne in mind that each house or full-sized apartment building occupied means in most cases a place in which to put a talking machine or some other musical instrument; hence in supporting such projects talking machine merchants are assisting in a most practical way in opening a new and proper field for their products—they are aiding not only in a matter of getting business but in supplying an essential need for comfort and enjoyment of our people.

#### SELLING THE HIGH PRICED RECORDS

**W**E sometimes wonder whether a real, earnest effort is made by talking machine dealers to feature in an effective manner the better class of records. The rank and file of the retail trade to-day has concentrated very largely on the popular "hits" of the day, including all the popular dance numbers. This is commendable salesmanship, but we have noticed that those dealers who are placing special emphasis on the records by our noted singers, violinists, and pianists are being rewarded by a volume and class of trade that is bound to enhance the prestige of their stores as well as place a good profit on the right side of the ledger.

It should be the duty of salesmen, even in stores where popular records are largely in demand, to call attention to the records of the leading artists, because in this way they are educating the public to a knowledge of the fact that the world's most noted musicians are not only to be found represented in record catalogs but that they consider the talking machine a most admirable and satisfying medium for bringing their talents to the attention of the musically inclined people of the nation.



TELEPHONE NUMBERS  
FITZROY 3271—3272—3273



#### FOUNDED ON EXPERIENCE

The efficient Ormes Victor distributing organization is not an overnight development. It is the result of years of practical experience and intensive effort in the proper distribution and merchandising of Victor products. Ormes, therefore, is splendidly equipped to render valuable assistance to Victor retailers in the profitable development of their business.

*Ormes Service is Worth a Trial.*

**ORMES, Inc.**

*Wholesale Exclusively*

15 West 37th Street

New York



# Analyzing the Possibilities of the Radio for the Talking Machine Dealer

By Kenyon W. Mix  
Director, Lyradion Sales & Eng. Co.

Is there any basis for the somewhat prevailing opinion among talking machine and music dealers that radio is going to either put them out of business or going to cut heavily into their profits? I am asked this question very frequently of late and I always answer it with a very emphatic "No!" I make this statement without a single reservation because I am convinced of the soundness and reliability of the analysis upon which we are basing our production and sales.

As a matter of fact, we are of the opinion that radio presents to music dealers the greatest opportunity for added profits they have ever had. Some people express the opinion that radio is merely a fad. This is not true, but what is true is that radio is passing through a faddish stage on its way to stability. You will remember if you will let your mind go back a decade or so ago that the telephone, automobile and phonograph passed through a similar stage before both the producer and consumer brought about definite and standardized practice in design and utility.

The time is coming, and it is coming quickly, too, when radio is going to be as much of a necessity as the telephone or the automobile. Every requirement in the appearance and operation of both the automobile and phonograph has been due to the influence of the woman of the house. She has—for the novelty of the thing—been content to have a radio receiving set installed in her home, if it did turn one room into a miniature and untidy machine shop, but now that the novelty is wearing off she wants radio in somewhere where it will be properly housed in cabinet form and which will harmonize with the other surroundings of her home.

We are absolutely convinced that a demand of this nature does exist and that such a demand is going to be emphasized in the very near future.

You may ask just what bearing this has on a connection between radio and the music dealer—it has a great deal. Under present conditions radio has reached the state where it is practical and utilitarian and it has reached that stage primarily by virtue of the efforts of those who

an instrument of entertainment, a large portion of which consists of musical broadcasts, it is really a musical merchandising proposition belonging to the talking machine and music dealer.

As manufacturers of phonographs and radio-phonographs we recognize this fact.

Radio is not going to supplant the phonograph, the piano or the player-piano, but it will serve to enhance all of these. Under any possible set of circumstances the person who owns a radio

Broadcast from Detroit News Station for May, 1922	PRESERVE THE RADIO PROGRAM IN YOUR HOME									
	Records						Player Rolls			Publisher
	SELECTION	Victor	Columbia	Brunswick	Okeh	Edison	Aeolian	Q. R. S.	Ampico	

Plan of Helping the Dealer Make Sales

are electrically inclined and by virtue of the fact that radio receiving sets have been sold up to the present time by electrical dealers. The average electric shop is not, and I do not think anyone will deny this, under the direction or ownership of men who are really capable of handling the radio proposition with modern refinements, such as I have in mind. A radio is not an electrical shop or a specialty shop proposition. As long as a radio receiving set is essentially

receiving set has no choice of a program, but must take what is sent, when it is sent; on the other hand, popular music broadcasted by radio may make a marked appeal to the owner of the radio set, and it is altogether likely that he will want to make permanent on his phonograph, his piano or player-piano the selection which pleases his fancy. Realizing that this is true, we have been advocating a plan which is accepted by various newspapers and one which renders a real service to the readers of the newspaper, and unquestionably renders a tremendous service to the music dealer. Under this plan, which is simplicity itself, the newspapers who are already devoting a great deal of space to radio give this added space. The definite broadcasts sent out by the various stations are listed; in the next six columns are listed the various makes of phonograph records, and then the player rolls are listed, then the various publishers are listed. As for example, the Detroit News broadcasting station on a certain day broadcasts "Hurry Back Home" and this selection appeals to those who hear it and they wish to make it permanent in their home; they will find that the same selection is offered by the various record companies and piano rolls and the sheet music by different publishers. Definite and concrete tie-up is thus made which cannot but act favorably upon the newspapers, the readers and the music dealers. Radio is being made and housed in period cabinets similar to the various phonograph period cabinets which are extremely pleasing to the eye, and the only ones actually in a position to sell such sets to the public are music dealers by virtue of their long years of experience in similar lines.

A radio if properly installed is not a complicated affair from the standpoint of service—at least, there is no more service connected with it than there is to the phonograph or a player-piano and what small amount of service there is can be handled just as easily and efficiently by the music dealer.

We believe in all sincerity that the talking machine and music dealer is the logical man to sell radio equipment, provided such equipment is properly housed in a cabinet which will fit in with the surroundings of any home of refinement and good taste. There is to-day a strong demand for radio equipment—we have convinced ourselves that there is a stronger demand for radio receiving sets which can go into any home and occupy a small space and which will be an ornament to that home. We believe it is up to dealers to capitalize this fact.

## SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



Mr. Victor Retailer—

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

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

*YOUR ad inserted without extra charge.*

**KNICKERBOCKER TALKING MACHINE CO.**

138 West 124th St.

Victor Wholesalers

New York City



# Hit a "Home Run" With Peerless Albums

## A "Go-Getter" Sales Plan

Vacation days are coming—schools will be closed.

How many responsible boys are there in your neighborhood who would welcome the opportunity to make a little vacation money *right now*?

Call eight or ten of them in. Give each an album filled with twelve of the latest records. Send them out among their friends to demonstrate and sell the records and *the albums*. A small commission to the boys will bring you some mighty good and profitable business.

Now is the time to start—some of the best boy salesmen might wish to work for you all summer.

*Phil Ravis*



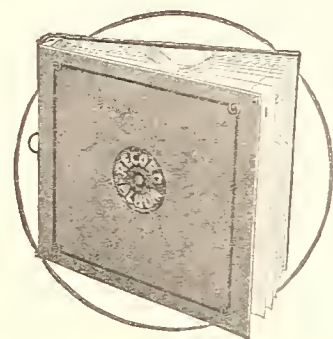
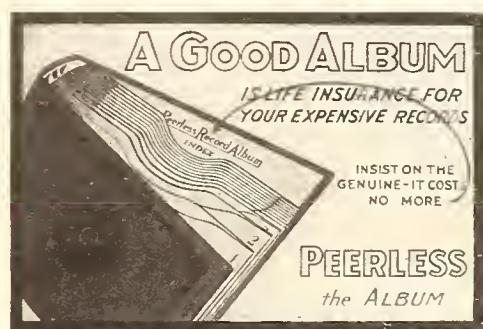
Peerless enjoys an enviable reputation, established over a period of long and faithful service, and stands behind every album sold.

If there were a hundred album manufacturers in America, Peerless would be the foremost, because:

**1**—Quality, the first consideration, is evidenced in every Peerless product; which is represented by better workmanship and choice material.

**2**—Price, the next consideration, is always the minimum with Peerless, due to modern manufacturing methods. Quality considered, Peerless prices are right.

**3**—Of paramount importance to the Peerless organization is a helpful co-operation with every branch of the industry—particularly the requirements of the individual dealer.



Peerless albums are covered and bound with Interlaken cloth

Originators of No. 80 album equipment, as well as the album sets for all flat shelf phonographs which we supply with Peerless Big Ten.

**4**—Our interest extends beyond the mere supplying of the best album at the lowest possible price. We try to suggest means of selling them. Here is a sign which will help the sale of Peerless Albums in your store — write for one — or more if you need them.

*Note: Three years ago, when Peerless began to serve the trade in a big way, we said, "An empty album is an invitation to the purchaser to fill it with records." Will our friends now be kind enough to write us their opinion of our new slogan, "Albums sell records"?*

## PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY  
San Francisco  
942 Market St.

636-638 BROADWAY  
NEW YORK

L. W. HOUGH  
Boston  
26 Sudbury St.



# Compiling an Authoritative Prospect List by Thoroughly Canvassing the Territory

How many retail music merchants have any approximate idea of the number of homes in their territories equipped with a musical instrument of one sort or another, or of the number of homes that, lacking any kind of musical instrument, may be legitimately regarded as being worthy of a place on the prospect list? Judging from experience, the number of retailers so informed, or who have available approximate figures upon which to base any sort of a fair calculation, are few in comparison to those who are uninformed.

For a number of years there has been much discussion in the trade regarding the advisability of carrying on a general canvass of the country to ascertain the proportion of homes musically equipped, but it was considered that the venture was too ambitious and would probably prove too expensive to warrant going into.

What has been advised, and to some degree considered, however, has been the possibility of retailers making surveys of their own immediate territories to eliminate guesswork as far as possible from their selling plans. What statistics have been gathered regarding musical instruments in homes have been gathered largely by interests outside the trade and for reasons other than that of the direct sale of musical instruments. Not long ago a farm publication made a survey of its subscription list and brought forth some interesting information regarding the number and types of musical instruments in the homes of the rural population.

The biggest thing in this line, however, has been done by the Milwaukee Journal, which a few months ago made a thorough canvass of homes in Milwaukee and vicinity to ascertain how they

were supplied with musical instruments, and which compiled a report covering 10,000 homes where the questionnaire offered by the newspaper was answered in full. The results of the survey, for which the newspaper deserves full credit, indicated that of the 10,000 homes 7,236 or 72.4 per cent were homes with children, which fact

## *A General Canvass of Homes to Determine Those Equipped With Music Will Yield Valuable Information*

proved very significant in its effect upon the musical instrument equipment.

Of the 10,000 homes, also, 7,942 or 79.4 per cent had some kind of musical instrument. Of homes in which there were boys only 80.47 per cent had some musical instrument, and where there were girls 85.77 per cent had some musical instrument, while of the homes without children 69.2 per cent had some sort of musical instrument.

A general survey of the 105,000 families in Milwaukee indicated that 45.91 per cent have pianos, 42.43 per cent have phonographs, 6.96 per

cent have violins, 4.23 per cent have player-pianos, and .14 per cent have pipe organs, while the balance have a miscellaneous assortment of instruments. These percentages are particularly interesting in that they show a condition that existed with the beginning of the present year.

Judging from limited surveys that have been made in other sections of the country and by various agencies, Milwaukee may be said to be particularly well-supplied in the matter of musical instruments and to be possessed of a citizenry that is in itself distinctly musical. Figuring the proportion of sales to the country's population it would seem that the percentages in Milwaukee are high, but the very interesting showing made there should serve to encourage music trade interests in other localities to seek similar information for their own guidance, in cases where no outside agencies can be relied upon to undertake the task. If a newspaper with many fields to draw upon for advertising finds it worth while to spend some thousands of dollars in making a careful survey of a single city in order to find a basis for fresh advertising arguments, how much more important is it for the manufacturers, and particularly the sellers, of musical instruments to gather such information for their own use?

It is certain, however, that in most localities such a survey, even though not as extensive as that carried on by the Milwaukee Journal, will serve to prove to retailers that there is still a tremendous field available for musical instrument sales. Having once been convinced of that fact, the retailers can concentrate their efforts on consideration of ways and means for reaching that field.

### *Main Wholesale Depot:*

741 Mission Street, San Francisco

### *Branch Wholesale Depots:*

10th and Santee Sts., Los Angeles, California

N.W. Corner 13th and Glison Streets  
Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.  
Seattle, Washington

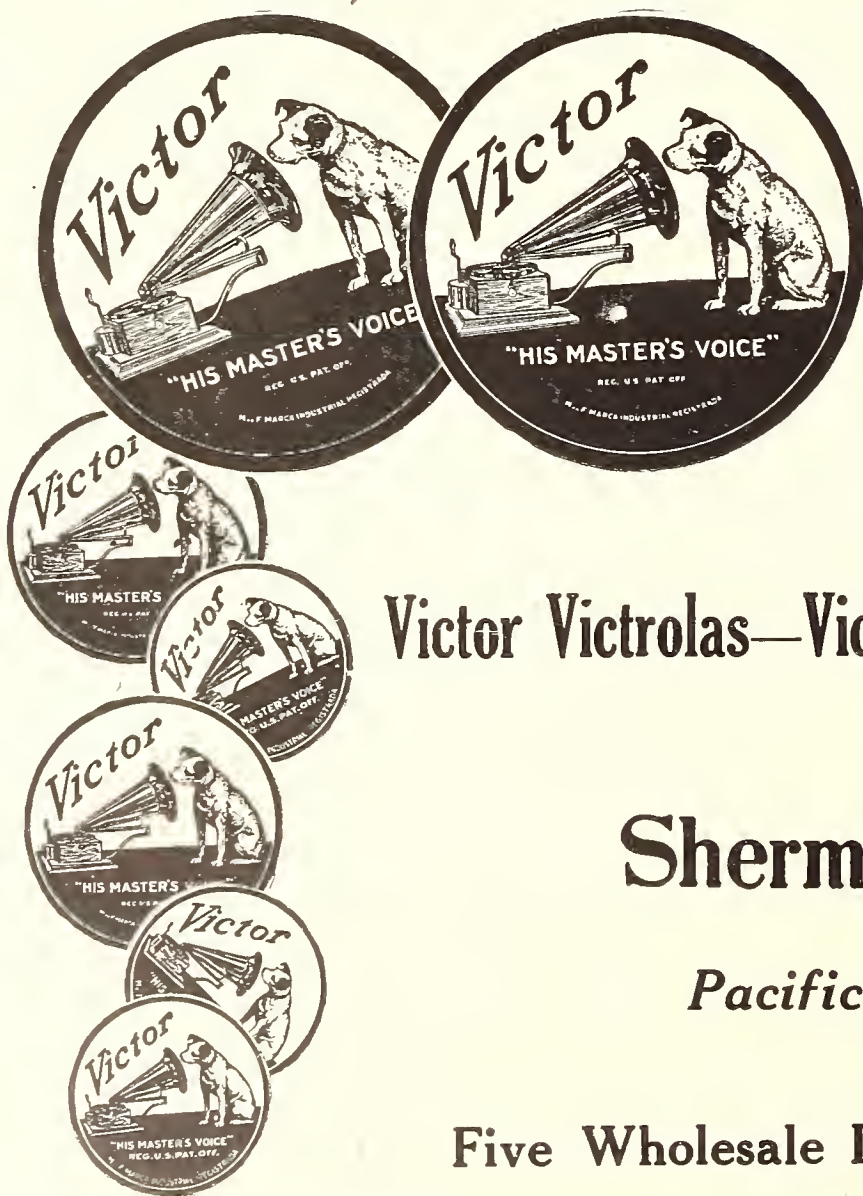
330 W. Sprague Ave., Spokane, Washington

**Victor Victrolas—Victor Records—Victor Accessories**

**Sherman  Clay & Co.**

*Pacific Coast Distributors*

**Five Wholesale Depots for Your Convenience**



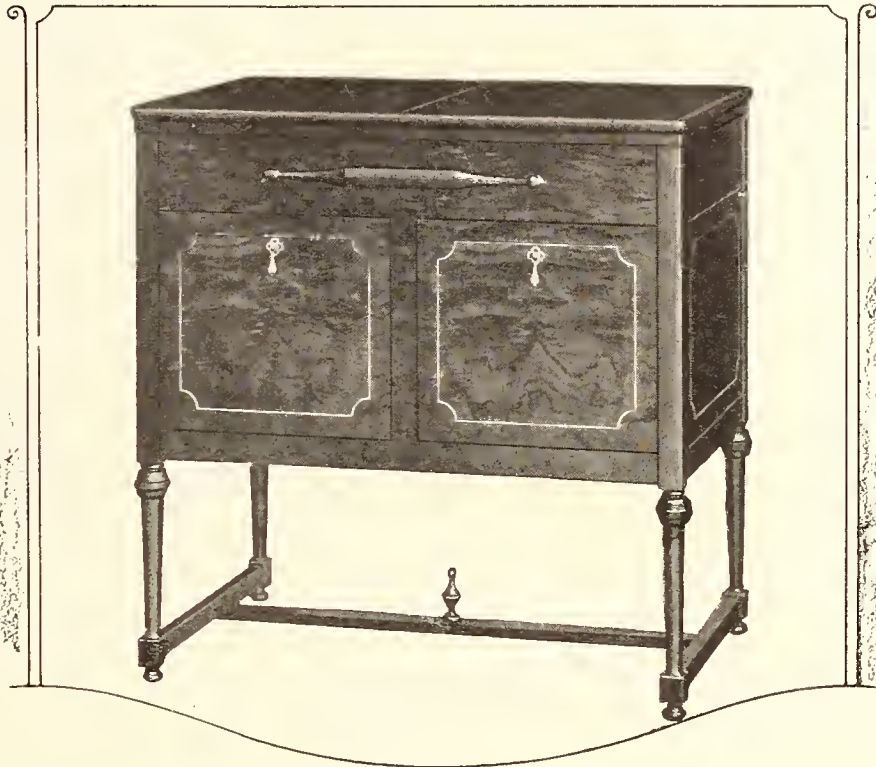


# Beauty of Design Rare Tone Quality Fine Cabinet Work

## William and Mary Console

A handsome new model furnished in mahogany or butt walnut with black inlay, Standard Jewett construction, height 34 $\frac{1}{4}$  inches, width 32 $\frac{1}{4}$  inches, depth 20 inches.

List Price \$185



## *Where Can You Find Another Line that Combines These Three at a Popular Price?*

There may be other lines of phonographs besides the Jewett that can boast beauty of design—

There may be others that in your opinion have the tone quality a high grade phonograph should possess—

And you can possibly point out other lines that are splendid specimens of cabinetwork—

But not until the Jewett was offered to the trade was it possible to

find these three essential qualities in any one line at a popular price.

We ask you to hear the Jewett in your own store—to compare it point by point with any line you choose. See if you do not agree that it is equal or superior in design, tone quality or workmanship to any instrument you have ever seen or heard.

Then see if you can match Jewett values with any line of similar quality on the market.

## JEWETT PHONOGRAPH COMPANY

GENERAL SALES OFFICES: 9TH FLOOR PENOBSCOT BUILDING, DETROIT

# JEWETT

P H O N O G R A P H S





### OPENS FINE NEW VICTROLA SHOP

Unique Features of M. Goldsmith & Son Store Make It One of the Finest Victor Establishments in the Metropolitan District

The formal opening of the new Victor shop of M. Goldsmith & Son, 1493 First avenue, New York City, recently, marked the addition of one of the finest talking machine stores to the music establishments in the metropolitan district. The new store, while not large in comparison to many other music houses in the city, ranks with the best in attractiveness and completeness of appointments.

The record demonstration booths and interior decorations, which were installed by the Broadman Construction Co., of New York, are unique in several respects. The booths, ten in number, have been so arranged that advantage is taken of every available space. They are constructed of carved walnut and paneling of the same material has been used on the walls. In each booth there is an electric button, which the customer pushes when the service of a salesman is desired. In the rear of the establishment, in plain view of all who enter the store, is a show case built flush with the wall, in which will be displayed a single talking machine. This case is illuminated by electricity at all times, making the display stand out distinctly. On the main floor there are record racks with a 10,000-disc capacity and in the basement record shelves have been constructed to hold a 15,000-record surplus stock.

During the opening, which was attended by many people, handsome souvenirs were distributed. These included 10 and 12-inch record albums, with the firm name on the cover, record brushes, mirrors, on the back of which was reproduced a likeness of the Eight Famous Artists, and Victor dogs. During the day a concert was staged and members of the trade were served with refreshments. The store will be under the management of Morris Goldsmith, Jr.

In the evening the crowd became so great that the services of the police were necessary to preserve order. Chas. Harrison, William Robyn, Chas. Hart and Elliot Shaw, Victor artists, entertained with some of their most popular songs and autographed a number of records for eager purchasers. Further music was furnished by an orchestra hired for the occasion. Messrs. King and Shilkret, of the Victor Co. forces, were present and helped to make the event a success. Later in the evening the company served a buffet supper to more than fifty guests. J. N. Blackman, of the Blackman Talking Machine Co., delivered an address on modern tendencies in merchandising. The interest manifested by the entire trade in the event was attested by the many telegrams of congratulation and floral tributes received by the proprietors.

### PHONOVATIONS CO. CHARTERED

A charter of incorporation was recently granted to the Phonovations Co., of New York City, with a capital stock of \$10,000. Incorporators are: C. Peck, I. Albert and A. J. Messing.

### WELKER JOINS MICKEL STAFF

Well-known Victor Man Head of Mickel Credit Department at Des Moines—Prominent in Western Talking Machine Trade Circles

DES MOINES, IA., May 7.—W. O. Welker, one of the most popular men in the Victor trade in the Middle West, has joined the forces of Mickel Bros., of this city, Victor wholesaler, and will have charge of the credit department. Mr.



W. O. Welker

Welker, who has had considerable experience in Victor retailing and wholesaling, has an extensive acquaintance among Iowa dealers.

When he first entered the talking machine industry Mr. Welker was associated with Case & West, of this city, who at that time were Victor wholesalers, and upon their retirement from the wholesale field he spent several seasons representing the Putnam-Page Co., of Peoria, Ill., in eastern Iowa. For the past four years Mr. Welker has been purchasing agent for the city of Des Moines, and he brings to his new post a wealth of practical experience that will be used to advantage by Mickel dealers.

### DERIVATION OF THE WORD RADIO

Few persons, even among the experts, know the derivation of the word "radio" as distinguished from the older generic term "wireless." Of course, radio is wireless in a sense, but the latter applies to so many other forms of free communication that it was found necessary to seek a new word that would express more exactly the peculiar activity of the broadcasting stations as we know them to-day.

Radio applies specifically to electric communication by means of ether waves. There are many other forms. Electric discharges may be conducted through water or the earth. They may be conducted through light waves, just as ether waves are employed for a similar purpose. Even induction between wires strung short distances apart has been used by telegraph companies. Telegraphic communication has been established between free-moving trains and the telegraph wires strung along the sides of the road by the simple expedient of laying metal sheets on the roofs of the cars. And successful experiments have been conducted between balloons equipped with a covering of tinfoil. All these may be called by the name of wireless. So may radio, but it is a thing apart.

### GRANBY OFFICES NOW IN NORFOLK

NORFOLK, VA., May 4.—The general sales offices of the Granby Phonograph Corp., of this city, which were located for a short period at 21 West street, Boston, Mass., are now housed with the executive offices of the company in this city. It has been found more advantageous to have the sales offices located in close proximity to the production and executive headquarters. Edward F. Carson, assistant general manager of the company, who was in charge of the offices in Boston, returns to Norfolk.

## Cash in on the Wireless Demand

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



Seaburg Mfg. Co.  
Jamestown, N. Y.

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

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



# The Merchant Who Secures Even Distribution of Business Can Render Better Service

Most talking machine establishments are busiest during certain periods of the day and at others there is an absolute dearth of business. The average merchant tries hard to give the best possible service, realizing, of course, that upon this, to a great extent, does the reputation of his establishment depend. No matter how much effort is expended by the merchant, if his store is crowded with customers during the peak hours of the day some of them are bound to wait before they can obtain the services of the clerks. This naturally results in a certain amount of ill feeling on the part of customers who are compelled to await their turn, and there are some people who will visit other stores in the future with the hope that their demands can be satisfied with more speed, and where this occurs the dealer will, in all probability, lose a customer.

There are two methods of overcoming this condition. One is to provide some plan so that the arrival of customers will be more evenly distributed during the day and the second is to provide some means to ease the waiting period. In any event it should be impressed upon the minds of the clerks that customers should be waited on in their proper turn. If a customer enters a store and finds two or three persons there before her and more follow her in she does not expect to be waited on last. Where this occurs it is pretty certain that the customer discriminated against will take her trade elsewhere, and with good reason.

In most talking machine establishments the morning hours are the quietest and in the afternoon the rush hours occur. Therefore, the dealer should make an effort to get some of his cus-

tomers to do their record shopping in the morning.

There are several ways of doing this, and they all require most careful handling to eliminate the possibility of offending customers. A simple method is to try, wherever possible, to impress on the customer's mind, by personal conversation, the fact that in the morning hours your store is not so crowded and, consequently, bet-

*The Dealer Can Avoid Rush Hours by Educating the Customers to Do Their Buying During Different Hours*

ter service can be rendered and more time can be given to record demonstrations.

The dealer might also enclose a personal letter to the customer with the monthly supplement, diplomatically urging that record shopping be done in the morning. Of course, these letters must not be too strong or insistent. The printed word is often crude and sometimes conveys an entirely different meaning to the reader than the same message in a personal chat.

One dealer is doing a large morning business through the medium of morning concerts. A note of invitation is sent to a selected list of customers and the records to be played are listed. The recipients of the invitations are carefully selected through data on file in the office of the store. For example: On the card bearing the name of each customer there is a notation concerning the particular quality of music preferred by that person. If the dealer arranges a Red Seal record concert he takes care to send invitations only to those customers who have evinced a liking for that class of music. It is obvious that a person who is fond of jazz and does not care for the better music will not make any particular effort to attend a concert of this sort. On the other hand, this dealer finds that classical record enthusiasts do make an effort to attend the concerts, which are well patronized. The plan has been instrumental in selling a considerable number of records during those hours when business is dull in most establishments, and the thinning of the ranks of afternoon shoppers has enabled the salesmen to devote more time to each customer, greatly increasing the efficiency of the house and promoting good will of patrons.

## SHORE MUSIC SHOP IN NEW HOME

The Shore Music Shop, formerly located at Tennessee and Pacific avenues, Atlantic City, N. J., is now in its handsome new establishment at 924 Pacific avenue. A complete line of Victrolas, Starr phonographs and Victor and Genett records is handled in addition to pianos.



## On the Trail of Your Wants!

### MAY

There is no MAY in our organization.  
Pearsall Service means MUST.  
You want it—We've got to find it.

*Ask any Pearsall Dealer—He'll tell you*

*“Desire to Serve Plus Ability”*

10 EAST 39th ST.



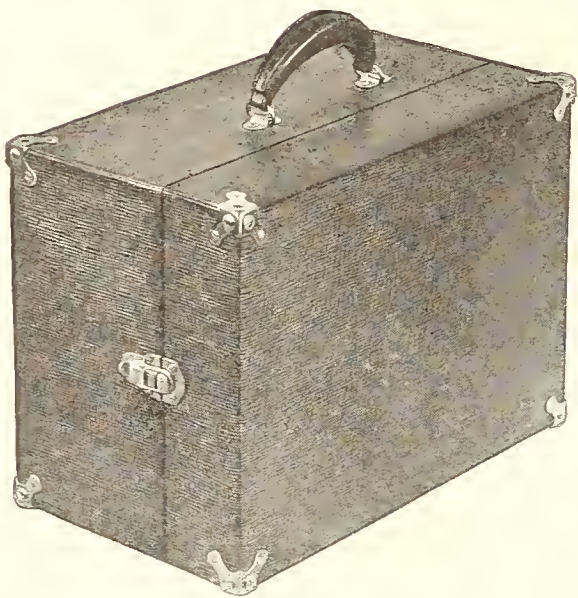
NEW YORK CITY

**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**



# Announcing the Columbia



*Illustration above shows how compact, attractive, and easy to carry is the New Portable Grafonola. Weighing only 22¼ pounds, it is no heavier than an ordinary hand-bag.*



*The New Portable Grafonola open and ready for playing.*

**H**ERE'S big news for every Columbia Dealer! The New Portable Columbia Grafonola—the instrument you have been waiting for—is now on the market. The improved, compact, handsome Portable Grafonola embodies the identical method of sound reproduction found in the large, cabinetted Columbia Grafonola, and this feature now places all other portables on the defensive.

Believing that it is wrong to subordinate the reproducing qualities of a portable phonograph for the sake of compactness, we have produced a highly scientific instrument with all the best reproduction features of the cabinet model Grafonola, and yet an instrument that can be carried as easily as a hand-bag.

Think of what a wonderful selling proposition this Portable Grafonola offers you for summer business!

Just the thing for vacation use, for week-end

trips, for summer bungalows, picnics, lawn parties, day trips, porch dancing, beach parties, to take aboard the motor boat, automobile or canoe—in fact, it will be found indispensable to all who like to take music with them wherever they go.

Being covered with heavy, durable, black Fabrikoid, reinforced at the corners, this new Portable Grafonola is a light-weight, handsome piece of luggage which no one will object to carrying and which will withstand all sorts of hard wear.

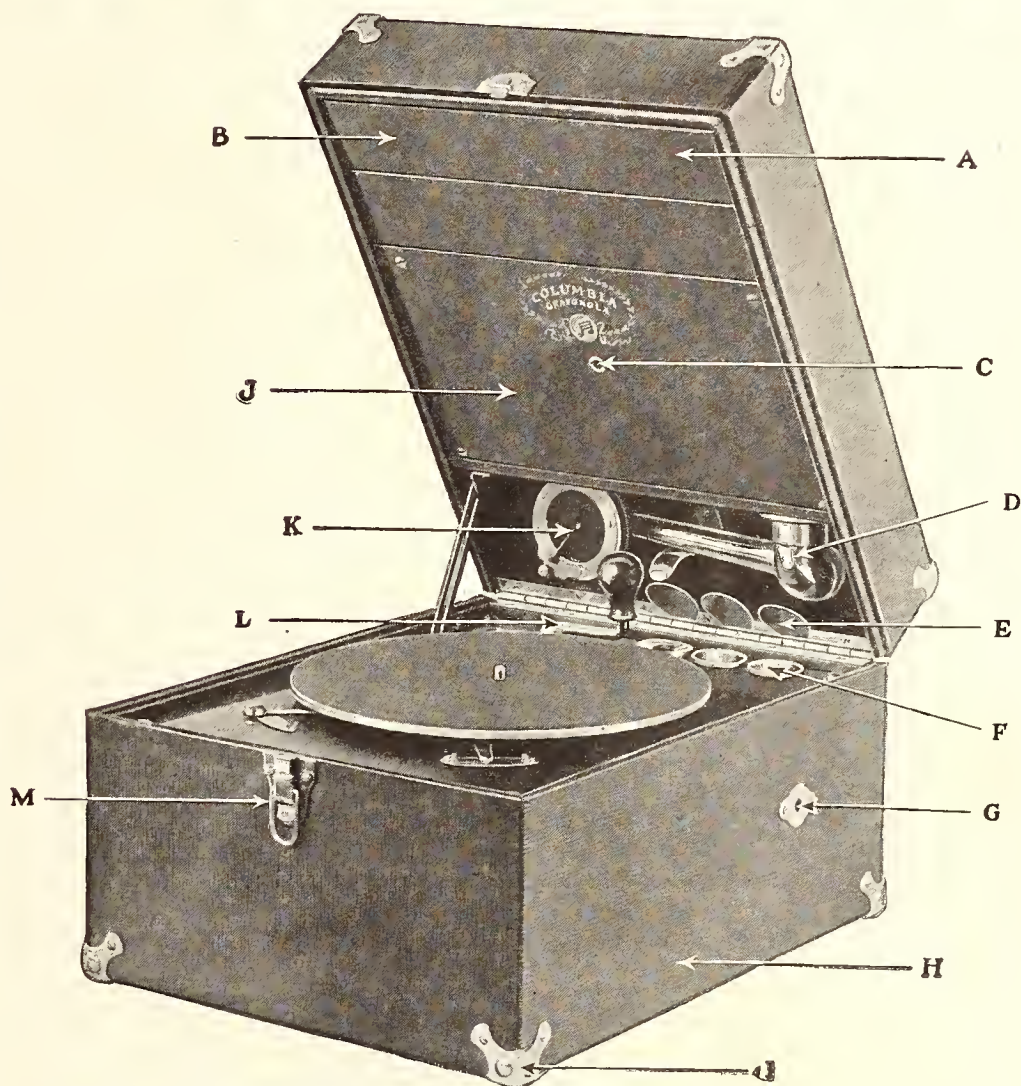
From every standpoint of beauty, utility, quality, and volume of reproduction and serviceability the New Portable Grafonola is beyond doubt superior in every respect to anything of its kind on the market, and as a musical instrument is something on which you can go the limit in pushing, knowing full well that it will give complete satisfaction.



# new Portable Grafonola

## Look at these improved features

- A**—Two pivoted tone-control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired.
- B**—The cover encloses the scientifically shaped amplifying chamber (or horn) which permits the full and natural development of the sound-waves (as in the big cabinet Grafonolas) from the neck of the tone-arm to the mouth of the horn.
- C**—An escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation.
- D**—The standard Columbia bayonet-joint tone-arm conveys the sound-waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph.
- E**—Covers seal needle cups when top is lowered for carrying.
- F**—Three nickel needle cups (one for used needles) prevent aggravating forgetfulness.
- G**—The position of the winding spindle gives the crank a wide swing, which permits easy and safe winding of motor.
- H**—Complete exterior is covered with the best grade of heavy black Fabrikoid.
- I**—Heavy nickeled corner protectors give strength, withstand abuse, and save scratching of furniture.
- J**—The inside is finished in highly polished Red Mahogany, which, with the highly polished nickel parts and black Fabrikoid exterior, makes this instrument very attractive in the playing position.
- K**—Tone-arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying.
- L**—Winding crank is conveniently positioned here for transportation.
- M**—Ingenious safety catch permits dust-proof closing of cover.



*Illustration above shows how the Portable Grafonola is made ready for carrying.*



COLUMBIA GRAPHOPHONE COMPANY, New York



## The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

### To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

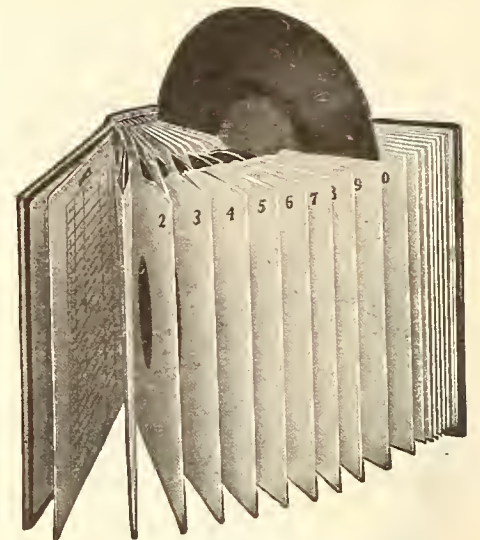
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

### MANY NEW JEWETT DEALERS

Important Accounts Opened Up by Jewett Phonograph Co.—March Sales Greater Than January and February Combined

DETROIT, MICH., May 8.—The Jewett Phonograph Co., of this city, manufacturer of the Jewett phonograph, has closed a number of important accounts recently. Among the dealers who have arranged to handle the Jewett phonograph during the past few weeks are the following: W. S. Barringer, Kokomo, Ind.; Carr & Hicks, Fostoria, O.; John Deans, Eddystone, Pa.; F. H. Frazelle, Toledo, O.; Grosse Pointe Furniture Co., Detroit; Gardner White Furniture Co., Detroit; John J. Howard, Detroit; C. Kobe & Son, Findlay, O.; Ralph Lloyd, Flint, Mich.; Eugene C. Laurent, Morton, Pa.; C. J. Lenhard, South Bend, Ind.; Newman & Kettler, Lima, O.; Pathé Shop, Columbus, O.; People's Outfitting Co., Detroit; Sprow's Music House, Carlisle, Pa.; Schultz & Humm, Caro, Mich.; Tepper Bros., Fort Wayne, Ind.; Thomas Furniture Co., Pontiac, Mich.; W. B. Wood Piano Co., Parkersburg, W. Va.; Watt & Shand, Lancaster, Pa.; White Furniture Co., Detroit.

A. A. Fair, sales manager of the company, states that the new William and Mary console, retailing at \$185, is meeting with a hearty reception from the trade. The new upright line introduced a month or so ago is also proving popular

with Jewett dealers everywhere, who are exploiting it to splendid advantage in their respective localities.

As indicative of the progress that the Jewett phonograph is making, it is interesting to note that Mr. Fair reports a total business for March greater than January and February combined. Official figures for April have not yet been compiled, but preliminary totals indicate that April showed a substantial increase over March sales.

### AMERICAN "TALKERS" IN CHILE

Good Market for Talking Machines and Records—Heavy Import Duties Add to Expense—Very Little Competition to Contend With

During and since the war musical instruments have been imported into Chile almost exclusively from the United States, according to a recent report by Consul D. C. McDonough, who is stationed at Concepcion. The report states, in part, that: "The market for talking machines and records is very good, although not large, and American instruments have very little competition. The import duties make them rather expensive, especially heavy discs or records. Importers receive a credit of ninety days.

G. S. Crawford, formerly with the Jones Dry Goods Co., of Paris, Ill., is now with the J. E. Rice Music Co., Mount Olive, Ill.

### ANNOUNCES TALKING MOVIE

Lee De Forest, of De Forest Radio Telegraph & Telephone Co., Tells of Perfected Device for Talking Motion Pictures—Arouses Interest

Lee De Forest, pioneer in wireless telegraphy and telephony, returned from Germany recently on the "Mauretania," with an announcement that he had perfected a device for talking motion pictures. The action of the photoplay and the voice were registered on the same strip of film, which could be used in an ordinary projection machine with an attachment, he said.

Enthusiastic over his invention, which, he predicted, opened great possibilities, Mr. De Forest exhibited a strip of film of a speaking movie. The voice, he said, was registered on the narrow margin of the strip by action of the light on the sensitive cells. The margin thus bore a picture of the voice. Through the medium of a special device the voice was reproduced in perfect synchronism with the motion picture.

"I am convinced my invention will revolutionize the motion picture industry," Mr. De Forest said. "An entire play or opera of an evening's length will be one of the novelties of the speaking movies."

Mr. De Forest said his voice registration method could be applied to the talking machine—ordinary films could be played without a needle. He said experiments with the "photophone" demonstrated that musical sounds were more pronounced than those from the talking machine.

Mr. De Forest, who is president of the De Forest Radio Telegraph & Telephone Co., said he would return to Germany in two weeks to continue his work on the talking motion picture machine, which he expects to put on the market soon. He said he found technical labor easier to obtain and experimental conditions more favorable there. While here he would add another factory to his business of manufacturing radio telephone products, he said.

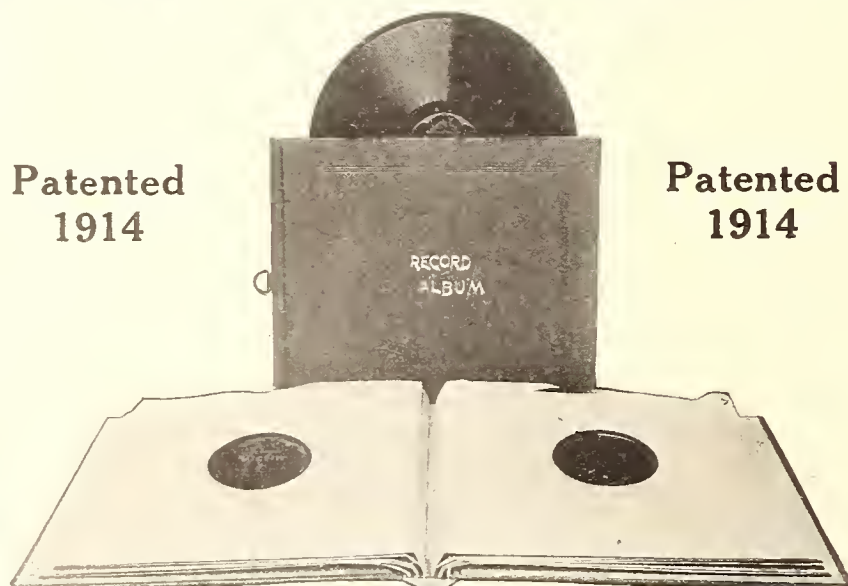
### "TALKER" CONCERTS ON TRAINS

The management of the C. I. & L. R. R., better known as the Monan Road, has installed a Brunswick phonograph and a number of records on one of its dining cars for the entertainment of passengers. Concerts are held each evening to break the monotony of the trip. The invitation to the concert is printed at the bottom of each menu.

### N. A. BURKE BUYS VICTOR BUSINESS

NYACK, N. Y., May 3.—The Victor talking machine and stationery business of Tunis S. Dutcher, of this city, has been purchased by Norman A. Burke, proprietor of a Columbia Grafonola shop here. Mr. Burk moved the Victor stock of machines and records to his establishment on South Broadway.

## YOU OWE IT TO YOUR CUSTOMER



Patented  
1914

Patented  
1914

The successful merchant always appreciates the fact that his customers place in him their utmost confidence. Therefore, he makes it a point to supply them with goods of a kind that he would appreciate were he a prospective customer. He knows that in doing this he does not have to worry and think up all kinds of schemes in order to increase his business. His business increases automatically. **BOSTON ALBUMS**—with their wooden backs and interchangeable leaves—are goods of this character, and business builders. Have you sent for a sample of the latest Bostonian?

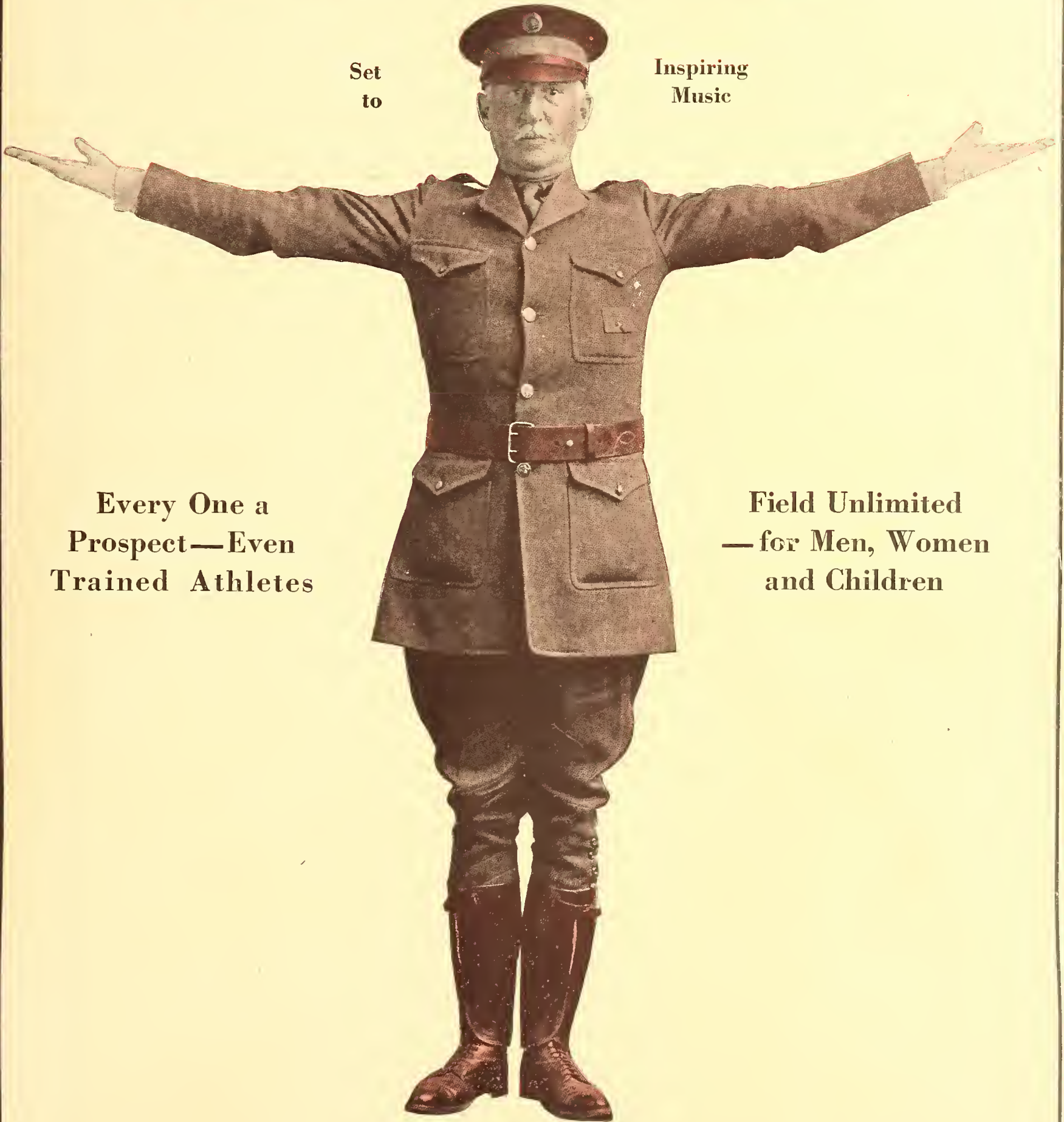
**BOSTON BOOK COMPANY**  
501-509 Plymouth Court CHICAGO, ILL.



Walter Camp's  
**"DAILY DOZEN"**

Set  
to

Inspiring  
Music



Every One a  
Prospect—Even  
Trained Athletes

Field Unlimited  
—for Men, Women  
and Children

**Mr. Walter Camp**

Famous Yale football coach and athlete who for more than 30 years has been considered  
AMERICA'S FOREMOST AUTHORITY ON AMATEUR ATHLETICS.



# The "Daily Dozen"

One of the most remarkable endorsements ever accorded a man's achievement, given to Walter Camp's Daily Dozen by twenty dominant men of International Prominence.

On Board  
S. S. George Washington  
Brest, France

TO WALTER CAMP


Your drill has been the test of us;  
You've better made the best of us;  
You've much improved the rest of us;  
You've raised each sinking chest of us;  
You've much reduced each vest of us;  
You ever will be blest of us;  
North, south and east and west of us;  
Signed with the seal attest of us.

FRANKLIN D. ROOSEVELT  
C. M. SCHWAB  
VANCE C. McCORMICK  
HENRY M. ROBINSON  
GUY T. HELVERING  
HOWARD HEINTZ  
JOHN H. FINLEY  
WALTER S. TOWER  
C. K. LEITH  
H. T. CLARKE  
A. W. DUBOIS  
S. A. BROWN  
H. S. AMBERG  
A. H. BROWN  
E. B. REED  
M. COOLIDGE  
PAUL D. MOODY  
PRESTON HERBERT  
M. SWENSON  
E. A. SCHUMAN

Dedicated to  
Walter Camp



By 20  
Internationally  
Famous Men  
Who Have Used the  
"Daily Dozen"



The "Daily Dozen" Exercises were used by a President's Cabinet and endorsed by many men of National Prominence



# The "Daily Dozen"

Builds Up Good Hard Flesh and Muscle and Eliminates Useless and Excess Flesh Without Undignified and Irksome Positions or Harmful Exercises That Injure the Heart, Body or Health.

## Following Publications Are Now Running Advertisements of the "Daily Dozen"

*Saturday Evening Post*

*American Magazine*

*Mentor Magazine*

*Current Opinion*

*Nautilus*

*Review of Reviews*

*World's Work*

*Wide World*

*Columbia*

*Crescent*

*Popular Science*

*Adult Student*

*Asia Magazine*

*N. Y. World Magazine*  
Section

*American Legion*

*Detroit Free Press*

*Literary Digest*

*Forbes Magazine*

*Outlook*

*Hartford Courant*

*Washington Post*

*Chicago Tribune*

*Red Book*

*National Geographic*

*Metropolitan*

*Association Men*

*Magazine of Wall Street*

*Physical Culture*

*Success*

*Normal Instructor*

*Journal of Nat'l Educa-*  
*tional Association*

*National Pictorial*

*Elk's Magazine*

*McClure's*

*House and Garden*

*Atlantic Monthly*

*New York Tribune*

*Cleveland Plain Dealer*

*Indianapolis Star*

*N. Y. Times*

*Los Angeles Times*

*St. Louis Post Dispatch*

*New Haven Register*

*New Republic*

*Denver Post*

The Health Builder System is one that appeals particularly to discriminating stores that are very careful of the type and class of merchandise which they offer for sale.

Herewith is a list of stores handling the "Daily Dozen", selected at random from some of the largest cities of the country. It indicates clearly the standard and merit of the "Daily Dozen" records.

John Wanamaker, New York and Philadelphia  
Marshall Field & Co., Chicago

Lord & Taylor, New York

Jordan, Marsh & Co., Boston, Mass.

The Landay Stores, New York

S. B. Davega Stores, New York

J. L. Hudson Company, Detroit, Mich.

L. S. Ayres & Co., Indianapolis, Ind.

Baldwin Piano Co., Cincinnati, Ohio

Wm. Hengerer Co., Buffalo, N. Y.

Grafonola Co. of New England, Boston, Mass.

Woodward & Lathrop, Washington, D. C.

S. Hamilton Co., Pittsburgh, Pa.

Maison Blanche Co., New Orleans, La.

Chase & West, Des Moines, Iowa.

Scruggs, Vandervoort & Barney Dry Goods Co.,  
St. Louis, Mo.

Frederick Loeser & Co., Brooklyn, N. Y.

R. H. White & Co., Boston, Mass.

## THE "DAILY DOZEN" IS A PROVEN SUCCESS

The "Daily Dozen" Is One System That You Can Conscientiously Recommend To Your Wife, Mother, Daughter or Sister

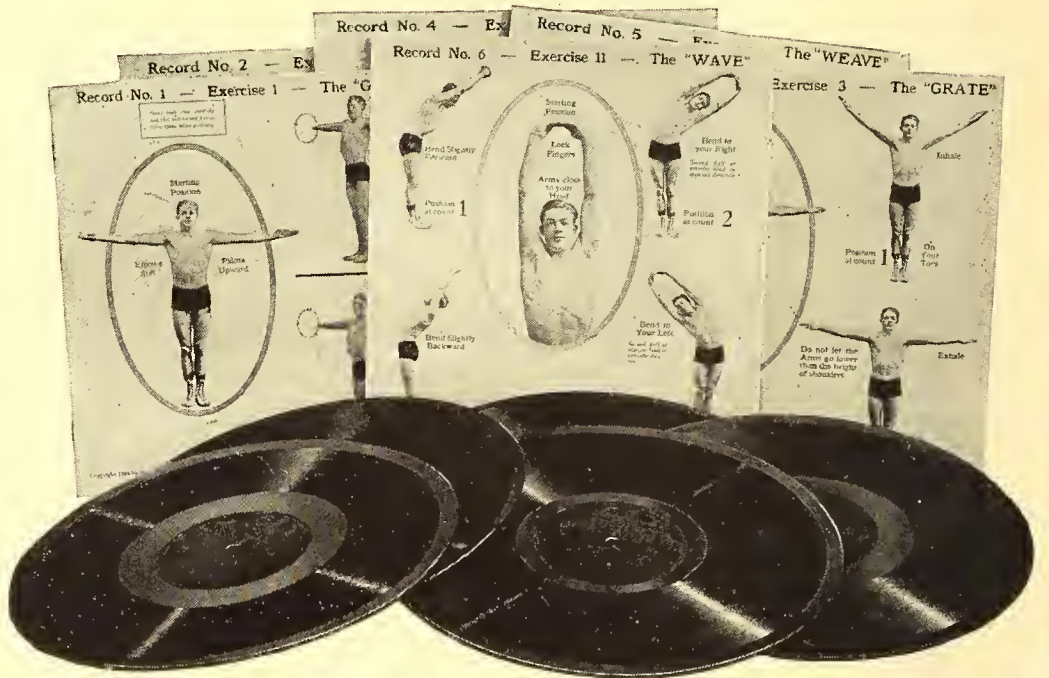


# The "Daily Dozen"

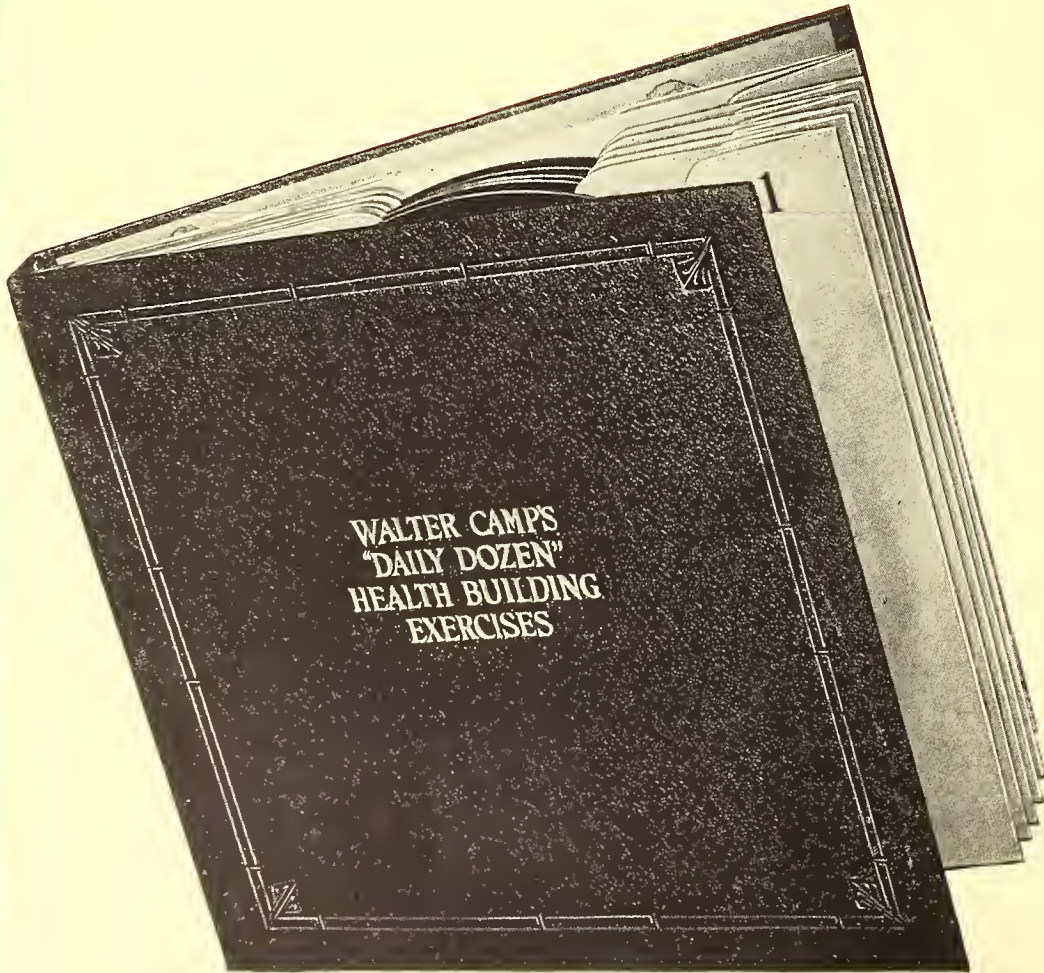
Makes You Fit by Building Up or Bringing Down to Normal. A System of Class and Merit. Scientifically Correct. No Harmful or Heart Straining Exercises.

Nothing Abnormal or Grotesque. No Restricted Class Appeal. Never Irksome. No Contortions.

It takes a few minutes to demonstrate a regular musical record.  
It only takes a few minutes longer to demonstrate a Health Builders' set, and your profits are 20 times greater.



All Records Double Faced. (Not Single Faced)  
Music on Both Sides



THESE Health Builder Records are sold in sets, each set comprising five ten-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album. They are produced by a special exclusive arrangement with Mr. Camp.

### A Proven Profit Maker

The Health Builder System is a quick-selling, profitable phonograph record proposition. Its success is proven. Mail the coupon today for sample double-faced ten-inch record, with booklet of charts and instructions for the complete course and full particulars of our special offer. We will tell you all about this profitable movement that is making good everywhere. Splendid dealer cooperation to promote sales freely given. Send the coupon now for sample outfit. There is no obligation.

Health Builders, Dept. W-5  
334 Fifth Avenue New York

Health Builders, Dept. W-5  
334 Fifth Avenue, New York.

Please send me, prepaid, one 10-inch double-disc Health Builder Record, comprising four of Walter Camp's "Daily Dozen" exercises—with booklet containing charts and instructions on the complete "Daily Dozen"—and your special proposition to dealers. I have the privilege of returning the outfit.

Name .....  
Address .....  
City..... State.....



**"MODERNOLETTE" MAKES ITS DEBUT**

New Portable Machine Attractively Designed and of Distinct Merit Placed on the Market by the Modernola Co., Inc., Johnstown, Pa.

JOHNSTOWN, PA., May 1.—The Modernola Co., Inc., of this city, which is well and favorably known throughout the talking machine field through the production for many years past of the Modernola phonograph, has announced the advent of a new member in the Modernola family. The new arrival has been named the Modernolette and is a portable machine of attractive appearance weighing twenty-one pounds, twelve ounces, and is produced in either wax finish or leather covered. This new portable has been in the process of development for a long time past. It had to meet many rigid tests before it was finally placed on the market, and in its present condition it has the unqualified endorsement of the Modernola Co., which makes many exceptional claims for it. This new portable has been placed on the market at a particularly appropriate time, and in season to permit the dealer to have it in stock in time for the Summer months, which is usually the heaviest sales season in this type of machine. The accomplishments of the Modernola Co. in the past bespeak a bright future for the Modernolette.

**ROBERT RINGLING TO MAKE RECORDS**

Robert Ringling, only son of Charles Ringling, circus owner, and a baritone of distinction, has just signed a contract with R. E. Johnson, concert manager, of New York, for concert and operatic appearances and singing for talking machine records during the next two years. Mr. Ringling is twenty-five years old, and has been studying singing since he was eight, finishing up with some of the great masters in Europe.

A new music store was recently opened at Teppers, Ind., under the management of A. J. Fedewa and C. G. Cauers. Brunswick phonographs and records are handled.

**Four-Minute Conference on Business Topics**

No. 2—Your Losses—In Part

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

Business loss includes waste through mismanagement as well as through unavoidable economic conditions. By eliminating preventable loss and waste we fortify ourselves against emergencies and disaster.

One of the most frequent causes of waste in business is failure to furnish continuity of employment for the different workers. Each and every one of the employees rightly expects full pay for all time put in, and it is the fault of the management if there are gaps which are unproductive and time which must be paid for, and yet which shows nothing in return in the way of profitable production.

It does not make any difference who the employe is or what sort of work is being done—continuous employment of the right type is necessary or there will be a tremendous leak which will express itself in unnecessarily high overhead expense.

Then many employers fail to plan their work in sufficient detail that it may be done to advantage. It is possible to trust trained and experienced helpers to go ahead with their work, for these people have developed a sufficient sense of personal responsibility to be interested in and concerned for the final results of their work.

But it is unsafe to take anything for granted especially if changes are planned or new workers are being employed. It is only fair to old employes who are being put to new tasks that their time will not be wasted or the work done to poor advantage.

Sometimes we think that employes have had more experience or a broader vision than they really have. Then, too, we may forget that good as their judgment is, often they are not in touch

with the inner conditions of the business as we are, and so are handicapped. In any event, joint planning is sure to be a decided advantage in that both individuals contribute constructive ideas and benefit by the conference and its suggestions.

A third cause of waste is now being recognized as high labor turnover. People are discharged who might be trained if a little interest were taken in them; or a worker who is a failure at one job may be especially good at some other part of the task.

Investigation in the building industry showed that one man in the course of five and a half years worked for no less than seventy-six different contractors, and was hired 108 times. This is an extreme case, but it shows how much time the man must have lost and the expense he represented in starting each new job.

It is better to develop efficiency in the business and then to make continuous use of it. A wise employer will plan business to keep his organization profitably employed.

**ISSUES COMPLETE CATALOG**

René Mfg. Co. Distributing Catalog of Complete Repair Parts—Valuable Book for Dealers

The René Mfg. Co., Montvale, N. J., has just issued an attractive catalog featuring the complete line of repair parts that it manufactures. This company has won signal success as a manufacturer of mainsprings for every type of motor and it also makes a complete line of repair parts.

This new catalog is arranged to afford maximum convenience when used for reference purposes and there is hardly a repair part in general use that is not listed in the catalog. The company has already received requests for copies from all parts of the country.

**"SHOP AROUND," ADVISES HOOVER**

*We Want You to Test and Compare*

**DE LUXE NEEDLES**

*And You Will Know Why We Consider Them*

*"The Best Semi-Permanent Needle Made"*

*Let the De Luxe Speak for Itself and Send for Samples and Discounts.*

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*  
ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

**Perfect Reproduction of Tone - No Scratchy Surface Noise**

**PLAYS 100-200 RECORDS**



Full Tone



Medium Tone

**Three for 30 cents (40 cents in Canada)**



### AN INTERESTING COURT DECISION

In Injunction Sought by E. S. Geer and W. H. Huth to Restrain the Manufacture and Sale of Gold Seal Record Repeaters, Defendants Ordered to File Bond of \$10,000 to Secure Plaintiffs' Loss of Profits, and Damages

The latest development in the action brought by Edmund S. Geer and Walter H. Huth against George M. Browning and others for a preliminary injunction restraining the defendants from continuing the manufacture and sale of the Gold Seal record repeater occurred on April 18, when Judge Knox, in the U. S. District Court, Southern District of New York, decided not to grant the injunction, provided the defendants filed a bond of \$10,000 to secure plaintiffs against loss of profits and damages. The attorneys for the defendants stated that the necessary bond would be filed immediately. The suit will now come to trial in the usual course. The decision of Judge Knox was, in full, as follows:

KNOX, D. J.: The great number of claims contained in the Geer patent imposes no little burden upon the Court in reaching a conclusion as to their range and the extent of any infringement thereof by defendant, and I shall now not attempt to do so.

It is admitted by defendants' experts that the alleged infringing device may read upon claims 4, 23, 24, 30, 33, 34, 37 and 40 of Geer, and assuming them to be valid, and not anticipated, this is enough, upon proof of sales within this district of the infringing article, to justify a preliminary injunction.

It is sought to avoid what would ordinarily be the effect of such an admission by the argumentative statement that the Geer claims mentioned above read equally well upon the device disclosed in the German patent to Goepper, No. 249,872, patented August 1, 1912.

The rejoinder which plaintiffs make to this answer is that Geer has successfully fixed the time of his invention as of a date prior to August 1, 1912.

Geer's own affidavit of September 23, 1914, is couched in most general terms, and, filed in the Patent Office, was sufficient to get his patent allowed over a citation of Goepper. By an affidavit filed herein he fixes the date of the reduction to practice of his device as in March or April of 1912. This affidavit is corroborated by one made by Arthur H. Kirkpatrick, who swears that he saw Geer constructing his device in April, 1912, and that he actually saw it used upon July 13, 1912.

Further affidavits made by Geer's sister show that he accomplished sufficiently early what was needful to anticipate Goepper.

It may be that the defendant upon the trial will be able to so qualify the apparent anticipation as to make it impossible to sustain the Geer patent; but as the case now stands the lack of invention upon the part of Geer is not so obvious as to disentitle him to the protection for which his patent presumably calls.

If he does not now receive such protection, and hereafter he should win his suit, I am of opinion that his success will be of small benefit. The marked difference in cost between the two articles, the somewhat evanescent (I should imagine) demand for phonograph repeaters, means that Geer must have his monopoly now or never. As between the parties the convenience of the plaintiffs should receive first consideration.

Upon the question of infringement within this district by defendant I think there is small doubt but that the sales complained of took place in the manner described by plaintiffs. I also feel that what the individual defendants did was done for and upon behalf of the Gold Seal Co.

The fact that the Gold Seal Co. carried on business in New York "inadvertently" seems to me of small consequence. I dare say the "inadvertence" was probably a lack of appreciation as to the possible effect thereof.

After consideration of all the matters submitted to me, including the financial statement (the worth of which is almost wholly dependent upon whether defendants' article may lawfully continue to be marketed), I have concluded that a preliminary injunction shall issue unless defendants secure plaintiffs against loss of profits and damages by filing herein a good and sufficient bond, to be approved by the Court, in the sum of \$10,000. Should such bond not be given an injunction will issue upon the filing by plaintiff of the usual injunction bond in the sum of \$5,000.

Duell, Warfield & Duell (D. A. Woodstock, of counsel) for the plaintiffs and Cooper, Kerr & Dunham (Drury W. Cooper, Parker W. Page, Thos. J. Byrne, of counsel) for defendants.

### NEW MUSIC SHOP IN ROCHESTER

Lew Berk is the manager of a new music store recently opened at 209 East Main street, Rochester, and dealing exclusively in sheet music and phonograph records. The new business bears the name "The Song and Gift Shop."

Max Landay, head of Landay Bros., Inc., is back at his desk following illness. Landay Bros. operate a chain of stores in New York.

### TYING UP WITH RECORD ARTIST

Appearance of John Steel at Keith's Riviera in Brooklyn Capitalized Most Successfully by Baim Bros. & Friedberg Co., Victor Dealers

When John Steel, the popular tenor and Victor record artist, appeared at Keith's Riviera Theatre in Brooklyn recently arrangements were made with the management of the theatre for the playing of a Victrola in the lobby and the playing thereon of a number of Mr. Steel's records. The machine and record display was arranged by Charles M. Unger, manager of the branch store of Baim Bros. & Friedberg Phonograph Co., St. John's place and Utica avenue, near the theatre. Mr. Steel autographed a number of his records at Mr. Unger's suggestion, and signs on the Victrola at the theatre called attention to the fact that such records were available at the Baim Bros. & Friedberg store.

Mr. Unger is most enthusiastic over the success of the display, and Mr. Steel's interest in the exploitation of his records. It is the sort of tie-up that gets results with the public and Mr. Unger suggests that Victor dealers wherever possible endeavor to get direct publicity out of the appearance of record artists in theatres near their stores. In Mr. Steel's case, for instance, it was found that quite a number of people were made aware for the first time of the fact that he had made records.

### LOUIS JAY GERSON TO EUROPE

Louis Jay Gerson, formerly manager of the talking machine department of the John Wanamaker store in New York, and now general manager for the Interocean Holding Co., Inc., importers and exporters, sailed recently for Europe, where he will investigate the business situation in various countries, especially with reference to the talking machine, record and piano business in relation to South America from the viewpoint of the manufacturer.

# Jewel

tone arm & REPRODUCER

## FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS  
ALL  
RECORDS

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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

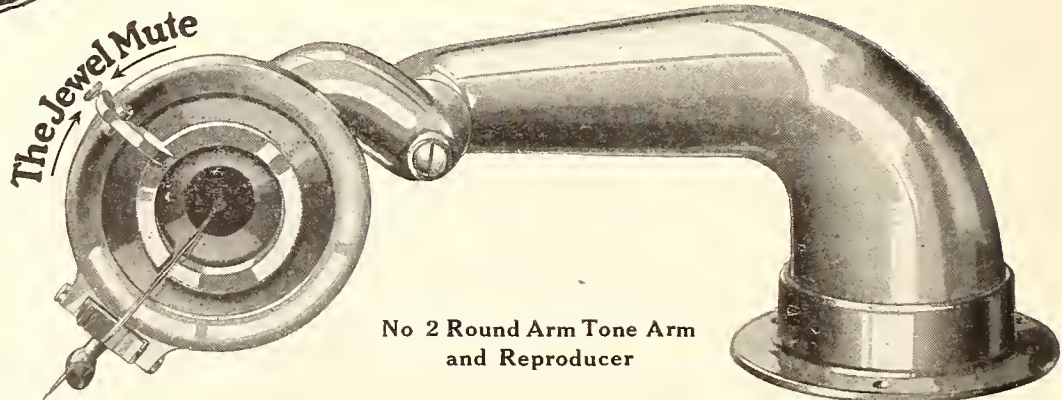
**NOM-Y-KA**  
diaphragm.

## THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



# JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.



**At this season of the year when everyone likes to get out-of-doors, Columbia Dealers' Road Signs with your imprint send business to your store. Ask your Dealer Service Man about outdoor road sign advertising.**

**Columbia Graphophone Co.  
NEW YORK**



### GATHERING OF COLUMBIA DEALERS

Connecticut Columbia Dealers' Association Meets in Bridgeport—Elect Officers and Inspect Columbia Record Department

BRIDGEPORT, CONN., May 2.—Benjamin P. Morrison, of this city, was re-elected president of the Connecticut Columbia Dealers' Association at the quarterly meeting held recently in the Stratfield Hotel. More than fifty State dealers attended the gathering. The other officers elected include: L. H. Merwin, New Haven, vice-president; J. W. Ballou, New Haven, treasurer; C. G. Brodrib, Waterbury, secretary, and directors, L. C. Warner, New Britain; Joseph B. Zellman, Waterbury; L. H. Merwin, and J. W. Ballou, of New Haven.

Prior to the meeting, the dealers made a visit to the record department of the Columbia Graphophone Co. here, where they were escorted through the plant by A. V. Bodine, general superintendent; E. S. Coldwell, assistant superintendent, and J. F. Kilbride, assistant superintendent of the record department. Methods used in creating the finished record were shown to the visitors and all appliances and machines used in making the finished product were described by the guides.

The members of the Association enjoyed a supper at the Stratfield in the evening at which more than 100 members and guests were present. Secretary of the Chamber of Commerce Seward B. Price was chairman. After welcoming the out-of-town guests he gave a short history of the settlement and further development of the Columbia plant here. He introduced the speakers of the evening.

H. L. Tuers, manager of the dealers' sales service department, told of the work of the service department in conjunction with dealers and gave a number of developed ideas with a regard to increase in sales. Manager Oliver Benz, of the record department, spoke on methods of selling machines and records. He gave original ideas for large record sales by dealers and their salesmen.

Manager Kenneth Mills, of the New York branch, told of increased sales of machines during a recent sales campaign held throughout the Eastern section. G. W. Hopkins, vice-president and general sales manager of the company, spoke on the service of agency managers and told of the work of the sales bureau in developing Columbia graphophone sales to the highest pinnacle.

He spoke on the new machine which will come out next week, a revelation in graphophone circles with a number of improvements. A new portable machine will be ready for delivery during the month, he said.

A number of vocal and instrumental artists from New York who are engaged by the Columbia people to make records gave a program of unusual interest. Latest New York song successes were rendered by George Cornell and Edward Porray, through the courtesy of Irving Berlin Co., Harry Hoch and Harry DeCosta, of Waterson, Berlin & Snyder; Bob Miller and

Herbert Steiner, of Leo Feist, Inc.; William Pagan, Joe Sherman and Frank Damstadt, of M. Witmark & Sons, and Joseph Santley, of J. H. Remick. A number of the latest records made by the company were played and greatly enjoyed.

### LIONS CLUB HONORS L. M. COLE

Popular Wholesale Traveler Featured in Business Club's Publication—His Success in Industry Well Deserved

BUFFALO, N. Y., May 6.—One of the most popular men actively engaged in the selling end of the phonograph and record business in New York State is Lionel M. Cole, sales manager of the Iroquois Sales Corp., of this city, wholesale distributor of Okeh records and Granby phonographs. Mr. Cole owes a considerable measure of his success to his host of real personal friends in the trade, and to the fact that he possesses the rare quality of working effectively both for his house and his customers in a manner that produces permanent relationships and lasting results.

The Lions Club of Buffalo, New York, of which Mr. Cole is a member, recently introduced him in the "Get Acquainted" column of the club's publication through the medium of the following prose poem:

"Songs that masters great have sung us never need we now to lack. Here's Lionel Cole among us, who can bring the masters back. For their greatness they've recorded on the Okeh record's scroll. Listening we feel re-

warded as from Granby's throat they roll. Here's a thing that's worth the telling. Li's well liked among the trade. In the years that he's been



L. M. Cole at His Desk

selling, many are the friends he's made. Used to be quite athletic, in which field he also shone; now his efforts energetic are into his business thrown."

### MARKETS RADIO AMPLIFYING HORN

The F. C. Kent Co., 67 Grace street, Irvington, N. J., the well-known manufacturer of attachments for talking machines, has placed upon the market a new radio amplifying horn under the trade name Kentone. The instrument is made of brass tubing and in such form that there are no sudden angles to deflect sound. It will fit any of the popular makes of radio receivers and is guaranteed by the manufacturer. The styles are in black, nickel and gold plated.

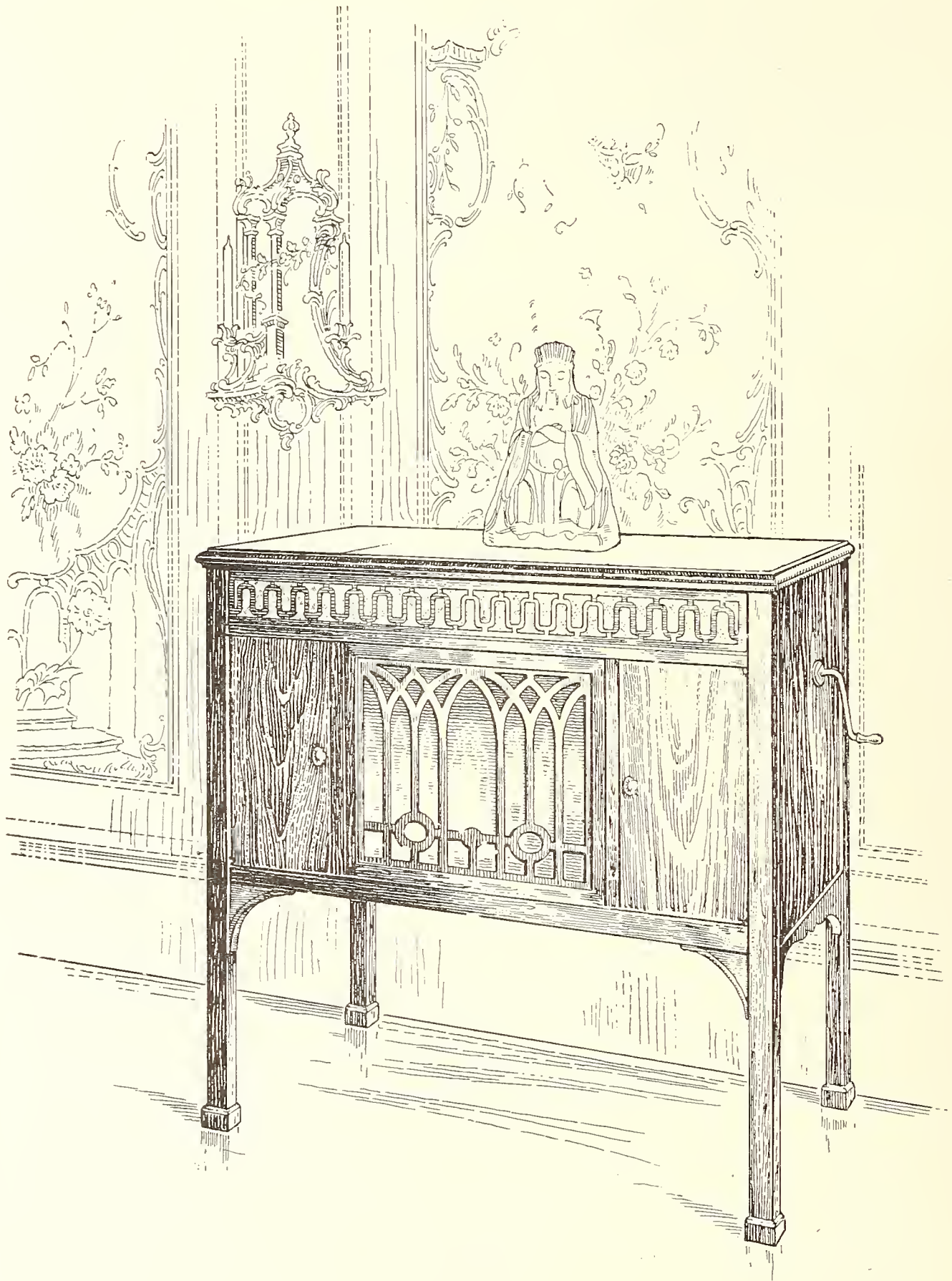
**Sonora**  
THE INSTRUMENT OF QUALITY  
CLEAR AS A BELL

**Greater City Phonograph Co., Inc.**  
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK  
**SONORA DISTRIBUTORS EXCLUSIVELY**  
for New York, Staten Island & the lower Hudson Valley

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

**"Sonora & Sales are Synonymous"**





# The New EDISON Chippendale Console

[See page facing this]



*Illustrated on the opposite page is the NEW  
Chippendale Console of the New EDISON  
Phonograph*

THIS is one of the latest additions to the EDISON line . . . . a new, popularly priced Console Model in the much-favored Chippendale design.

A few years ago Thomas A. Edison, Inc. offered the trade the first Console Period Models ever manufactured in the phonograph industry. These were the higher priced authentic Period designs.

With the broadening of the phonograph market in late years has come a desire for finer designs at the popular prices, and Thomas A. Edison, Inc. has met this desire with the official laboratory model in this new Chippendale Console, which in quality is a worthy peer of the earlier but higher priced models.

*It is offered in Mahogany (brown only) at \$295.*

*(In Canada \$395)*

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY



# The Playing of a Battered Old Talking Machine Is an Exceedingly Bad Publicity Stunt

Upon dropping into a neighborhood cigar store recently the writer had occasion to listen to the conversation of the cigar man and several customers regarding the annoyance caused by a local talking machine dealer through the constant playing of a rather scratchy talking machine and apparently very much battered records, with the "music" issuing from a type of tin horn that did everything but improve the tone. The conversation was far from complimentary to the dealer. The cigar man offered the opinion, perhaps biased, that people actually went to a cigar store located in another direction rather than pass the talking machine store and hear the discord.

A visit to the talking machine store proved that the proprietor thought he was pulling off a good publicity stunt. He did not simply put a record on and let it play, but each time the record was changed he put a sign into a special frame at the side of the window reading: "The machine is now playing the latest fox-trot, 'Cherie,'" or whatever the title might be. For demonstration purposes the dealer had dug up an old-style horn machine, attaching a rubber hose to the horn socket, with the other end fastened to a hole in the doorjamb. On the other side of the hole facing the street was an ordinary tin horn, of what was one time known as the "flower" type. The dealer carried one of the leading types of machines and records and was giving the public a demonstration of the latest releases. The music evidently started from the record all right, but all that came out of the horn was a blare and rasp, with the melody hardly distinguishable.

The question was just how much good the dealer was doing his business by continuing the open-air demonstration, for it appeared more than likely that he was driving away more trade than he was attracting.

Certainly the layman, who had no idea of talking machine quality, would not be impressed with the reproducing powers of the modern

*A Worn-out Machine  
Is Not a Good Advertisement  
for Records  
and Arouses the Antagonism  
of Neighbors*

instrument while listening to the tones emitted from the horn, and there was nothing about the demonstration that was calculated to make a man enter the store and risk hearing such music at first hand.

The idea of conveying talking machine record music long distances through tubes and through various contraptions to a point where it can be thrown wildly at the passer-by on the sidewalk is fast being cast aside, for although such a demonstration attracts attention it also

attracts criticism, proves a nuisance to the neighborhood and does not offer a proper display of the real musical powers of the machine and records.

The modern plan in the Summertime is to place a large machine close to the doorway and then play the new records at intervals with sufficient rest period between demonstrations to prevent the playing becoming tiresome to those who live nearby and whose patronage is considered worth while.

Another good plan that has been adopted in several instances is to place grille work in the panel under the show window, maintaining a machine on the platform in the cellar so that the tone chamber is directly on a level with the street and then letting it go. This requires the presence of an attendant on the platform to change the records and the needles, but the cost of a half-hour demonstration when the crowd on the street is the thickest is little enough when possible results are considered.

The talking machine as a musical instrument is frequently abused. The tenant in Apartment 10 may enjoy immensely the playing over of a lively Irish reel, time and time again, for an hour or two each evening, but the people who live in Apartments 11 and 12 may be so unfeeling as to prefer a little concert music in homeopathic doses. The result is that the tenants in 11 and 12 talk loudly of the talking machine as a nuisance, although one or the other may have an outfit of his own and with the sort of records he prefers.

There are enough inconsiderate talking machine owners scattered about to cause trouble and develop prejudice against even the best machines and records without the dealer lending his help. A blary demonstration is bad enough in the crowded business street, where it is drowned during the day by the noise of the traffic and silenced after business hours, but to keep the neighborhood flooded with mangled jazz throughout the evening, when people in their homes feel that they have a right to converse, read or sleep, as may be, in comparative quiet within the precincts of their own home, is, on the face of it, maintaining a nuisance.

It might be well for the dealer who has been carrying on such demonstrations, even though he has devised a plan for carrying the music to the street without impairing its quality, to have a little scouting done about the neighborhood to get a line on the effect. He is in business to sell goods to his neighbors and not to annoy them, and even though the annoyance is unintentional it has its effect just the same.

Talking machine concerts of good music can, at proper intervals, prove pleasing even in the select resident neighborhoods, but a continuous noisy demonstration does no good.

The public demonstration problem, incidentally, has been cleverly solved by a talking machine concern in a small city in the upper section of New York State, which secured permission from the town authorities to block off a section of the main street in front of its store for the purpose of giving a demonstration concert of special records. Under such conditions a demonstration is bound to arouse general interest and commendation.

## MISS YATES HEADS DEPARTMENT

CINCINNATI, O., May 2.—Miss Stella Yates, who has been connected with the talking machine department of the H. & S. Pogue Co., this city, for the past seven years, has been promoted to buyer and manager of the department, succeeding C. S. Browning, who recently became manager of the new talking machine departments opened by Steinway & Sons.

## TONE QUALITY *par excellence*

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

### Wins Instant Approval

The following excerpts are from letters in our files:

*A famous artist, under exclusive contract with a maker of phonograph records, says:*

"... that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

*From a phonograph manufacturer:*

"... it proves to be first-class and the best we have heard on classical records."

*From a builder of special designs only:*

"We have concluded our tests... it is superior to any we have tested heretofore... we intend to use your tone arm."

*From household owners:*

"... is the most wonderful I have ever heard."

"... it has brought out tones from my records I never heard before."

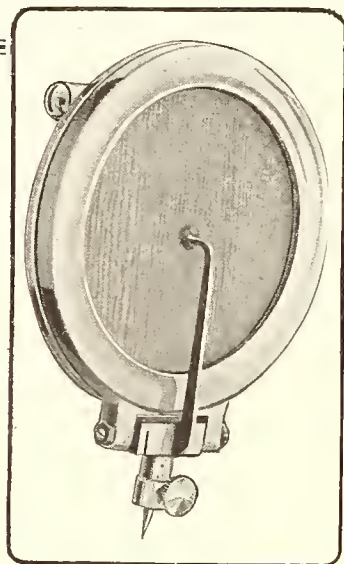
"... I tell my friends it is the perfect reproducer."

*From a sales executive, fourteen years in the talking machine business:*

"... I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."

Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY  
Cleveland



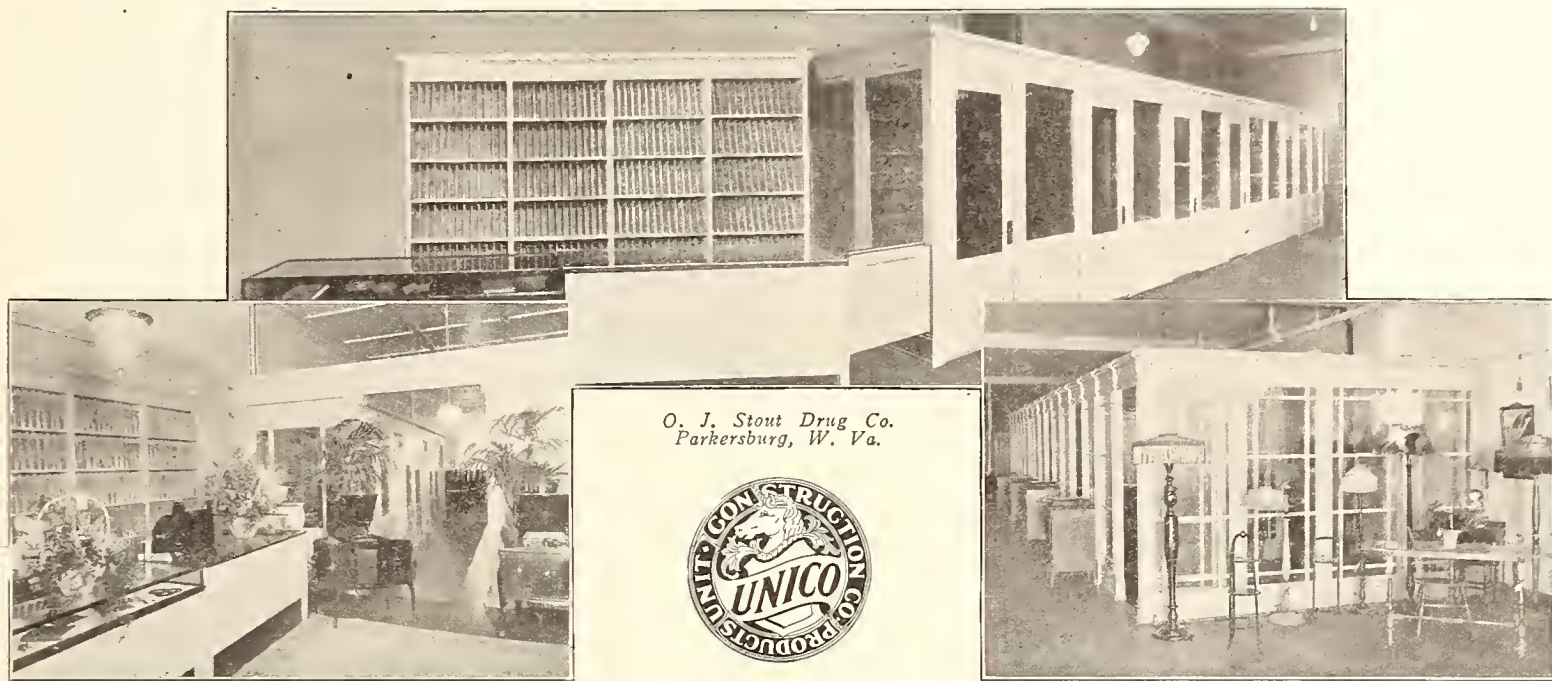
### Of Special Interest to Manufacturers

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.



# Violin Spruce Diaphragm





J. G. Heidner & Son, Inc., Springfield, Mass.

O. J. Stout Drug Co.  
Parkersburg, W. Va.



The Z. L. White Company, Columbus, Ohio

## Are You Wasting Your Advertising? READ THIS UNICO MESSAGE. Then Get Out Your Pencil!

**Y**OUR advertising says in effect, "Come to my store; you will get *Better Service* here." Fine, that's your logical argument because it is a mighty small community where one dealer has an exclusive agency for a particular line of machines and records.

**B**UT what is "Better Service"? To be successful, advertising must be convincing and your claim of "Better Service" must be substantiated. Your customer must be assured comfortable and convenient audition rooms, record sales facilities that satisfy and store surroundings that are artistic and in harmony with your quality merchandise.

**A**T this point Unico Service comes into the picture. You specialize in selling music—we specialize in equipment and service for producing sales. Equipment that guarantees "Better Service" makes good your advertising. But, you say, wherein does Unico Equipment differ from any I might build and what is Unico Service?

**A**S one successful dealer recently described it, Unico Equipment "provides the most effective sales facilities at the most economical cost"—equipment which, in addition to its mechanical efficiency, creates a sales background which is convincing in its appeal.

**I**TS value as a selling force is permanent—through patented sectional construction Unico Equipment is insured against depreciation.

**U**NICO Service is just as different as Unico Equipment. Your problems are handled by a staff of experts combining years of merchandising and construction experience. It is this expert service together with unequalled facilities which make possible the complete installation of departments of character, such as those illustrated above, within two or three weeks from date of your order. Our record of 2,500 installations is conclusive proof that yours will be right.

**N**OW for that pencil! The selling force and the advertising value of Unico Equipment alone make it your wise and logical choice. However, figure it from a dollars and sense standpoint as an investment—consider the surrender value.

**O**VER 50% of the cost of any equipment you install is represented by labor cost and when you have occasion to move or rearrange your department that 50%, in the case of ordinary equipment, is practically all lost, together with a good portion of the remaining 50% through material that is damaged and destroyed. That's why Unico Equipment is your economical investment. Our patented units are simply unlocked. All labor that entered into their original construction is saved. Your equipment does not have to be refinished. There is no loss of material. *The value is still 100%.*

**G**ET the full Unico Message! Write to-day to our home office or one of our branches.

# Unit Construction Company

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y. 299 Madison Ave.	58th Street and Grays Avenue, Philadelphia, Pa.	CHICAGO, ILL. 30 N. Michigan Blvd.
ATLANTA, GA. 49 Auburn Ave.	DALLAS, TEX. 209 Dallas Bank Bldg.	NEW ORLEANS, LA. 506 Marine Bank Bldg.
SAN FRANCISCO, CAL. 924 Market St.		SALT LAKE CITY, UTAH 150 Main St.
		DENVER, COLO. 1741 Champa St.

H. A. MOORE & CO., LTD. (Sales Agent)  
Premier House, London (W.C.I.), England





Here's a great combination! Al Jolson sings "Oogie Oogie Wa Wa," while the Hart Sisters, a new addition to the Columbia staff of artists, sing the coupling — "Little Red School-House." A-3588.

Columbia Graphophone Co.  
NEW YORK

The "Eye" of the Store Should Tell a Story

By R. S. BAAS, of the Baas Music Shop

The character of every man shines forth in the expression of his eye, and at first meeting one is either favorably or unfavorably impressed by what he sees there. So it is with a dealer. Every passer-by is either favorably or unfavorably impressed by the "eye" of your store, and unless that impression is favorable you may be losing money daily in lost business through such an impression. Where your rate of rental is based on the value of your window, as it happens to be in a good many cases, your loss will be untold.

An effective window display is one prepared to tell a story, and in addition to telling the story should attract the eye. Don't try to tell the passer-by too much of a story. If, for instance, you are making a display of records, then make it solely a record display with nothing to detract from that story.

Window trims can be classified under three headings: selling, creating a desire and decorative. These three headings dovetail more or less into one another, but each is planned differently.

An actual selling window is one that sells chiefly by its being brought to the attention of a passer-by, and without any premeditated intention on his part. It may be a single record, it may be several records of the same classification

or it may be a Victrola of a certain type and finish at special terms. No matter what kind, it tells a story that produces immediate results.

A good window display grows on the looker. Its attractiveness gets the attention and its effectiveness makes the sale. For instance, at Christmastime we show a huge fireplace with the logs a-burning within. The fireplace, dummy figures of mother, dad and the children, a Christmas tree, toys and a Victrola standing near. A window of this sort is apt to create a desire for possession.

The decorative or display window is one that, while telling no particular story, acquaints the passer-by with the fact that here is a good place to buy a Victrola and Victor records, and so impresses him that when he is in the market for your merchandise he thinks of you as being the best one to buy from. Above all, your window display should never be slovenly or haphazard of merchandise. Such a window means nothing and invariably leaves an unfavorable impression of your store.

Never overcrowd your displays. They then become a jumbled mass and lose their effectiveness. Another thing, regardless of your ability as a window trimmer, you can at least keep both the glass and the floor clean. A clean, shiny

window always stands out sufficiently to attract attention. While all dealers do not possess the knack of clever window trimming, nevertheless a little thought and time given to your window displays and with frequent changes will add to the prestige of your store, which means additional profits for you.

NEW SONORA EXPORT DEPARTMENT

Charles A. Richards Heads New Export Division of Sonora Phonograph Co.

The Sonora Phonograph Co. has added an export department and all export business will be directed from the main office in New York



Charles A. Richards

hereafter. This division will be under the direct supervision of Charles Arthur Richards, recent head of the American International Steel Corp. and during the war director of the Bureau of Exports of the War Trade Board. Mr. Richards was formerly with Bowring & Co. and Henry W. Peabody & Co.

Recognized in export circles as an authority, Mr. Richards is also the author of "The Export Commission House," published by the Business Training Corp., of New York. The Sonora Phonograph Co. is confident that he has added strength to the Sonora personnel and is looking forward to a large export business.

SUCCESSFUL THOUGH BLIND

One of the most successful talking machine record salesmen on the staff of the Eggleston Pharmacy, Kingman, Kan., is Robert Means, who is totally blind. Mr. Means has been particularly successful in house-to-house selling.



**BRUNS MADERITE**

## "BRUNS MADERITE"

**DELIVERY COVERS**

You can't go wrong on BRUNS MADERITE Phonograph Delivery Covers for Upright, Console or Period type machines—Our covers are also made for the radio cabinets.

**PORTABLE TALKING MACHINE COVERS**

We are making a line of covers for portable cabinets in various shapes and sizes—this type machine really needs a serviceable carrying cover.

**MADERITE DUST COVERS**

Made of durable fleece lined rubberized material—just the thing for the Spring season.



**A. BRUNS & SONS**  
50 RALPH AVE.  
BROOKLYN  
N. Y.

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas



# A Sensational Success



Sophie Tucker's  
first release on

Okeh

The Record of  
Quality

The flood of orders that is pouring in for Sophie Tucker's first record release is nothing short of a sensation in the record business. *And this is only the beginning.* Other recordings by her are to be released immediately.

The phenomenal popularity of this premier vaudeville favorite could not have been more convincingly demonstrated than by this tremendous demand for her first record.

This ready-made market for Sophie Tucker records is waiting for the wide-awake dealer to take advantage of. You cannot afford to miss this big opportunity. Any Okeh dealer can make the new Sophie Tucker records a big event in his town—and a correspondingly big event for his cash register. And that's what counts.

If you are not an Okeh dealer, now is the time to get on the band wagon. **TREMENDOUS SALES ARE ASSURED.**

## First Sophie Tucker Record Release

4565  
10-in.  
75c

HIGH BROWN BLUES  
SHE KNOWS IT

Contralto with Orchestra  
Contralto with Orchestra

SOPHIE TUCKER  
SOPHIE TUCKER

### General Phonograph Corporation

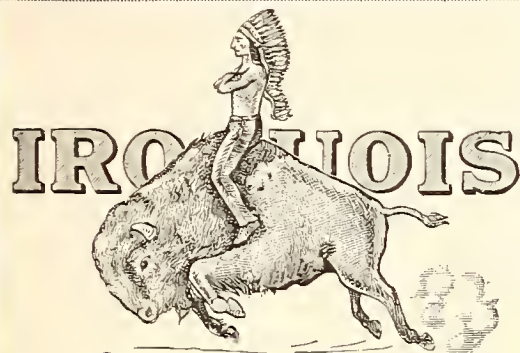
OTTO HEINEMAN, PRESIDENT

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









## Okeh Records

GRANBY PHONOGRAPHS  
MASTER-TONE TALKING MACHINES  
OUTING PORTABLES

### NEEDLES

Okeh — Truetone — Wall Kane  
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St. BUFFALO, N. Y.

### EDISON DEALERS MEET IN DALLAS

Merchants From Texas and Oklahoma Convened at Texas-Oklahoma Phonograph Co.'s Store

DALLAS, TEX., May 3.—Half a hundred phonograph dealers from various points in Texas and Oklahoma attended a conference at the Texas-Oklahoma Phonograph Co.'s store recently. The conference during the day was followed by a banquet at the Oriental Hotel in the evening, which was attended by dealers and their wives.

A. H. Curry, president of the company and vice-president and general manager of the phonograph division of Thomas A. Edison, Inc., Orange, N. J., was the principal speaker at both the conference and the banquet. Mr. Curry talked on the phonograph industry and business conditions generally. He said that business conditions were much improved in the North and East, and predicted that a corresponding improvement would soon be noted in the Southwest and other sections of the country.

The Brunswick Shop, of Williamsport, Pa., recently gained considerable publicity through a contest open to all, for the best essay on "The Benefits of Music in Every Home."

### A DECISION OF WIDE INTEREST

Gramophone Co., of London, Eng., Wins Decision Against Polyphon Co., Barring Sale of Its "Red Seal" Records in Sweden

The proceedings brought by the Gramophone Co., of London, Eng., against the Deutsche Grammophon A. G. and the Polyphon Co., at Copenhagen, Sweden, for alleged violation of the copyright of certain "Red Seal" artists' records has been decided in favor of the first-named concern, according to advices reaching here recently. The Gramophone Co. is a subsidiary of the Victor Talking Machine Co., of Camden, N. J.

The situation was brought about by the sale of certain records, including some made by Caruso and other prominent artists, which had been secured by the Polyphon Co. during the war as a result of the trading-with-the-enemy laws. After the war the Gramophone Co. brought suit to restrain the German concern from selling these records in other countries, charging an infringement of copyright privileges and property rights.

This decision is important in view of a similar suit of the Victor Talking Machine Co. which is now pending in the United States District Court in Brooklyn, N. Y., asking for an injunction against the sale of imported records by the Opera Disc Co.

### VICTOR RECORDS BY CARUSO

Attractive New Booklet Devoted Exclusively to Caruso Records Just Issued by Victor Co.

The Victor Talking Machine Co. has just issued an attractive little booklet, carefully compiled and classified, and devoted exclusively to the records made by the late Enrico Caruso. The booklet opens with a short introduction outlining Caruso's career, and then come the record lists divided into the several classes, such as dramatic, lyric, in English, concerted, devotional, love songs and Neapolitan numbers.

Setting forth as it does in one group all the records made by Caruso, the booklet serves to emphasize most emphatically the great work of the late tenor, and should prove of distinct convenience to those who sell Caruso records, as well as those who desire to expand their libraries of such records.

### NEW POST FOR W. R. CASSELL

W. R. Cassell has been appointed a member of the sales staff of the New York Talking Machine Co., Victor jobber. Mr. Cassell succeeds H. F. Murchie, who has moved to California.

### CHAMBER OF COMMERCE CONVENTION

Constructive Program Arranged for Tenth Annual Meeting of Chamber of Commerce of U. S. to Be Held in Washington This Month

WASHINGTON, D. C., May 6.—"European Conditions and Their Effect on American Business" will be the main topic at the tenth annual meeting of the Chamber of Commerce of the United States, to be held in Washington May 16 to 18. This announcement was made by the Chamber when it made public a tentative program.

Because of the interest of business men throughout the country in the general subject it is predicted that the convention will be one of the largest ever held by the Chamber. More than 1,400 business organizations have been asked to send representatives and an attendance of from 4,000 to 5,000 business men is looked for.

"In selecting the subject for the convention," said the statement by the Chamber, "there was a desire to obtain a thorough discussion of world business conditions as well as domestic conditions for use as a basis of judgment in planning measures to insure a continuing future prosperity in the United States. The situation abroad has been constantly changing and the time has come for a new inquiry into the facts. The biggest question before American business men today is the problem of formulating intelligent plans that may be of assistance in restoring normal economic conditions.

"No plans can be made that do not take into account the European situation, including such problems as the Allied debts, reparations settlements, paper currency issues, exchange fluctuations, ocean shipping, etc."

As in previous years the work of the convention will be done largely in group sessions. Groups representing the major divisions of business will take up the questions before the meeting in their relation to the particular interests or industries within the group.

Among the subjects scheduled for discussion are: Effect of the European Situation on American Business, Merchant Marine, Housing, Distribution, Production in Industry, Finance, Foreign Commerce, Insurance, Actual Resources, Railroads, Highway Transports, Labor and Immigration and Transportation and Communication Abroad.

The talking machine and furniture establishment of B. Glass, in Suffern, N. Y., has been redecorated. The talking machine department, where the Victor line is featured, has been considerably improved by the addition of several sound-proof demonstration rooms and a large room for the display of the machines.

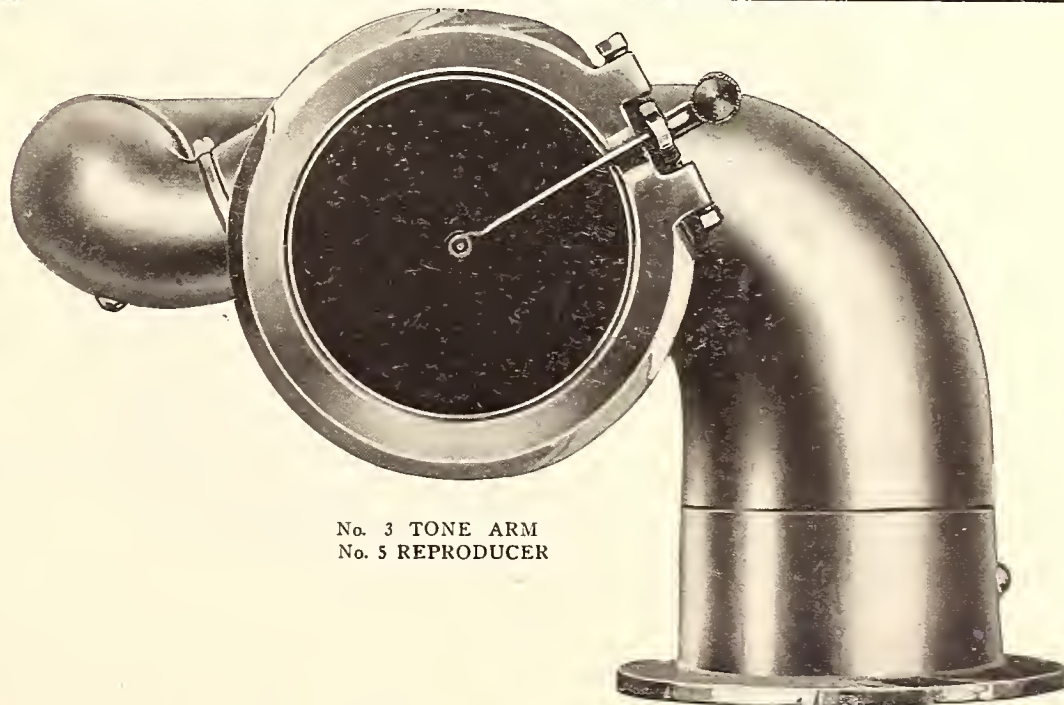
# MUTUAL

## TONE ARMS & SOUND BOXES

There are three things that go to make up satisfaction:

1. QUALITY
2. SERVICE
3. PRICE

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



No. 3 TONE ARM  
No. 5 REPRODUCER

# Mutual Phono Parts Manufacturing Corp.,

149-151 Lafayette Street  
New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions



# The Development of an Attractive Personality Is an Essential to Success :: By Chas. T. Hubbard

Personality as a success feature worth developing is highly recommended to the ambitious talking machine and music dealer. Emerson remarked that "an institution is but the lengthened shadow of a man" and so the popular and profitable store is often the reflection of one man's personality. To some personality is a misconception. Many believe that personality is merely the business manner of being able to greet customers with a glad hand and a smile. This is but personality in its lowest evolution.

The talking machine dealer who has cultivated a pleasant personality has accomplished more than merely the knack of shaking hands while extending a smile. The type of personality which wins success and prosperity is that which is founded on sincerity. Personality means thoughtfulness, friendliness, wholesomeness and many other virtues. Sometimes the best personalities are to be found among dealers who do not possess the effervescent smile and practiced handshake. Personality originates in a man's mind and should not be donned as part of business equipment to be used merely during the day. A successful personality is not the result of endeavoring to copy the ways or mannerisms of another, but in the thorough analyzation of one's self to find first what powers should be best cultivated. Personality represents the highest cultivation of these powers.

Perhaps as a dealer or manager you have as your asset the virtue of patience. Again, you may be endowed with a pleasant voice or it may be that you are favored with a pleasing address, a good sense of management, original qualification in advertising or other powers. On these your personality can rest if you will but take

an inventory of the manner you should best cultivate.

It has been stated that almost any twelve-year-old boy can, as automobiles pass, tell the make and cost of each one and describe with surprising knowledge the mechanics of each car and all about it. Many men at later ages pride themselves on being able to do the same thing. Most of us are familiar with the lives and histories of

*A Sincerely Pleasant Attitude Is an Asset Which Should Not Be Overlooked by Talking Machine Dealers*

our leading ballplayers, actors and prizefighters—yet how few of us really know anything about ourselves? The talking machine dealer has discovered that by making a study of records and human nature an interesting and profitable business has been created. A knowledge of business methods is necessary in order that one may qualify as a successful talking machine dealer. In the same manner a knowledge of yourself is essential in order that you may benefit with the best results from others. The good features of your

own personality are well worth cultivating in this worthy effort—for they are very likely to be characterized throughout your whole organization and its results.

## NOW DESCRIBED AS "A MENACE"

**Princeton University Professor Makes Excited Attack Upon Talking Machine and Its Influence Upon the Life of the Students**

Although the work done by the talking machine in the development of musical interest and appreciation is generally recognized throughout the country, and recognized by those in a position to observe and understand the great results, there are still those who for one reason or another like to take a fall out of the talking machine and talking machine music whenever the opportunity presents itself.

Now comes a professor of Princeton University, backed by the Daily Princetonian, the University paper, to declare that the talking machine is to be regarded as a menace at the University as tending to cause waste of time and interfere with the work of the students. The charge is embodied in the following dispatch which appeared recently in the New York Herald:

"The phonograph has become one of the greatest menaces to serious study in American universities, say several professors in Princeton. It now ranks with bridge, dances, 'petting' and other diversions which attract the undergraduate from his books. Says Prof. Randolph Hermance, supervisor of freshmen:

"One man goes to visit a friend's room and immediately they indulge in a phonographic session, playing one record after another with no apparent interest in the music. And so one more perfectly good hour is wasted in the idle and useless amusement."

The worthy professor and his associates will find few to agree with their contention. They probably forget the times, if they ever knew of them, when the average college frat house, or dormitory, simply exuded so-called melodies from the throats of ambitious glee club men, properly stimulated, or plucked out of guitars, mandolins or banjos. At least the modern talking machine offers real music, which same cannot be said of the amateur efforts of other days.

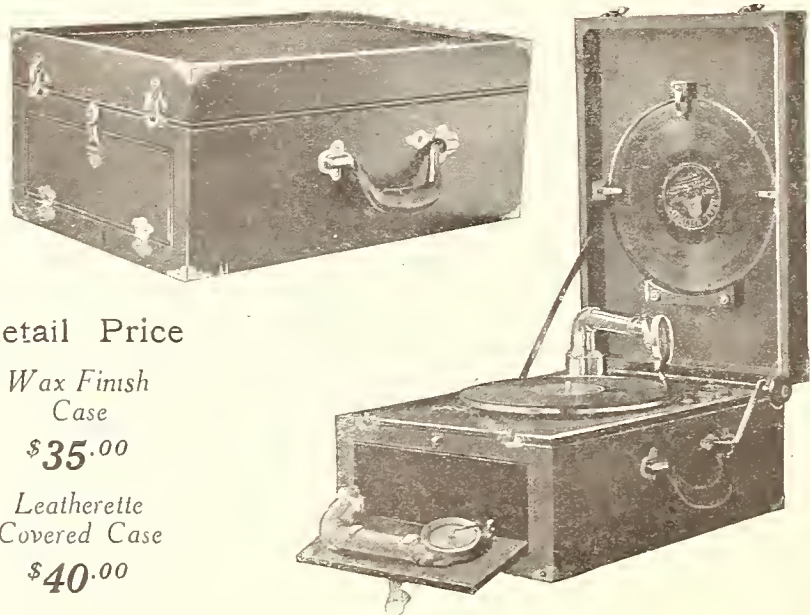
## OKEH ARTISTS AT RADIO CONCERT

**Well-known Artists Appear at Bedloe's Island Station—Successful Concert Under Fred Hager's Direction—Plan Weekly Programs**

Another Okeh record radio party was given April 19 under the direction of Fred W. Hager, general manager of the Okeh recording library, at Bedloe's Island Broadcasting Station (WVP). Several of the selections on the program were request numbers, among which were "Kiss Me By Wireless," sung as a duet by Jane Neilson, soprano and Nat Sanders, tenor. Nathan Glantz, another well-known Okeh artist and brilliant saxophonist, entertained with a new novelty number "Step Along," and also played "Dardanella" by request.

The Rega Dance Orchestra, an exclusive Okeh organization, under the direction of Justin Ring, played three selections, "The Sheik," "The Clock of Love" and "Swanee Smiles." Other numbers on the program contributed to the success of the evening, and it is interesting to note that Okeh concerts have been so well received by radio fans that plans have been made whereby Okeh artists will offer programs every Wednesday night from Bedloe's Island Broadcasting Station.

The *Modernolette* A REAL Talking Machine in Portable Form



Retail Price

Wax Finish Case \$35.00

Leatherette Covered Case \$40.00

MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City



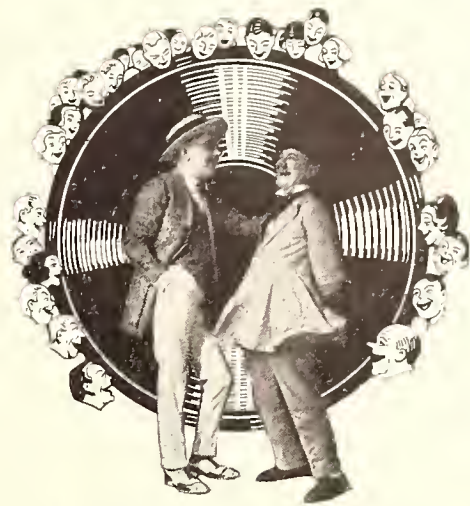
When we say that BANNER RECORDS give full 75c worth of record value for 50c we mean just that! We give just that!

Send for a sample! Make the test!

Play BANNER! Hear how good a record it is! Look at the label! See whether the recorders really are widely known! Make sure of its wearing qualities! Play it again and again! Use a microscope and see whether the surface is worn! Make any other test you may know of!

You will understand then why BANNER has made so great an advance in so short a time—why it has won the unqualified favor of a great music buying public.

*First Quality — then price!*



### “Gallagher and Shean”

Their humorous little ditties have been laughed to from Maine to California and from Canada to the Gulf. Everybody knows them. Everybody wants them. They're so typically G. & S. that one little strain is enough to put a giggle through a whole house. As rendered on Banner Record 1054, the song is a thunderbolt—one hundred per cent mirth provoking, and sales producing.

And here's another idea—a Gallagher and Shean fox-trot—wonderful!—with a talking saxophone and a laughing trombone. You can almost hear the words. “Absolutely” speaks the saxophone—“Positively” says the trombone. The orchestra has taken advantage of the opportunity and made just that kind of a dance-thing that sells and sells—for months!

# BANNER 50c. RECORDS

## A Few Fast Selling Hits!

- Some Sunny Day
- Rosey-Posy
- Honey Lou
- Sing Song Man
- Teasin'
- My Honey's Lovin' Arms
- You Won't Be Sorry
- Samson & Delilah (Opera-trot)
- Doo Dah Blues
- Sweet Man O'Mine
- Just a Regular Girl
- Rigoletto (Opera-trot)

- Gallagher & Shean, Vocal
- Gallagher & Shean, Fox-trot
- Georgia
- By the Sapphire Sea
- Pick Me Up and Lay Me Down
- California
- Three O'clock in the Morning
- Angel Child
- Atta Baby
- The Rose of Stamboul
- Old Time Favorites, Vocal
- Medley



A truly clever thought! Famous operas converted into fox-trots—that is Opera-trot (name copyrighted by BANNER). The beautiful strains of operatic music have been used to wonderful advantage and now we have snappy, rhythmic fox-trots. Proof of success? New York orchestras are playing them in New York ballrooms and New York folks are calling for more.

**PLAZA MUSIC CO.**  
18 West 20th Street New York

*Attach to your business letterhead and mail to us today!*

**PLAZA MUSIC CO. (Banner Record Div.),**  
18 W. 20th St., New York.

Send samples, together with complete details on Banner Records.

Name .....

Address .....

City .....State .....



Entirely different from anything that has yet been issued in the record field. A peculiar type of illustration and a different way of reproduction—beautifully executed in four brilliant colors of oil paint. Varnish finish, which gives each card the appearance of an original oil painting.



# AMBITION

By EDWARD FRASER CARSON

When a young man enters business he is very much like a ship starting on a voyage. Only it is usually the case that the young man does not know where he is headed. The ship does.



Edward Fraser Carson

Before the ship weighs anchor or casts loose from its pier the captain gets his sailing orders. These orders tell him to what port he is to take the ship and with that knowledge he gets out his charts, orders the engineer to start the engine and he is off—headed for a definite port.

And, barring accidents, the ship in due time reaches that port.

How many young men who start out in life have a definite goal in view? Have YOU—you who read these lines? Do you know in what direction you are heading? Do you know where you will make port? Do you know where you will be, even where you hope to be, twenty or thirty years hence?

Will you be a boss yourself, directing the work of others? Or will you be plodding—still plodding along on a salary dependent on another for the privilege of working?

Have you ever stopped to sit down and seriously figure it out? Believe me, it's a good thing to do. And the more you think—really think about it—the sooner you will get your sailing orders. The sooner you will know what

the future holds for you in the way of prosperity.

And when you have your orders you will start the engine that nature gave you and see to it that it keeps working smoothly and steadily. You will keep your eye on the chart and your mind on the destination you have chosen.

When you do that, young man, you will reach the place you set out for. It doesn't make a bit of difference what that place is. No matter what your ambition may be you can attain it if you keep it continually before you and work hard. It is as sure as death and taxes.

Ambition is dual in its nature. It implies first, a definite goal and, second, the energy to work to attain that goal. To have a goal without the energy to work for it is to dream, and undirected—or misdirected—energy is wasted power. Many a man can, and usually does, dream of the things he would like to be or the heights he would like to attain. He wishes he were rich or that he was mayor or governor or that he was the boss.

But he lacks the energy to attain this ambition. He takes it out in wishing. He is like a ship with the engines broken down at sea, drifting at the mercy of the waves.

In like measure, others have the energy—the pep, as they say—necessary to win success, but they never get anywhere. They are always working, always striving, but have no goal in view.

If such a man does get anywhere it is pure luck. Like a ship without a chart he has nothing to guide him.

Success in life depends on these two things—

a goal and the energy to work for it. And these two things are ambition.

And if you, young man, have ambition there is no handicap you cannot overcome, no barrier you cannot surmount. With ambition there is nothing you cannot attain.

## DAVIN ADDRESSES DULUTH DEALERS

Speaks on Advertising and Selling—Miss Dixon Dwells on Music Appreciation—To Renew Billboard Publicity—Victrola Show Planned

DULUTH, MINN., May 4.—At the regular monthly meeting of the Victor Dealers' Association, held in this city recently, the principal speaker of the evening was J. J. Davin, of the Reincke-Ellis Co., who spoke most interestingly on the subject of advertising and selling. With his wide experience in the talking machine business and his grasp of conditions throughout the country, his talk made quite a favorable impression and he was given a rising vote of thanks.

Miss Dixon, supervisor of music for the schools of Duluth, also gave a very interesting talk on "Music Appreciation," and asked for full co-operation in the music memory contest held in this city.

After the Association banquet, which was attended by all the Victor dealers along the Range, the regular monthly business session was held and it was decided to renew the co-operative billboard campaign inaugurated by the Association.

The city of Duluth's yearly exposition will be held the week of May 14, and the Association is planning a Victrola show as its contribution to the exhibit.

## WRITES ARTICLE ON RECORDING

An interesting article on the making of talking machine records appeared in a recent issue of the Christian Science Monitor. The text, which was supplemented by illustrations of the actual recording and a view of the record-pressing room of a plant, was supplied by A. C. P. Russen, of Newark, N. J.

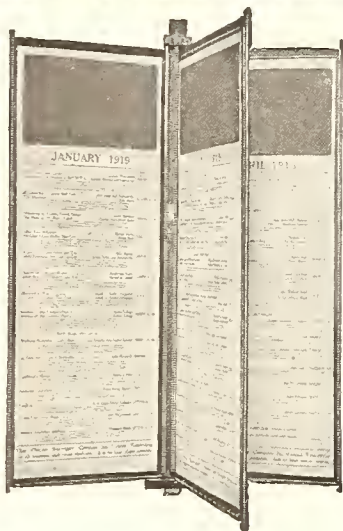
# Universal Self-Service Displayors Help Boost Record Sales

In the busy summer season, when dance records are so popular, the SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

Neat—Inexpensive—Attractive—They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

**UNIVERSAL FIXTURE CORPORATION**  
133 WEST 23rd STREET  
NEW YORK



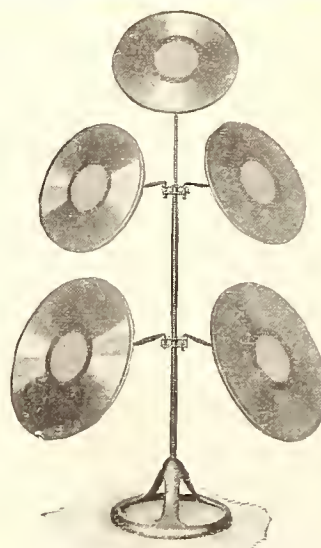
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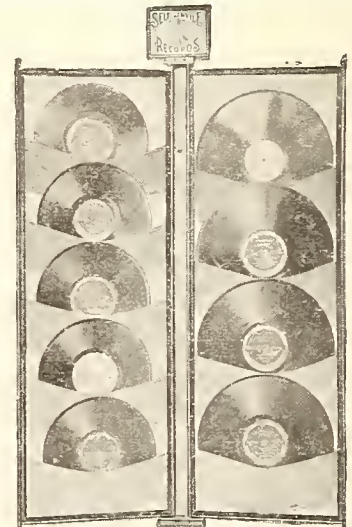
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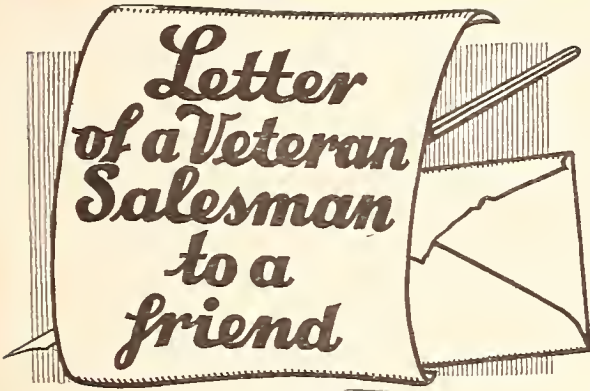


No. 501



No. 550





(NO. V)

Dear Bill:

I have just finished reading your letter and that portion of it relating to your difficulty in making collections reminded me that only last week the Jones Music House went into bankruptcy. In his petition Jones stated that his failure was due to the large number of outstanding, uncollectible accounts. I have been watching Jones for the past year and have warned him time and time again against the methods which he was using in trying to make collections. Perhaps you are making some of the same mistakes and, therefore, I will risk your displeasure by preaching again and warning you against certain harmful practices.

Every customer who comes into your store, whether he is independent from the financial standpoint or depends on his weekly or monthly salary to meet current expenses, is possessed of a certain amount of pride. In this particular every man, woman and child is kin and, in view of this fact, it will be best for you not to forget to calculate on this very human characteristic when trying to collect delinquent accounts.

Instant antagonism is aroused on the part of a customer when the dealer undiplomatically and bluntly tells the customer that his payment is overdue. The typewritten letter is also a cold proposition from the customer's standpoint. In the majority of cases you will find, upon investigation, that a person has neglected to make a payment for either one of two reasons: either the matter has been overlooked unintentionally or the patron is in temporary financial difficulty. The latter will often be the case where the head of the house is employed at a trade where he is out of work for several days at a time in periods between jobs. This class of customer usually takes pride in the fact that bills are paid promptly, and if you become impatient at a few days' delay the chances are that you will make an enemy. It is much better to try to get in touch with the customer personally and have a frank understanding about the matter. Make him feel that while you want your money when it is due you value his patronage and he will respond by making every effort to comply with your policy of doing business.

If it is impossible to make personal contact the only thing left to do is to get in touch with him by letter. As I stated before, the short, snappy, so-called business type of letter will do more harm than good in a case such as this. Write in the same manner that you would to a friend, mentioning the fact that the customer has not been in to see you of late and also draw attention to some new records, etc., which you think might interest him. Before closing call his attention to his overdue payment, stating that the matter has probably been overlooked by him and close with a statement that you hope to see him concerning the records mentioned. An inquiry as to whether the machine which he purchased is giving satisfaction will also go far in promoting good will.

In the case where a customer neglects to make a payment through an unintentional oversight a letter similar to the above will achieve the desired results without giving offense. Of course, the thing to do is to keep after customers so that they will not get into the habit of putting you off, but the point is that you cannot afford to make an enemy of even a slow-paying customer.

With best wishes,

Jim.

### SONORA PRICES ARE REDUCED

New Price List Announced by Sonora Phonograph Co. Represents Reductions in Entire Line—Company Advises Trade New Prices Will Remain Standard for Balance of Year

The Sonora Phonograph Co. announced a few weeks ago a new schedule of prices for Sonora phonographs. When advising the trade regarding these new prices the company stated as follows: "Present conditions have had their effect on labor as well as the price of raw materials, so that the Sonora factories are to-day turning out better phonographs at lower prices. Sonora's policy always has been, and always will be, to pass on to dealers and the public all savings effected by careful management and economy in the buying of raw materials, as well as economies realized by increased production. An exhaustive investigation has been made into the various steps of the construction of each model, with the result that to-day's prices will not be again changed this year."

The new prices of the conventional Sonora models are as follows: Invincible, \$350; Grand, \$300; Elite (wooden tone arm), \$265; Elite (new metal tone arm), \$250; Baby Grand, \$200; Intermezzo, \$175; Imperial, \$150; Etude, \$100; Melodie, \$50, and the Portable, \$50.

Reduced prices for Sonora standard and De Luxe period models have also been announced and the new prices of the standard period models are as follows: Lafayette, \$165; Pembroke, \$165; Canterbury, \$200; Queen Anne, \$250; Louis XV, Lorraine, \$325 and \$300; Italian Renaissance, Verona, \$300; Louis XVI, Royale, \$300; Adam, Hartford, \$300; Queen Anne, Queensboro, \$300.

### INSTALLS TWENTY RECORD BOOTHS

WASHINGTON, D. C., May 2.—Extensive alterations, designed to considerably enlarge the Victrola department of the Boston House, one of the largest department stores in this city, have added twenty record demonstrating rooms to that department. A nursery room has been built in which children may hear records played.



## CO-OPERATIVE BUYING

Supplying the Retailer With Radio Sets, Parts and Equipment at a Saving of 10 to 25%

CO-OPERATIVE BUYING as illustrated by chain store successes is the one way to secure the manufacturers' lowest prices for the average dealer.

What applies to drug, cigar, furniture and other chain stores applies also to RADIO EQUIPMENT.

New York is the greatest Radio supply center in the World.

THE RADIO BUYERS' SYNDICATE has been formed to bring under one buying head a great many dealers in Radio. By adding your order to many others it is possible to obtain from the manufacturer his jobbers' prices, thus saving for yourself the 10 to 25% which is the jobbers' profit.

THE RADIO BUYERS' SYNDICATE maintains offices, stenographers, Radio experts, messengers, etc., to serve you and are at your command at all times.

Your share of the overhead will be \$12.50 for a period of six months from the date of your check, during which time we will act as your New York Buyer and maintain your offices.

Send in your initial order—large or small—with your check for \$12.50 and become a member of the syndicate and buy radio equipment at prices which will allow you a big profit from this wonderful business. Your interests are best served by prompt action.

## Radio Buyers' Syndicate

145 W. 45th St.

New York



SUPERIOR STEEL  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

SUPERIOR  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

SUPERIOR  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES

SUPERIOR  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES



Packed expressly for **YOU**  
with your Name

On An Order For  
**500,000 Needles**

(300,000 Extra Loud, 100,000 Loud, 100,000 Medium)

We will pack Brilliantone Needles in tin boxes, attractively decorated in colors as illustrated, 200 needles to a box, with your name on each. You will gain increased prestige and good-will when your customers see that your needles are made, packed and imprinted especially to your order by the largest manufacturer of talking machine needles in America.

Tell us to whom you desire shipment billed—we will supply you with prices and complete details, or give you the name of our nearest distributor.

SEND FOR SAMPLES AND PRICES

**BRILLIANTONE**

STEEL NEEDLE CO. OF AMERICA, INC.

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

**347 Fifth Avenue**

**NEW YORK**

SUPERIOR STEEL  
**BRILLIANTONE**  
REGISTERED TRADE MARK  
NEEDLES



## Sells Records From Music Shop on Wheels

Written for The World by CHAS. OLIVE

An entirely novel idea in connection with the sale of talking machine records has been put into use by the Hershey Music Store, of Willmar, Minn. This store, one of the oldest music businesses in that town, is under the management of Mr. Hershey, Victor and Columbia dealer, and is doing a good business, both at Willmar and Atwater, where a branch store is conducted. His new idea is that of selling records by automobile.

A closed car is used for carrying the records and it is equipped with racks that hold the records safely even on bumpy roads. The record outfit consists of the greatest hits and the most popular pieces, because these are the easiest to sell. The auto is in charge of a competent salesman, whose route is carefully mapped out for each day in the week; thus the territory controlled by the firm is canvassed many times during the Summer and Fall, and every home with a talking machine is visited, in town, surrounding country and villages. The records are delivered directly from the stock carried in the car, so that these pieces are not used merely for demonstration.

The plan is as excellent as it is novel and the salesman does a good business. He visits not only the homes in the neighborhood, but also the hotels, boarding houses and Summer cottages. Around Willmar are many beautiful lakes, where people spend the Summer months in cottages, and these people are good buyers of new records. They are staying out there just to rest and enjoy themselves and have lots of time to use and play talking machines. Any new and striking pieces will interest them. Summer boarders also look for good records to break the monotony. And even the folks out on the farms buy many records when the salesman comes around. They use the talking machine at lawn parties, church socials, picnics, etc., and are always glad to get something new to play. The salesman is able to advise them of the latest hits and, as the records can be obtained so conveniently, the temptation of buying the best can hardly be withstood.

Further, the salesman carries one of the smaller Victrolas in the car, for the purpose of interesting possible purchasers in the machine, and also for demonstrating certain records when neces-

sary. Those places or localities yielding the most business are visited at least twice a month with a stock of new records and many sales are made there every time. As conducted by Mr. Hershey the selling of records by automobile not only increases Summer business, but also advertises the store and gives it greater prestige, so that many more regular customers are attracted to the place. Because the Hershey Music Store carries a complete stock of sheet music and musical instruments of all kinds every record customer means also a possible purchaser of some other merchandise in the music line.

### KODISK PLACED ON MARKET

Metal Disc for Making Permanent Home Recordings Now Ready for Trade—Uses Ordinary Steel Needle for Recording and Reproducing—Has Many Unique Features

A metal recording disc for home recording which will be known as the "Kodisk," has just been placed on the market by the Phonovations Co., Inc., 37 East Eighteenth street, New York, which will be the distributor of this disc. The "Kodisk," which is manufactured by the Metal Recording Disc Co., may be used with any phonograph to record the human voice or any combination of musical instruments. Recordings may be made either through talking into the horn of the phonograph and using the sound box as a recorder, or by using the "Kodisk" recording horn for recording and reproducing. The discs will be made in various sizes with space for recording on each side, and it is stated that the record made on the "Kodisk" is absolutely permanent. The ordinary high-grade loud tone steel needle is used for the recording point, and the simplicity of the "Kodisk" and its method of operation is one of the outstanding features of this new home-recording outfit. It is the invention of one of the best-known members of the talking machine industry.

### SEABURG CO. IN RADIO FIELD

Well-Known Manufacturer Making Radio Cabinets—Orders Received in Large Quantities

JAMESTOWN, N. Y., May 5.—The Seaburg Manufacturing Co., of this city, manufacturer of the Librola phonograph, a combination talking machine and library table, is doing considerable work in the radio field. Librola cabinets are admirably fitted for the installation of wireless outfits, as nearly all standard equipment may be installed in the record compartment side, while the horn on the other side is used as a loud speaker.

The Seaburg Manufacturing Co. is furnishing cabinets alone for both the talking machine manufacturer and the radio assembler, and during the past few weeks orders have been received from well-known concerns in all parts of the country. The Seaburg factory is co-operating with its trade in every possible way and is making prompt shipments of these cabinets.

### W. D. WARREN IN NEW QUARTERS

W. D. Warren, who has built up a very excellent business in talking machines, records and player rolls in Denver, Col., has just moved to a new location in that city at 238 Fifteenth street. He is carrying a very large stock and has equipped the establishment in a manner that should prove most attractive to purchasers. He has also opened a repair department to meet the needs of his customers.

The firm of McKean, Darby & Baldwin, Portland, Ore., has purchased the talking machine business of A. J. Lilburn & Son, Roseburg, Ore.



## LATEST RELEASES

### SONGS - DANCES - COMICALS

- 00987x E Sbocciano Le Rose, Cav. Uff. G. Godono  
Addio Mia Bella, Addio, Cav. Uff. G. Godono
- 00991x L' Altalena.....Cav. Uff. G. Godono  
E L' Ammore.....Cav. Uff. G. Godono
- 00993x Venerdi' .....F. Rondinella  
'E Ssignurine D' 'O Palazzo, R. Ciaramella
- 00997x Serenatona.....R. Ciaramella  
Vipera.....J. Baroni
- 00999x 'O Guarracino—Part 1.....P. Mazzone  
'O Guarracino—Part 2.....P. Mazzone
- 001007x Un Balbuziente In Tribunale  
(Scena Comica)  
Cozzolino-Di Napoli-Mazzone  
Pulcinella Ad Una Festa Da Ballo  
(Scena Comica)  
Cozzolino-Di Napoli-Mazzone
- 001009x Dolores. Valzer..Orchestra Napoletana  
Joupe Goulotte, Two-Step,  
Orchestra Napoletana
- 001013x Il Musicomane, Polka,  
Orchestra Siciliana  
Fiochi Di Neve. Gavotte,  
Orchestra Siciliana

We Are Also Manufacturers & Distributors of  
**Italian Popular Music Rolls**  
New Hits Released the 15th of Each Month

## JUST OUT

- x193—Abat-Jour. (Salomè). Versi di E. Neri-Musica di Stalz. (Word Roll) .....\$1.25
- x215—'E Bellizze D' 'A Stagione. Versi di L. Sica. Musica di R. De Luca. (Word Roll) ..... 1.25
- x171—Che Bella Cosa Oinè. Versi di A. Barbieri. Musica di G. Capolongo. (Word Roll) ..... 1.25
- 062—'A Srenata 'E Coppola Rossa. Versi e Musica di L. Donadio. (Word Roll) ..... 1.25
- 188—Gentil Pensiero. Instrumental. Waltz by H. Ciauri..... .90

## ITALIAN BOOK CO.

Music Dep't  
145-47 Mulberry St.  
New York City  
DISCOUNT TO DEALERS—ASK FOR CATALOGUES

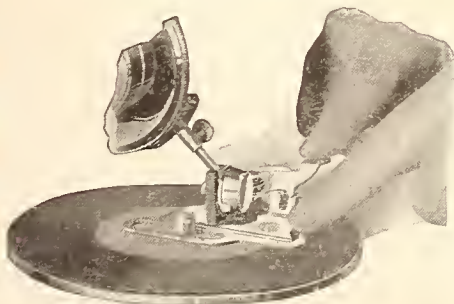
## Sharpen the Fibre Needle

Without removing it from the  
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN  
FIBRE NEEDLE  
CUTTER**

**LIDSEEN PRODUCTS**  
832-840 So. Central Ave. CHICAGO





**A timely advertising stunt is the Columbia Dealer's Summertime Fan—imprinted with your name. A novelty of genuine utility—and a constant advertisement for your store. Ask your Dealer Service Man about it.**

**Columbia Graphophone Co.  
NEW YORK**

## ADVOCATES STANDARD "TALKERS" FOR BROADCASTING

**Absolutely Essential to the Best Results in the Transmission of Record Music by Means of the Radio, Declares President of the Cleveland Radio Association, E. H. Poad**

CLEVELAND, O., May 6.—That the standard talking machine is essential to proper broadcasting of music by radiophone is the assertion of E. H. Poad, president of the Cleveland Radio Association, this statement coming simultaneously with the closing of negotiations with the Department of Commerce by Warren R. Cox, head of the Cox Laboratories, who has just returned from Washington with the limited license that permits the broadcasting of music, news and general information. The Cox station, the only one in Cleveland, and one of only five in the country, will be known as WHK.

In order not to conflict with the distribution from Pittsburgh, Chicago, Newark and Springfield, Mass., on those nights during which concerts are given, the wave length from WHK will be kept down to 360 meter wave lengths, which means that receivers within a radius of 200 miles will receive the material thus broadcasted in Cleveland without interfering with outside broadcasting, and vice versa.

So well equipped are the Cox Laboratories, however, that the music distributed from this point has been received in Celina, Kan., according to Mr. Cox. The laboratories are located on the top floor of the Stuyvesant Building.

While the talking machine figures most prominently in the music broadcasted from this station a staff of musicians, headed by Miss Ethel Toole,

is part of the Cox organization. The concerts sent out are now being held three nights every week. The room in which the concerts are held is cloth-padded, absolutely sound-proof and barred to all outsiders.

But the chief factor in this method of music distribution is the talking machine, in the opinion of President Poad, of the Cleveland Radio Association, under the auspices of which the concerts are being given.

"A standard talking machine is absolutely essential to the proper transmission of record music," says Mr. Poad. "Surface noises must be absent entirely or the effect is spoiled completely. We know this by experience with many types of machines. Those outside of the sending station have often wondered why they cannot get good reproduction at times. It is because of the surface noises created by some instruments or records. We who are interested in developing this science have learned this by experimenting with various machines. There is no idea of discrimination, however, but we have found that the best-recognized machines and records are best for this purpose."

It merely happens, therefore, that in the present work being done in Cleveland the Victor machine and Victor records are being used at WHK. The instrument and records are being supplied by the Buescher Co.

It is through the Cleveland Radio Association that significant steps in radio development in the Cleveland district are being taken, in the opinion of Mr. Poad. Prominent business men of the community are personally interested in its achievements and in directing its affairs.

## SOUND BOX THIEF SENT TO JAIL

**H. J. Wexler, Youth Who Stole Talking Machine Parts From Store of Winterroth & Co., New York, Sentenced to Elmira Reformatory**

At least one talking machine sound box thief will not annoy New York dealers for a couple of years to come, following the action of the Court of Special Sessions recently in sending Herman J. Wexler, of 2 Tracy avenue, Newark, N. J., to Elmira Reformatory.

The prosecution of Wexler came about through the efforts of E. J. Winterroth and Valentine Faeth, of Winterroth & Co., Union Square. A man went into one of the Winterroth booths on April 8 to hear some records and when he left one of the machines was found to be minus its tone arm. A careful watch was kept and the following day a young man came in to listen to some records and as he started toward the door an investigation showed that a tone arm was missing and a large exhibition sound box had been removed and replaced by a smaller type.

The tone arm was found on the youth, who proved to be Wexler, and it was decided to prosecute. Messrs. Winterroth and Faeth were supported in their case by Charles E. Neier, an attorney, and Irwin Kurtz, president of the Talking Machine Men, Inc. It was hoped to learn the name of the party to whom Wexler had disposed of his talking machine parts, but he consistently refused to reveal the name. Investigation brought out the fact that he had pleaded guilty a few months ago to the theft of a sound box from an uptown store.

## OKEH RECORDS POPULAR IN SOUTH

ATLANTA, GA., May 3.—One of the live-wire Okeh record dealers in the South is B. G. Porter, of Eustis, Fla., who has been handling this line only a few months, according to P. C. Brockman, sales manager of the J. K. Polk Furniture Co., Inc., Okeh distributor in this section of the South. Mr. Porter states that the Okeh records are increasing steadily in popularity, if increasing sales are any indication.

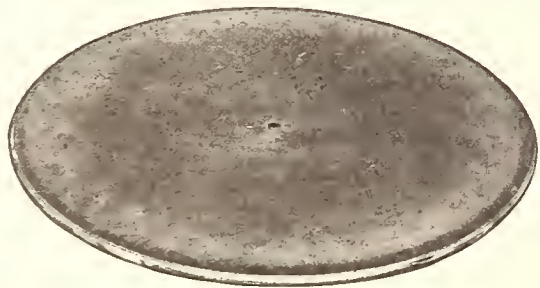
## SENT A SUBSTANTIAL CHECK

Since the publication of the list of contributors throughout the trade to the Jewish War Relief Drive by the committee in charge of same, a number of additional contributions have been made. Among them is a substantial check from N. Cohen, president of the Greater New York Novelty Co., Brooklyn, N. Y.

A talking machine department has been added to the drygoods business of Ewald Klings, Blue Island, Ill.

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

*Boulevard*  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845



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## *Introducing to the Trade*

The Most Fascinating Form of  
Entertainment in the World

THE  
**AIR-O-PHONE**

*The Perfected Radio  
Concert Receiving  
Instrument*

*No Aerials to Set Up*

*No Installation to  
Make*

*No Knowledge of  
Radio Required*



Standard Air-Voice Model Complete \$450.00

Our First Announcement to the New York Public, Made Through the New York Times, February 21, 1922, Brought Buyers to Our Salesroom from as far West as San Francisco, Mostly Hard-Headed Department Store Buyers Who Came, Marveled and Purchased.

---

A New Timely Source of Revenue  
Bigger Than Any Entertainment Device  
Ever Placed Before the Public

---

Take Advantage of the Crest of the Radio  
Wave That Is Sweeping the Country

---

Be the First to Demonstrate the Air-O-Phone in Your Town  
The Public Will Crowd Your Store Every Day

---

*We Are Now in Production*

Distributors now being appointed. If we are not represented in your Territory—Telegraph, Telephone or Write.

# **AIR-O-PHONE CORPORATION**

*Factory:*  
Canton, Pennsylvania

*Sales Offices:*  
122 Fifth Avenue, New York

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### TAKE OVER REGINA ASSETS

Creditors' Committee Incorporated for the Purpose of Settling the Affairs of Bankrupt Concern—Will Start Work at Once

At a meeting of the creditors of the Regina Co., held at the office of the Referee in Bankruptcy last month, the referee approved a plan for the purchase of the assets of the company by the Creditors' Committee. The plan was carried out and the Regina Corp. was chartered under the laws of the State of New Jersey with a capital of 10,000 shares of no par value stock, for the purpose of taking over the assets and business of the Regina Co.

It was the original intention of the committee to issue a share for each dollar of indebtedness. It was found, however, in order to carry out this plan, the fee of the Secretary of State would have been in excess of \$10,000.00. It therefore was decided to have fewer shares and issue one share for each \$100.00 of indebtedness. This necessitates there being fractional shares, but it was held that this is not objectionable.

An organization meeting of the new company was held and the following officers and directors elected: W. L. Desnoyers, president; C. M. Cubbison, vice-president; Eugene F. E. Jung, secretary and treasurer; James F. Shaw and E. F. Fretz, directors.

Of the above, Mr. Fretz is president of the Light Manufacturing and Foundry Co., at Pottstown, Pa., and was the largest merchandise creditor and was on the Creditors' Committee. Mr. Jung also is on the Creditors' Committee and is by profession a statistician and economic expert. Mr. Shaw is of the banking house of Knauth, Nachod & Kuhne. Mr. Cubbison is a sales manager of large experience and will take charge of the sales of the new company. Mr. Desnoyers has been acting as receiver and his training and experience in reorganization work should be of value to the company.

The following trustees were appointed: W. L. Desnoyers, John Bernhard and D. L. Murphy. These have qualified and will superintend the winding up of the affairs of the old Regina Co.

It is expected that between now and the end of May it will be possible to pay off all preferred claims, liquidating expenses, etc., and the company will then be prepared to send a statement to credit agencies and to its stockholders.

### STEALS TALKING MACHINE MOTORS

Obtains Names of Machine Owners From Dealer and, Posing as Repairman, Steals Motors

The operation of a new type of burglar was revealed in the metropolitan district recently when Benjamin Springsteen was arraigned before Magistrate Douras charged with grand larceny. The complainant against him was Jacob Zatlun, proprietor of a musical instrument store at 596 East 180th street. He charged that Springsteen obtained a list of his customers who had purchased talking machines on the instalment plan and visiting nine of them induced them to let him remove the motors of the machines "to look them over" and then failed to return them.

### VICTOR CO. APPEALS DECISIONS

Appeals to the United States Circuit Court of Appeals at Cincinnati were taken by the Victor Talking Machine Co. on April 17, 1922, from the decisions of Federal Judge Sessions, rendered April 5, 1922, in the Victor Co.'s suits against the Brunswick-Balke-Collender Co. and against the General Phonograph Corp. and General Phonograph Corp. of Illinois.

### LOUIS M. GREENBERG INCORPORATES

The firm of Louis M. Greenberg, of New York City, dealer in talking machines, has been granted a charter of incorporation under the laws of New York State, with a capital of \$45,000. Incorporators are L. M. and M. and S. Greenberg.

### "DAILY DOZEN" IN THE SCHOOLS

Health Builders' Records Become Part of Curriculum of George Washington School, Keokuk, Ia.—Stimulates Athletic Activity

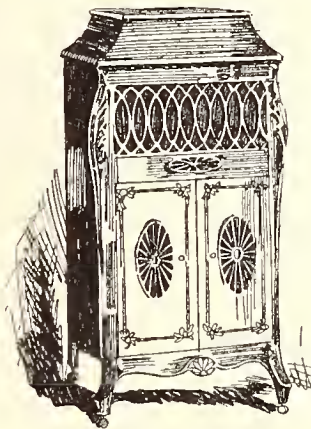
KEOKUK, IA., May 1.—Walter Camp's "Daily Dozen," through the medium of the Health Builders' records, produced by Health Builders, Inc., New York City, has become a part of the curriculum of the George Washington School of this city. Every morning at 9:45 and again in the middle of the afternoon the pupils in all the grades of this school are put through the twelve exercises to be found in this record course. At the beginning the first set of records explaining each part of the exercise was used, but the children rapidly learned these exercises, and now the advanced records in which the exercise is merely announced are being used. The twelve exercises are gone through in less than fifteen minutes, during which the windows are thrown open. The same talking machine which is used in other educational work is used for the

Health Builders' record. The teachers of all grades in this school are enthusiastic over the "Daily Dozen" and many of the children have induced their parents to purchase the Health Builders' course of records from the local talking machine dealer for use in their homes.

### G. K. LORD SINGS FOR RADIO

Gene Kenneth Lord, the Singing organist, who recently signed a contract to record exclusively for Okeh records, is one of the latest Okeh artists to sing over the radio. Mr. Lord has been singing from the broadcasting station of Strawberry & Clothier, Philadelphia, and the program has been advertised in all of the Philadelphia papers. His new spiritualistic hymns are meeting with an excellent reception from the Okeh dealers, who are well pleased with the sale of these records.

Reubin Wallace is the new manager of the Victrola sales department of the Carroll Music Shop, Appleton, Wis.



## *Fine Music Goes Hand in Hand with Fine Machines and Fine Machines are Cased in Genuine Mahogany*

**I**N these days, when the music-loving public enters your store, you have not only to talk music but durability, fine workmanship of motor and cabinet and particularly, you have to talk quality. For the public is as much interested in the appearance of the machine as in its tone-producing ability.

The trade is realizing this more and more. A New York City evening paper recently carried the following news item:

"The situation of the companies that are in difficulties can be summed up in their producing an inferior product," said George A. Dodge, of Boston, treasurer of the Eastern Talking Machine Company. "They produced an inferior product that didn't stand up even in the hands of dealers. Some companies filled their storehouses with as many as 500,000 of these machines, and the public threw them back on their hands. Naturally, they have to liquidate."

Ninety percent of the pianos built in this country are made of Genuine Mahogany. Genuine Mahogany, whether in pianos, furniture, paneling, or in talking machine cabinets, is both durable and beautiful. And your clientele has been educated for many months to demand the durable and beautiful.

THE MAHOGANY ASSOCIATION, Inc.  
NEW YORK

*After all—there's nothing like*

# MAHOGANY



BRUNO



## “Fish—or Cut Bait!”

A while ago “big business” was being handed out on a silver platter—but to-day things have changed. “Big Business” is still to be had, only it means action, and lots of it. What are you doing to stir up new business, Mr. Victor Dealer? Going to sit tight and wait for something to happen—or are you going to get down to “brass tacks”? One thing is certain—your future success depends upon your efforts.

Right now, let's all get behind the one big bet of the season—the PORTABLE VICTROLA No. 50. This instrument, while an all-year-round money producer, is a particularly ideal model for the spring and summer months. The abundant pleasure it affords, its wonderful reproducing qualities, its extremely low cost, are all features that make the No. 50 a sure seller.

In the country, in the home, when camping, while sailing, for dancing and entertainment, the PORTABLE VICTROLA No. 50 is indispensable.

What a world of opportunity there is open to you, Mr. Victor Dealer! Don't delay a moment—begin your advertising and selling campaign at once. In doing so you will receive the benefits of the Victor Company's advertising that will soon begin in all the leading magazines and newspapers throughout the country. A rare opportunity now presents itself!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*



# Some Timely Merchandising Suggestions for Live Talking Machine Dealers :: By Frank H. Williams

Women's wear stores and department stores stage style shows constantly and get a lot of business from such stunts.

Why couldn't the talking machine dealer stage a style show and boost business thereby?

Here's the idea: Secure some old-style instruments of the kind you handle and display these in your show window alongside some modern machines—preferably the console or perpendicular styles. Then get some old-time records, including the cylinder type, and arrange them beside the modern records. At the rear of the window place a sign reading like this:

#### OUR TALKING MACHINE STYLE SHOW

Contrast the old-style talking machines and records with the modern styles of machines and records. Keep up with the style. Change your old machine for a new instrument NOW.

The same sort of an exhibition might be carried out inside the store.

This would create a lot of interest and would undoubtedly make numerous sales to people who would be brought, by the show, to a realization that they were, perhaps, far behind the times in the matter of possessing the latest creations in machines and records.

#### An Original Plan of Making Sales

The Wolf & Dessauer department store, of Fort Wayne, Ind., has developed a particularly good business in Victor machines and records under the direction of W. E. Cotter, the manager of the department. One of the ideas which he has used in pushing his business could, undoubtedly, be employed by other talking machine departments or stores to good advantage.

This stunt is the formation of an orchestra among the store employes and the playing by this orchestra at farmers' institute meetings, school gatherings over the county, and public gatherings of every sort where there is a demand for music and where no other provisions for music have been made. The orchestra is composed of music-lovers who play for the love of it and so it costs nothing to operate the orchestra. All the members, too, have their own instruments, so the store is out nothing for equipment.

And whenever the orchestra goes anywhere to play, Mr. Cotter always takes along a big Victor demonstrator and a bunch of records of the type he feels will appeal to his audience. Between selections by the orchestra, the machine is played. In this way Mr. Cotter secures a demonstration where it will do the most good, and he has made many sales as the result of all this.

#### How to Stimulate Interest in the Store

Who has the oldest talking machine in your city?

Who has the oldest record?

Think how interesting it would be to discover these old-timers and to exhibit them in your show window!

And think how much interest would be aroused in your city by an announcement to the effect that you would award a prize of five new records to the owner of the oldest machine in the city and five records to the owner of the oldest local record! Such an announcement would create a lot of scurrying back and forth and examination of machines and records and all this sort of thing would stir up a renewed interest in machines and records and would, therefore, stimulate your business as well as making your store more talked about than any other talking machine store or department in the city. Try this plan in YOUR store NOW!

#### Keeping the Young Folks Interested

Every parent of a child of high school age is

deeply and vitally interested in knowing where his child is at night.

This being the case it would be a good stunt for the talking machine dealer to secure a list of the local high school students from the principal of the school or from the local superintendent of schools and then to solicit the parents of these children on the proposition of purchasing machines and records for home use, as a "talker" in the home is one of the best possible ways of keeping children of this age at home

nights and of getting the young people to bring their friends around to the house where the parents can see who and what sort of people these friends are.

In many of the homes thus solicited there would, undoubtedly, already be talking machines, but there may be no new records in the home, hence the "talker" was seldom used. To these people the dealer could easily sell new records.

Don't pass up this method of getting more business.

#### PLAN NATIONAL MERCHANDISE FAIR

Event Similar to the Leipzig Fair in Europe to Be Held in New York in August

Announcement has been made that the National Merchandise Fair under the auspices of the National Retail Dry Goods Association will be held in New York City at the Grand Central Palace during the first three weeks of next August. Colonel Michael Friedsam, president of B. Altman & Co. and chairman of the general executive committee in charge of the Fair, issued a statement in which he reviewed the plan and told how all energies would be devoted to preparing for the event. With the assistance of the committee, he is now completing the various groups required to handle the Fair arrangements, including ways and means, merchandise exhibits, co-operation, entertainment and publicity.

Describing the need of lower distribution costs, from the raw material to the consumer, Colonel Friedsam declared the Fair would provide appreciable economies, since it would allow buyers

to purchase all they needed within a limited period and within the least possible area adequate for merchandise display. In mentioning the good results obtained abroad, he stated that the Leipzig Fair this year had given work to the manufacturers for the next half year. The assurance of immediate sales in large volume, he said, would be welcomed by the manufacturers here.

Booth space will be allocated to the various lines of merchandise, it was explained at the Association offices, in the same proportion that they contribute to the general volume of business of the average department store, the purpose being to develop a well-rounded exhibition. At the same time the plan calls for a lay-out of exhibits along the lines generally followed in the average department store.

Every sales manager and salesman should remember that line of Charles Frohman's, says the Treasure Chest: "There are no bad towns—only bad plays!" Every town will show its good side to good salesmen, good products and good service.



*Wall-Kane Needles  
Protect the Record*

## WALL-KANE NEEDLES

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

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

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

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

**JOBBERS ONLY—APPLY FOR  
SPECIAL PROPOSITION**

**The Greater New York Novelty Co.**

*Sole Manufacturers of*

**WALL-KANE NEEDLES**

**3922 Fourteenth Avenue**

**Brooklyn, N. Y.**



# The Cheney Resonator is actually Carved out of Seasoned Violin Wood



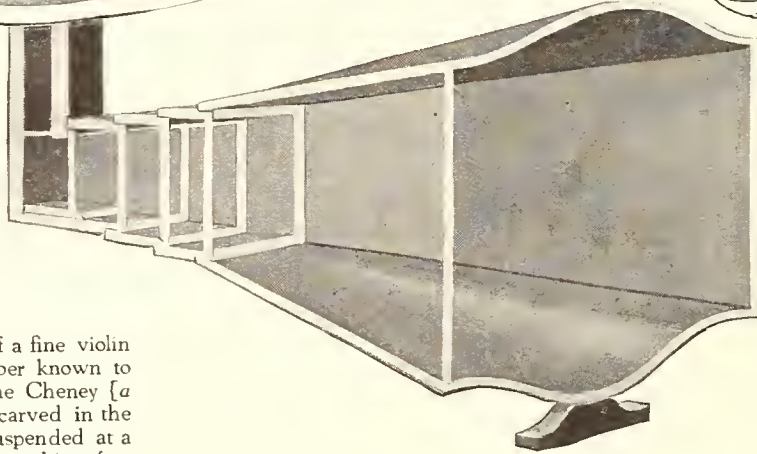
Carving Cheney Resonators from  
violin wood—seasoned maple  
and spruce

The famous violin resonator of The Cheney is really carved from seasoned spruce and maple, the resonant woods which develop within a violin its rich, sweet tones.

Only by carving the walls of The Cheney Resonator can we achieve that richness and fullness of tone which makes The Cheney stand out from all other phonographs. It is a part—and an essential part—of the acoustic system which makes The Cheney absolutely, fundamentally different from any other phonograph that is made.

The violin wood used in The Cheney Resonator is not kiln dried. It is carefully seasoned for a year or more in the only way that sensitive woods can be seasoned to retain their live, vibratory quality—by time and the elements.

CHENEY TALKING MACHINE COMPANY, CHICAGO



*“The longer you  
play it, the  
sweeter it grows”*

Because the sensitive wood shell of a fine violin is the most perfect resonating chamber known to musical science, the resonator of The Cheney [a most important exclusive feature] is carved in the same graceful, symmetrical lines. Suspended at a single point of contact, it hangs in the cabinet free from obstruction, vibrating with every passing note. As its delicately curved walls become ever more vibrant and responsive, it is true of The Cheney, like an old violin, that *“The longer you play it, the sweeter it grows.”*



Considering the quality of workmanship, Cheney prices are remarkably low. Regular models retail from \$115 to \$325. Console models in a variety of styles.

# The CHENEY

THE MASTER INSTRUMENT



**Furman and Nash have already made a name for themselves with their first records. Their new one is "Those Days Are Over" and "I Got It, You'll Get It," tenor and baritone duet. A-3584.**

**Columbia Graphophone Co.  
NEW YORK**



**HEALTH BUILDERS RECORDS SCORE**

**Demonstrated at Banquet of Atlantic City Athletic Club Before Noted Personalities and Make Big Hit—R. B. Wheelan on the Job**

Keeping Fit to Music through the aid of the Health Builders' course of records, produced by Health Builders, Inc., New York City, is

set to music. The new Atlantic City Athletic Club recently held its first banquet in the Venetian room of the Ambassador Hotel, which was attended by over 200 prominent professional and business men of this well-known resort. Mayor Bader of Atlantic City acted as toastmaster, and among the specially invited guests were Walter Camp, Robert B. Wheelan, president of Health Builders, Inc., and Bernarr MacFadden, pub-

lisher of the Physical Culture Magazine. Walter Camp addressed the gathering on "Keeping Fit," and told of his experiences while helping the United States Navy Physical Training Department during the World War. Robert B. Wheelan, president of Health Builders, Inc., spoke on somewhat similar lines, discussing not only the value of keeping fit, but how it was possible to have the "Daily Dozen" in the home set to music, and demonstrated this fact by actually putting the guests through the exercises at the close of his address. These 200 prominent members, clad in their "soup and fish," and others dressed in business suits, responded heartily to Mr. Wheelan's suggestion and with the help of a talking machine and Health Builders' records went through the complete course. This was an outstanding event of the evening, and much enthusiasm was displayed over this course of records.



Guests at Atlantic City Athletic Club Banquet Exercise to Health Builders Records

progressing steadily in popularity. This course is not only proving popular in the schools and the homes, but many large organizations have enthusiastically used the Health Builders' course, which consists of Walter Camp's "Daily Dozen"

lisher of the Physical Culture Magazine. Walter Camp addressed the gathering on "Keeping Fit," and told of his experiences while helping the United States Navy Physical Training Department during the World War. Robert B.

**WOMEN TELL WHY THEY BUY**

**Trade Survey Discloses Attitude of Women Toward Window Displays and Advertising**

MARSHALLTOWN, WIS., May 9.—One of the most complete reports on a retail trade survey ever given has just been turned over to the local Chamber of Commerce. The survey was made in November, 1921, by W. F. Bristol, of the extension department of the State University. Out of seventy-five answers received to a questionnaire concerning advertising, seventy-three women said they read the newspaper ads and were guided in their purchasing by the advertising published in newspapers by merchants. Window display advertising was recommended, however, as the one from which most results come, with newspapers second in point of view of results. The answers disclosed that women were drawn downtown by newspaper advertisements, but that they expected the window displays to draw them into the stores.

**TELEPHONE CONCERTS SELL RECORDS**

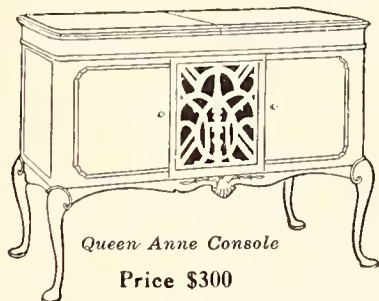
**Dealers Inaugurate Clever Plan Which Stimulates the Sale of Records**

It isn't a question of "If you're waking call me early," because you get called early anyhow, whether you're waking or not. For Flatbush, N. Y., talking machine dealers have put on an efficiency stunt that makes every day as mad and merry a day as anybody could wish, says The Sun.

This is the way it goes: Your telephone rings, and in answer to your "Hello" a voice with a wile inquires concerning your musical appetite at the moment; whether you feel that jazz or chamber music would go down easiest, whether you are hungry for opera or have a hankering after coon songs. All you have to do is to express your preference and a musical bill of fare, selected accordingly, is served you over the telephone. Indicate the items you like best, and in ten minutes the records show up at your front door to be tried on your own favorite talking machine.

F. W. Gibson, talking machine dealer at Angelica, N. Y., has secured new quarters in the Thomas Building.

**What Is YOUR Percentage of Profit?**



Queen Anne Console  
Price \$300

Suppose we could show you—and  
**PROVE**—that

—with Granby you can make up to **THREE TIMES** your *Present Percentage of Profit* at a Merchandise Investment up to 30 Per Cent less.

Would you be interested?

Why not ask us—Today—to prove it?

**GRANBY PHONOGRAPH CORPORATION**

General Sales Office

21 WEST STREET

BOSTON



**ADVISES DEALERS TO DISCRIMINATE**

**Victor Jobber Suggests That Dealers Carefully Investigate Discount Proposition—Some Plans Considered Unfair—Legitimate Discount Companies Suffer by Activities of Other Kind**

Talking machine jobbers and dealers in Greater New York have been visited recently by representatives of several discount companies who have tried to interest them in the merits of their respective propositions. The jobbers have been asked to lend their endorsements to the plan, and dealers, of course, have been solicited direct for business. The Silas E. Pear-sall Co., Victrola wholesaler, in order to protect the interests of its dealers, investigated one of these plans, and at the conclusion of its investigation advised Victor dealers to be very careful in giving their paper to the representatives of this discount company. The proposition itself seemed equitable on the surface, but upon investigation it was found that there was a "joker" in the contract offered the dealer which not only would necessitate the use of more paper than specified in the contract, but might cause the dealer considerable annoyance and embarrassment. It is therefore suggested that dealers in Greater New York who are offered contracts by discount companies read the contracts very carefully and be absolutely certain that there is no possibility of any ambiguity or misconception of the terms in the contract.

There are quite a number of discount companies in New York which are conducting their business along legitimate, ethical lines that represent practical co-operation to the talking machine dealer, but these concerns are having their activities jeopardized by the unfair methods adopted by some of the discount companies which have chosen talking machine dealers as victims.

**NOT CONNECTED WITH BANKRUPT**

**Grand Talking Machine Co., Inc., Distinct From Grand Phono & Piano Co.**

A. Abrams, head of the Grand Talking Machine Co., Inc., 270 Flatbush avenue Extension, Brooklyn, N. Y., wishes to announce that neither he nor his company has any connection with the Grand Phono & Piano Co., of Brooklyn, which recently went into bankruptcy. Mr. Abrams states that they have registered both the names Grand Phono Co. and the Grand Talking Machine Co.

**NEW PORTABLE GRAFONOLA**

**Columbia Graphophone Co. Announces New Portable Model—Will Retail at \$50—Has Many Distinctive Merits That Will Appeal**

The Columbia Graphophone Co. has just placed on the market a portable model which has won the enthusiastic praise of all Columbia dealers who have inspected it carefully. The new portable Grafonola, which weighs only twenty-two and one-quarter pounds and will retail for \$50, is covered with heavy, durable, black Fabrikoid, reinforced at the corners. The inside is finished in highly polished red mahogany, making the instrument very attractive in its playing position.

Some of the features of the new Grafonola, as set forth in detail in the Columbia Co.'s literature, are as follows: Two pivoted tone control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired; the cover encloses the scientifically shaped amplifying chamber (or horn), which permits the full and natural development of the sound waves (as in the big cabinet Grafonolas) from the neck of the tone arm to the mouth of the horn; an escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation; the standard Columbia bayonet-joint tone arm conveys the sound waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph; covers seal needle cups when top is lowered for carrying; three nickel needle cups (one for used needles) prevent aggravating forgetfulness; the position of the winding spindle gives the crank a wide swing, which permits easy and safe winding of motor; heavy nicked corner protectors give strength, withstand abuse and save scratching of furniture; tone arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying; winding crank is conveniently positioned here for transportation; ingenious safety catch permits dust-proof closing of cover.

Mrs. J. E. Keller, for the past four years connected with the music department of the Pettis Dry Goods Co., of Indianapolis, Ind., will open the Keller Music Shoppe, 25 Market street, in the near future, where she is fitting up attractive quarters.



**NYOIL**  
FOR YOUR PHONOGRAPH

**Made in Our Watch Oil DEPARTMENT**

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

**The Best Oil For Any Talking Machine**

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

**Colorless, Odorless and Stainless.**

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

**NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.**

For Sale by all Talking Machine Supplies Dealers  
**WILLIAM F. NYE, New Bedford, Mass., U.S.A**

**SOPHIE TUCKER A RADIO FAN**

**Okeh Artist Will Feature "Kiss Me By Wireless" on European Tour—Fred Hager Writes Comedy Chorus as Requested**

Sophie Tucker, famous vaudeville star and exclusive Okeh artist, sailed a few weeks ago for England, but before her departure she became interested in radio, and while visiting the laboratory of the General Phonograph Corp. for the purpose of making several Okeh records, heard the new fox-trot called "Kiss Me By Wireless." She tried it out during one of her spare moments and decided to use it in her repertoire in England.

When Miss Tucker sailed for England she carried with her copies of the lyrics and orchestrations of this new fox-trot, but just off Sandy Hook discovered that the song needed a comedy chorus in order to make it a "real" hit on the other side. Miss Tucker thereupon visited the radio operator's cabin and sent the following message to Fred Hager, director of the Okeh laboratories, who wrote the song: "Kiss Me By Wireless' needs comedy version."

Upon receipt of this radiogram Mr. Hager immediately composed a special chorus to suit Miss Tucker's requirements and dispatched it at once. According to her present plans Miss Tucker will feature "Kiss Me By Wireless" extensively in her tour of England.

**OPENS OWN BROADCASTING STATION**

**Jordan Music Co., Charleston, S. C., Believed to Be First Music House to Do So**

The Jordan Music Co., 372 King street, Charleston, S. C., is believed to be the first music house in the country to establish its own radio broadcasting station, the company having recently installed an elaborate plant with a 360-meter wave length for the purpose of broadcasting music from its store.

The concerts, which are given under Government license, run from 7.30 to 8.30 each evening, and consist of programs made up of music from Edison and Vocalion records and reproductions of the playing of well-known pianists by the A. B. Chase reproducing piano.

**NEW POST FOR CHAS. H. ADDAMS**

Charles H. Addams, for several years connected with the Aeolian Co. as wholesale traveler, has been appointed to take charge of the inside work of the wholesale department, including the handling of correspondence, the reception of visiting dealers and the taking care of retail customers sent in by dealers. Mr. Addams succeeds Henry W. Pinner, who resigned recently.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

**EIGHT FAMOUS VICTOR ARTISTS**

In Concert and Entertainment

Personal Appearance of

**Eight Popular Victor Favorites on One Program**

A live attraction for live dealers and jobbers

Bookings now for season 1922-1923

Sample program and particulars upon request

P. W. SIMON, Manager

1658 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet



### A Real Musical Instrument for Children

**Cabinet:**—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

**Finish:**—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

**Motor:**—Heineman motor—cut gears—cast frame—fully guaranteed—removable motor board.

**Tonearm:**—Die cast—nickel plated—Artois reproducer.

**Turntable:**—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.

Altogether a Real Talking Machine



Diamond Juvenile Furniture, as shown above, makes an ideal setting for a children's booth. Excellent for window displays. Set consists of table, four chairs and clothes rack. Price complete, \$17.50 F. O. B. Oswego, N. Y.

## The Diamond Juvenile Console

**T**HE money-making value of this fine little instrument hardly requires description. As a medium for increasing the sales of juvenile records it has no equal. It perfectly plays all records up to 10-inch. Has beautiful tone and adds that element of "Atmosphere" which holds the interest of

parents and children. Sells while it charms.

Its second value lies in its ability to sell itself. No child can see it and hear it without wanting it. And it is so pleasing in form and color and so practically made that parents want it as much as the children.

Shipments of new orders can be made after June 10th.

#### Handsome Profits

List Price—\$25.00

6 Machines or over.....	\$15.00
Less than 6 Machines.....	16.50

All Prices F. O. B. Oswego, N. Y.

*A Few Good Territories Still Open to Jobbers—Write for Particulars*

**THE DIAMOND PRODUCTS CORPORATION**

25 West 43rd Street, New York

Factories—Oswego, N. Y.





Peo - ple like us — don't have to wor - ry,

# PEOPLE LIKE US

A Humorous Fox Trot Song

**HEAR IT NOW**

**JACK NORWORTH'S Biggest Song Hit!**

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

### DISPLAYS VOCALION AT STYLE SHOW

Louisville Music Co. Arranged Elaborate and Successful Exhibition of Vocalion Phonographs and Red Records at Show in That City

The Louisville Music Co., distributor for the Vocalion phonograph and Vocalion Red Records, had an elaborate display recently at the local Style Show and attracted much public attention by offering a Vocalion free under certain conditions. The company's display was presented in an attractive booth with a plate-glass front re-

in the Speed Building, 529 South Fourth street, is meeting with great success with the Vocalion line and has established a number of dealers, some of them exclusively Vocalion, in that city and vicinity.

### NEW VICTROLA BOOK OF OPERA

Sixth Edition Represents Entirely New Work and Is Most Complete of Its Kind

The Victor Talking Machine Co. has just announced the sixth edition of "The Victrola Book of the Opera." The new edition does not represent a revision of the earlier editions, but is a book that has been completely rewritten and is one of the most complete works of its kind. The new book contains stories of more than 100 operas, with summaries of their history, musical quotations, critical and explanatory material. Correct pronunciations are given of the names of operas and operatic characters and all the stories are told in clear, concise English. A new and attractive cover design in gold, embossed on a red background, has been provided for the new edition.

The worker who willfully cuts down his efforts almost invariably cuts down his character.

### COLUMBIA ARTISTS IN EUROPE

Famous Operatic Stars Winning Additional Fame Abroad—Some Details of Artists' Activities

There was recently received at the executive offices of the Columbia Graphophone Co., New York, an interesting communication from the Columbia headquarters in Paris, relative to the activities of Columbia artists abroad. This letter read in part as follows:

"Charles Hackett is rapidly becoming the best-known American tenor in Europe. First Monte Carlo welcomed him with cheers when he sang in 'Tosca' there; now it is the turn of La Scala, Milan, and later in the Spring he is to be heard both at the Paris Opera and Opera-Comique. Ponselle and Macbeth are being continually spoken of as the big stars of the Paris Spring season, while Lazaro is setting them howling with delight in Naples. The plan of having a gala performance of 'Rigoletto' at the opera with Barrientos, Hackett and Stracciari in the principal roles has not been abandoned, and this Columbia artists' performance may be given at the end of March.

"Maria Barrientos is singing in Madrid just now with bigger success than ever. A series of concerts and performances are scheduled in Paris this Spring with her as the principal star. Hipolito Lazaro continues his triumphant career in Italy. His time is all taken up for the coming twelve months, and the prices he obtains in Spain are the highest ever paid any singer.

"Toscha Seidel played a tremendously successful concert in Paris, and the critics are hailing him as a violinistic revelation. He is soon to start on a concert tour of Australia, thus making practically a tour of the world during his absence from America, to which he returns next year. Stracciari, the famous baritone, has apparently fully recovered from his recent indisposition, for he is reaping a tremendous success all over Italy at present."

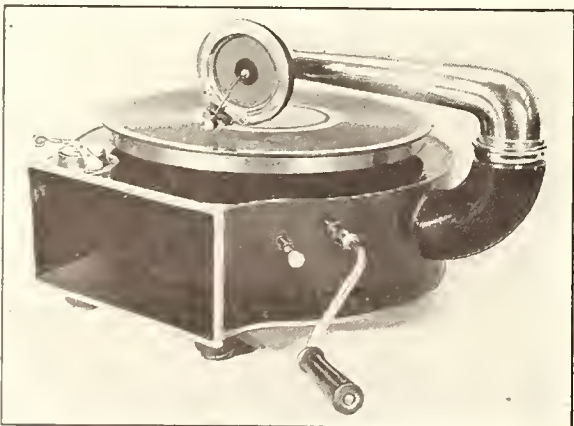


Louisville Music Co. Display at Style Show

produced herewith, and several machine models were shown and kept in operation. The Vocalion Red Records proved particularly interesting and their demonstration kept the booth filled throughout the hours of the show.

The Louisville Music Co., with headquarters

## The Madison — ACKNOWLEDGED THE BEST VALUE PORTABLE MACHINE IN THE MARKET TODAY



Size 13" wide—12" deep—7½" high

Dealers Delighted with the MADISON  
REPEAT ORDERS Prove Its Worth

A remarkable phonograph, selling at a popular price—it has the qualities of the expensive talking machine.

A wonderful compact motor—improved mica sound box—large amplifying chamber—speed regulator—start and stop device.

Plays 10 or 12 inch records clear and loud.

**Sample Price to the Trade \$8.50**

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

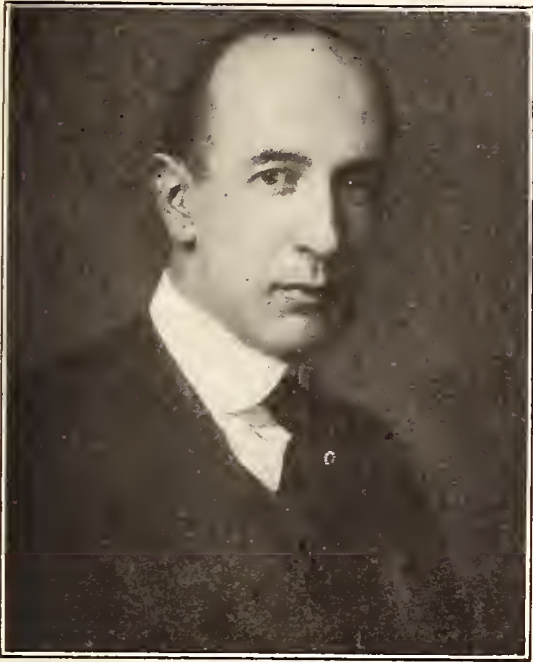
**Madison Music Co., 114 E. 28th St., New York, N. Y.**



**RUSSELL HEADS TROY ASSOCIATION**

Manager of Talking Machine Department of Cluett & Sons, Inc., Made President of New Music Trades Association Organized in Troy

Troy, N. Y., May 4.—Amos E. Russell, manager of the talking machine department of Cluett & Sons, Inc., of this city, was elected president of the Music Trades Association of Troy, which was formed here recently, when a number of local music dealers and those interested in the trade gathered for that purpose. Other officers include: E. T. Nehill, secretary, and Mrs. Lil-



Amos E. Russell

lian H. Caldwell, treasurer. A constitution committee was appointed to select a regular meeting night and to take up other business which might properly come before it. The committee is as follows: Frank S. Rogers, L. O. Toole and L. G. Hathaway. A publicity committee, composed of J. H. Caldwell, A. E. Russell and F. S. Rogers was named to acquaint the public with the aims and accomplishments of the Association.

The Association selected "Give More Thought to Music" for its motto, pointing out that the cultural and educational value of music demanded at least thought, if not study, on the part of all individuals.

Tentative plans for the observance of Music Week were made and a request was made for suggestions and plans from the members. The Association has decided to function as much as possible in the manner of the music trade associations of other cities, and therefore it was determined to conduct a publicity campaign on a large scale during Music Week, April 30 until May 6. Concerts, theatre displays and demonstrations were discussed and approved by those in attendance.

The charter members of the Music Trades Association of Troy are as follows: A. E. Russell, E. T. Nehill, Mrs. L. H. Caldwell, F. S. Rogers, J. H. Caldwell, L. O. Toole, W. K. Denniston, E. F. Culkin, Orrin E. Galbraith, Mrs. Alice F. Colwell and L. C. Hathaway. The organization has great plans for the future and after firmly establishing the present organization and proving its worth and ability the members expect to organize a music trades association embracing Albany, Troy, Schenectady and other cities of this district.

**A UNIQUE DELIVERY AUTO**

COLUMBUS, NEB., May 3.—Many talking machine dealers have arranged their delivery machines with a special body in the shape of a talking machine, but C. H. Dack, a local druggist, who handles a line of talking machines and records has gone a step further in placing on his Ford delivery car a body made of metal designed like two talking machines. The machine is used for delivering prescriptions and two machines can also be placed in the body for delivery.

If you don't like the talking machine business get out of it and try something that you do like.

**BLACK SWAN ARTISTS BROADCAST**

Black Swan Troubadours Prove Popular Entertainers While in New Orleans

NEW ORLEANS, LA., May 2.—The Lyric Theatre, of this city, recently billed as a feature attraction the Black Swan Troubadours and Ethel Waters. The reception accorded this organization attracted so much attention that the New Orleans Daily Item, one of the leading papers of the South, engaged the company to sing and play its famous jazz number, "Down Home Blues," and other songs, over the radiophone through the New Orleans broadcasting station.

The Black Swan Troubadours, composed of singers and players who record exclusively for Black Swan records, have been on tour for over five months. The company is under the direction of F. R. Henderson, Jr.

It is said that Miss Waters is the first colored artist to sing over the radio.

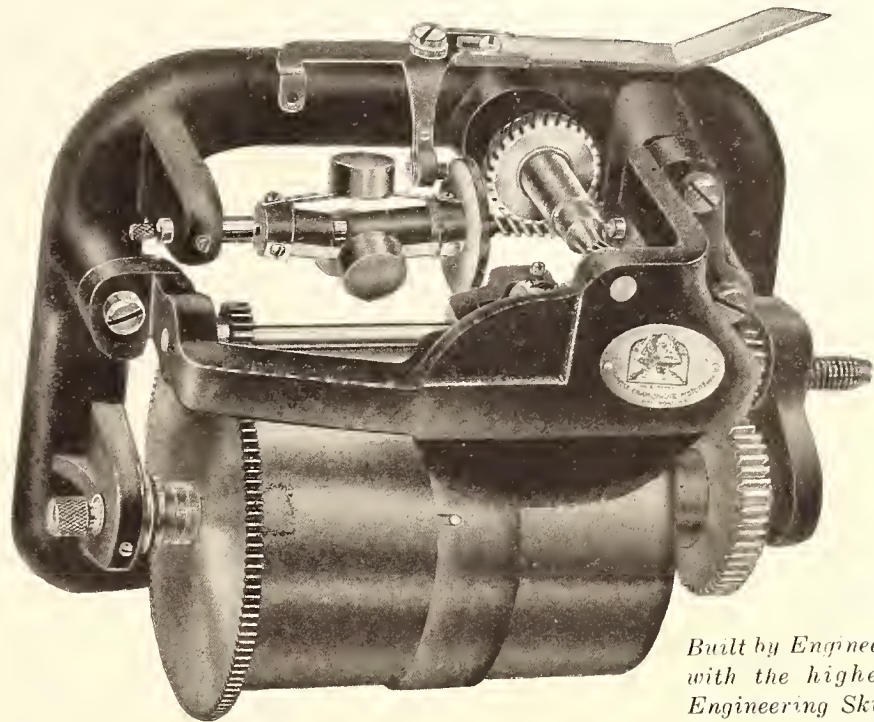
The more you know about your own business the greater are your chances of success.

**NEW POST FOR CRUDGINGTON**

Becomes General Works Manager of Columbia Graphophone Mfg. Co.

BRIDGEPORT, CONN., May 8.—R. F. Crudgington, formerly factory manager of the Columbia Graphophone Manufacturing Co., of this city, has been promoted to the important post of general works manager of the company, a position which was formerly held by H. L. Willson, president of the company. Mr. Crudgington has been identified with the Columbia organization for several years, and as a factory executive has won the esteem and respect of every one of his associates and employes as a whole. The Columbia factory is working at a high state of efficiency, due in a considerable measure to Mr. Crudgington's thorough knowledge of factory management.

Walter Mahoney, well known in music circles of Niagara Falls, N. Y., and formerly proprietor of the Harmony Shop in the Bellevue Theatre Building, has left that city to assume the management of a music store in Rochester, N. Y.



*Built by Engineers  
with the highest  
Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



**Sphinx Gramophone Motors Inc.**

21 East 40th St.  
NEW YORK CITY



DIGNIFIED AND ARTISTIC WINDOW DISPLAY ESPECIALLY PREPARED FOR MEMORIAL DAY



Victor Talking Machine Co. Suggests a Window for Its Dealers That Is Easily and Inexpensively Arranged, Befitting the Nation's Great Holiday

**BRUNSWICK WITH HALLE BROS. CO.**

Opens Beautifully Appointed Talking Machine Department Wherein Brunswick Gets Exclusive Representation—N. Cook in Charge

CLEVELAND, O., May 9.—One of the biggest events of the year in the Cleveland talking machine trade occurred on Monday, May 1, when Halle Bros. Co., of this city, formally opened the new Brunswick department. This high-class store, catering to the better class of trade, has advantages for which many talking machine companies have sought for years. The Brunswick department is being managed by Norman Cook, who has been connected with the talking machine trade for many years and whose last trade connection prior to this appointment was with the Eclipse Musical Co.

The talking machine department is beautifully appointed with Unico equipment and occupies a large space on the seventh floor of the Halle

Co.'s ten-story building. This company operates over 110 departments, all elaborately equipped, where retail merchandising is conducted on a high plane of excellence.

The Cleveland trade appreciates that the consummation of this deal is a real advantage for Brunswick, as all are familiar with the oppor-

tunities offered by Halle Bros. All hands, therefore, are congratulating the Brunswick Co. on closing this transaction, which was handled in the interests of the Brunswick Co. by A. J. Kendrick, sales manager, with the assistance of the Cleveland office of the Brunswick-Balke-Collender Co.

**ATTRACTIVE BOB-O-LINK CATALOG**

Latest Products of La Velle Mfg. Co. Featured and Described in Admirably Prepared Volume

NEW HAVEN, CONN., May 8.—The La Velle Mfg. Co., known throughout the talking machine trade as producers of the La Velle Bob-o-link phonographs and record books for children, has recently issued an attractive catalog of its line which centers on games and novelty sets for girls. Four pages are devoted to a thorough exposition of Bob-o-link phonographs, which are now produced in two models, and the various

record books. The Bob-o-link model, which formerly retailed for \$25, is now listed at \$18 and it is reported that the new price has greatly stimulated sales.

The newest record book issue is a game set which includes such familiar games as "Here We Go Round the Mulberry Bush," "The Farmer in the Dell," "London Bridge" and "John Brown Had a Little Indian." This new set has met with instant popularity although only recently introduced. The La Velle Co. is energetically featuring the entire line and other attractive sales literature has been prepared for the talking machine trade.

**NATIONAL METALS DEPOSITING CORPORATION**

FACTORY  
34 East Sidney Ave., Mt. Vernon, N.Y.  
Telephone: Oakwood 8845

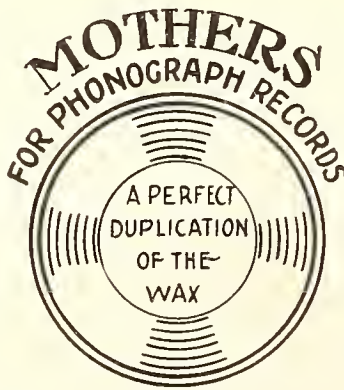
MOUNT VERNON — NEW YORK  
MANUFACTURERS OF

LABORATORY  
415 Fourth Ave, New York, N.Y.  
Tel. Madison Square 6635



WE DEPOSIT THE  
**FINEST COPPER**  
IN THE WORLD

FOR YOUR CONVENIENCE  
DELIVER RECORDED WAX  
TO OUR LABORATORY



OUR  
**IMPROVEMENT**  
ALL STAMPERS  
HAVE  
**HIGHLY POLISHED  
MACHINED BACKS**





# COLUMBUS

*Concerts Interest Public—C. E. Avery Joins Stewart Bros.—Baker Leases Store—Trade News*

COLUMBUS, O., May 5.—All the Victor dealers are co-operating in the benefit concert that is to be given at Memorial Hall on Wednesday evening, May 10, by John Steel, tenor and Victor artist. The profits of this concert will go to the Welfare Association of the Blind. Practically every dealer will feature John Steel's records in his window during the week of the concert, as well as advertise in the newspapers.

So popular was the first Victrola concert given in the music room of the Z. L. White Co. that F. J. Connor, manager of the Victrola department, has decided to give another this month. Business is improving both in records and machines, according to Mr. Connor. He stated that the months of March and April have exceeded in the number of sales the same months of the past two years.

With the appearance of Frieda Hempel, the noted Edison artist, in this city, on April 28, in a Jenny Lind program, the window of the Z. L. White Store featured the concert. It was centered by a figure which represented Jenny Lind. At the piano, a square rosewood of 1850, was an accompanist in the costume of that period. There were original Jenny Lind programs in the window and a painting. C. C. Baker's window also had a miniature Jenny Lind figure.

C. E. Avery, who has recently come to Columbus to become associated with the Victrola department of the Stewart Bros., Victor dealers, is an accomplished pianist. Prior to coming here he was connected with the J. B. Avery Music Store, Amherst, O., and later with the Lion Store at Toledo. He has appeared in concerts as soloist as well as with orchestras. At the present time Mr. Avery is particularly interested in reorganizing the record department of his firm. It is his object to have the most complete stock of Victor records possible.

C. C. Baker, of the C. C. Baker Music Stores, recently secured the storeroom and basement at 123 South High street for a term of ten years. The lease is effective January 1, 1923, and calls for an average yearly rental of \$19,000. Mr. Baker has four music stores here, and he secured this new room as his central store and expects to occupy it when he removes from his present location in the Neil House block.

What is considered to be one of the largest signs in this city and acknowledged to be the largest Victor sign is that painted on one side

of the building, housing the Elite Music Store, Victor dealer, 211 South High street. The dimensions of this sign are 35 by 80 feet. Harry Patton, manager of this firm, stated that this sign is one of the best advertising mediums he has ever employed in promoting his business.

Don John, of John's Music Store, in Lima, O., was a recent visitor to the Perry B. Whitsit Co., wholesale Victor jobber, 211 North Fifth street. Mr. John has designed a large cut-out metal sign of the famous fox terrier Victor dog, which he makes in various sizes to be used for out-of-door advertising or preferably highway advertising. Some of these signs are constructed for the purpose of appearing on top of a business block, and others along the roadside. The dealer's name and the names of the Victrolas painted on the body of the dog make a very attractive sign or advertisement.

Mrs. Esther R. Beaver, educational director of the Perry B. Whitsit Co., is now visiting schools in a number of cities throughout the State, where she is conducting educational work.

## SONORA JOBBER VISITS FACTORY

**C. L. Marshall Visits Saginaw Plant—Will Call Upon All Dealers in His Territory—Kentucky Now Covered by This Distributor**

DETROIT, MICH., May 8.—Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., visited here a few days ago, accompanied by C. L. Marshall, Detroit jobber, and spent a couple of days at the Saginaw plant of the Sonora Co. Mr. Marshall states that it is his intention to visit every Sonora dealer during May, and his purpose in visiting the factory at this time was to gain an intimate knowledge of Sonora's present manufacturing methods. He was delighted with his visit, and is giving Sonora dealers a detailed account of the perfection and thoroughness that characterizes Sonora manufacturing.

The recently announced reduction in the price of Sonora phonographs has met with an enthusiastic reception from the trade. The Sonora Co. is rebating its dealers for all stock on hand affected by the cut in price, and this broad-minded attitude has enhanced the good-will and confidence of the dealers in the Sonora.

Kentucky was recently added to the territory covered by the C. L. Marshall Co., and this progressive jobber is now taking care of the dealers in the States of Michigan, Ohio and Kentucky.

Adolph Winters, talking machine dealer of Richmond, Cal. is constructing a new building on Eleventh street and Macdonald avenue, where he will house his business.

## CARUSO MEMORIAL EXPOSITION

**Display of Mementos of the Late Tenor, Together With Other Musical Attractions, Recently Held at Canessa Galleries for the Benefit of Caruso Memorial Foundation**

Under the auspices of the Caruso Memorial Foundation an exposition of the singer's memorabilia was opened on Monday, April 24, at the Canessa Galleries, 1 West Fiftieth street, New York, and continued for two weeks, both afternoon and evening. The exhibits included the late tenor's personal art collection in which are found rare enamels and porcelains. There was also shown the original costume he wore in his debut in "Rigoletto" in 1903, together with many caricatures from his own pen and busts and pictures of him by other artists.

Among the interesting mementos was a Victrola of Queen Anne design in Chinese lacquer finish, presented to Caruso by the Victor Talking Machine Co., together with a gold master of the first record he made for that company, on February 1, 1904. The number was "Questa o quella" (Mid the Fair Throng).

Several houses in the music industry contributed to the exhibit, showing modern instruments. The Aeolian Co. displayed a Steinway Duo-Art reproducing grand, two period Vocalions, and a number of Vocalion records. Thos. A. Edison, Inc., displayed a model of the original tin-foil phonograph, together with a modern Amberola, a new Edison disc machine in period style, and a number of Edison re-creations.

Hardman, Peck & Co. had on display Caruso's own Autotone finished in white and decorated in Empire style, together with a Hardman reproducing grand, autographed photo of Caruso, and other mementos.

William Knabe & Co. displayed a Knabe grand with the Ampico. Landay Bros., Victor dealers, contributed a large Victrola and a collection of Caruso records. G. Schirmer, Inc., displayed a number of books on music and opera scores. The Rudolph Wurlitzer Co. had on display a number of rare violins, including a Stradivarius, together with several harps.

During the course of the week informal concerts were given each afternoon and evening under the auspices of the Aeolian Co., the American Piano Co., Thos. A. Edison, Inc., and Hardman, Peck & Co.

## OLD SAYING MODERNLY APPLIED

There is no fool like an old fool and a fine example of this type is the man who expects to make a success by running his business in the manner of the country storekeeper of fifty years ago.

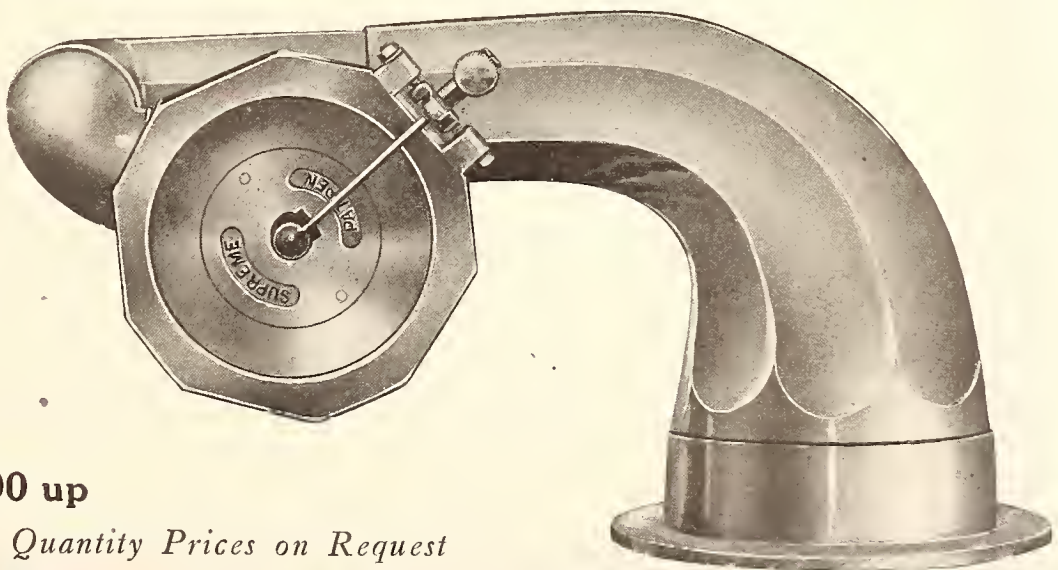
## THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Pleasing to the Eye  
and  
Pleasing to the Ear

Also equipped with our regular  
No. 3 Reproducer if desired

Tone Arm measures 8½ in., and  
9 in. from centre to centre

Tone Arms and Sound Boxes  
complete from \$2.00 up



Quantity Prices on Request

## The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City





THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL  
Portable  
\$50

**"Always On Deck" With Just the Music You Want**  
...in the woods, on the motor trip  
...is the friend of outdoor  
...struction and full  
...on—are

Music Whenever and Wherever  
You Want It With

**With Sonora Portable In Camp  
You Can Laugh at Wet Weather**  
The Sonora Portable is the perfected result  
of experiments to combine the greatest  
Sonora tone and volume in a pho-  
nograph instrument weight  
only in its own weight.  
Case is  
wide.

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL  
Portable  
\$50

**An Essential Part of the  
Music Lover's Luggage**  
If you have the "music habit"—and everybody has  
it these days—you need never be without your  
favorite jazz, fox-trot or operas, no matter how far  
from home! Sonora Portable brings them—in a  
compact, hand-carried instrument that gives much  
of the tone and volume of the full-sized Sonora.  
The Portable plays all makes and sizes of disc re-  
cords, carries 18 of them in its own case, and weighs  
only 16 lbs. Dimensions: 14 1/2" x 14 1/2" x 9". The  
beautiful calf-skin case is leather-lined, has strong  
spring locks and nickel-plated trimmings. Motor  
is of double spring type.

DEALER'S NAME HERE

100 lines, d. c.

## Why You Should Sell Sonora Phonographs

Reason Five—

### Sonora Dealer Service

When a new dealer is enlisted in the great Sonora household, a powerful service organization and series of dealer helps are at once placed at his disposal—at no cost to himself.

Sonora lithographic matter, consisting of beautifully colored counter cards, window cards, decorative screens, store-hangers, 24-sheet posters, etc., go to him free. A dealer service department at Sonora headquarters constantly keeps in touch with individual dealers, supplying their wants and assisting them in various ways, through personal correspondence and a monthly house-organ.

The strength, distinction and timeliness of Sonora advertising have always given it real "pull" and exceptional selling power. The newspaper advertisements shown on this page are only a sample of the attractive campaigns furnished free in electro or matrix form to Sonora dealers.

Get this great Sonora Selling  
Force behind your retail business.

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



The Highest Class Talking Machine in the World





The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you.

**Gibson-Snow Co.,**

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

**Griffith Piano Co.,**

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

**Hessig-Ellis Drug Co.,**

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

**Kiefer-Stewart Co.,**

Indianapolis, Ind.  
State of Indiana.

**Lee-Coit-Andreesen Hardware Co.,**

Omaha, Nebr.  
State of Nebraska.

**M S & E,**

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

**C. L. Marshall Co., Inc.,**

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

**The Magnavox Co.,**

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

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**Southern Drug Company,**

Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Company,**

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

**Southwestern Drug Co.,**

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

**Doerr-Andrews-Doerr,**

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

**C. D. Smith Drug Co.,**

613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

**Moore-Bird & Co.,**

1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**Strevell-Paterson Hardware Co.,**

Salt Lake City, Utah  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**

Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**

1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Sonora Dist. Co. of Pittsburgh,**

2002 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.**

150 Montague St., Brooklyn, N. Y.  
All of Brooklyn and Long Island.

**Greater City Phonograph Co., Inc.**

311 Sixth Avenue, New York  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.



# INDIANAPOLIS

*Many Talking Machines Destroyed by Fire in Pearson Piano Co. and Indianapolis Talking Machine Co. Stores—Trade Activities*

INDIANAPOLIS, IND., May 9.—Following the fire on Sunday, April 23, which caused an estimated loss of more than \$100,000 to the Pearson Piano Co., that concern has taken temporary quarters in the former Marott department store, at 342-358 Massachusetts avenue, pending remodeling of the company's warerooms, at 128 North Pennsylvania street. Instruments that were in transit at the time of the fire, as well as surplus stock from the five other stores operated by the company in other Indiana cities, have been placed in the new store. It is announced the burned building will be ready for occupancy again July 1.

Figures originally given as to the number of instruments ruined in the fire were excessive, according to E. W. Stockdale, manager. The number of pianos in the store at the time of the fire was 300, and the number of talking machines was 250. Close to 130 talking machines were burned, while 50,000 records were ruined by water, Mr. Stockdale says. The other instruments were damaged by water and smoke.

The Indianapolis Talking Machine Co., located in a store adjoining the Pearson Piano Co., suffered a loss from water and smoke estimated by A. C. Hawkins, manager, at about \$15,000. Repairs to that store were made during the week and business was resumed Saturday, April 29.

The Pearson fire was the second fire in recent months causing damage to piano stores. The Baldwin Piano Co. suffered a loss of about \$25,000 in a fire last November. This company now is doing business in a completely remodeled and redecorated store which is one of the handsomest in the city. The three floors have been decorated in brown and gray shades. Draperies and rugs give the demonstration rooms an air

of elegance, while a specially woven gray carpet on the main floor adds a distinctive touch there which is rich and harmonious.

C. P. Herdman, manager of the talking machine department of the Baldwin store, reports the April business ahead of the April business of last year. He has been selling an unusually large number of the Windsor exclusive period models, he says, as well as the higher priced Brunswick models.

#### Miss Hobson Married

Miss Caroline Hobson, for many years head of the educational department of the Stewart Talking Machine Co., Victor distributor, was married, April 22, to Whiting Raymond, a real estate broker, of Detroit. Miss Hobson became widely known throughout Indiana and adjoining States through her work in the interest of better music. It was through her activity that the music memory contests were taken up in public schools all over the State. Nothing before has aroused such general interest in music as these contests, it is reported by school officials and music dealers.

#### Barringer in New Quarters

W. S. Barringer, Victor dealer in Kokomo, has moved his store from 304 Main street to a new location on West Mulberry street. The new store was recently refinished, the walls being in gray with the hangings in purple. Three demonstration booths are furnished with wicker furniture, floor lamps and pictures of noted artists.

#### Victor Concert to Celebrate "Canadian Day"

As an event in the celebration of "Canadian Day," commemorating 104 years of peace between the United States and Canada, Frank Chance, an advertising man of Indianapolis, treated residents of the city to a band concert

from the top of the Soldiers and Sailors Monument. The concert was played by the Victor Military Band via the Victrola No. 50 and a Magnavox. Hundreds of people going to their lunch at the noon hour paused to listen to the United States and the Canadian national anthems as played on Victor records.

#### A Dealer with Merchandising Ideas

Thomas Morgan, a Victor dealer of Owensville, Ind., is fully convinced that "to be a successful salesman one must be sold on his own product first." This is an ad that Morgan has been running in the local newspaper: "\$10.00 reward will be paid to anyone having a Victrola that is worn out. Victor talking machines have been in use for more than twenty years, and I have never seen one that is worn out. One dollar and fifty cents or less will renew any slightly worn parts."

#### Whitman Issues Attractive Cover

H. E. Whitman, manager of the Circle Talking Machine Shop, issued in April an attractive cover for the Victor monthly supplement. It was printed on blue paper with the title "Whitman's Magazine of Music." Two inside pages, one covering the front of the supplement and one covering the back, contained notes concerning new records, particularly those numbers which Mr. Whitman wished to feature. The inside of the back cover carried an advertisement for two neighboring stores, while the entire back page was devoted to giving the correct name and address of the Circle Shop.

Announcement has been made of the engagement of Miss Almabelle Ayres, of the Victor department of the Taylor Carpet Co., to Hurn Burnett, of L. S. Strauss & Co. The wedding will be June 12.

#### Good Demand for Pathé Records

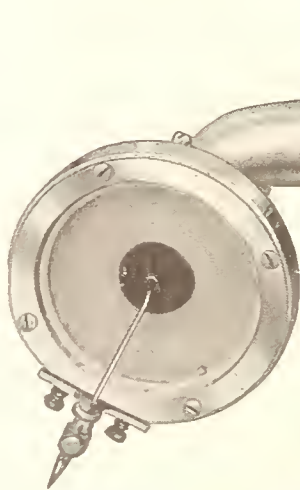
A better feeling is apparent among Pathé dealers of the State, according to C. S. Dearborn, vice-president of the Mooney-Mueller-Ward Co., and manager of the Pathé department. He says the business in records has increased considerably in recent weeks, while machines continue to be sold in limited numbers. He says

## THE EMPIRE UNIVERSAL TONE ARMS

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

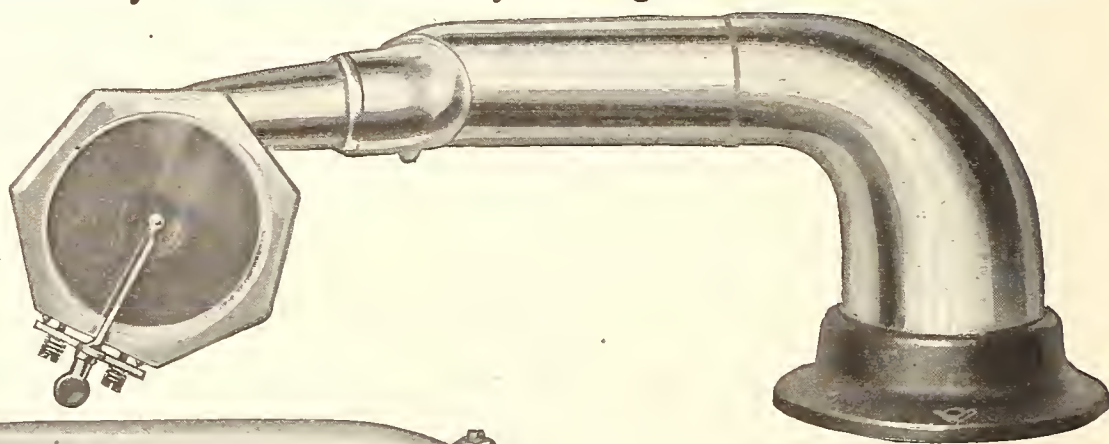
### Ball-Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.



### Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President



**Welcome Nora Bayes! Here she is fresh as a daisy with two new songs: "Oh Sing-A-Loo" and "Sing Song Man"—both hits on one record for June. Order it. A-3592.**

**Columbia Graphophone Co.  
NEW YORK**



he is playing a waiting game and is not pushing talking machine sales until it becomes more clear what developments are to be made in the Pathé business. "There is no use in putting much money in the selling game until we see what the future has in store," he said.

#### To Hear Isham Jones Orchestra

Walter J. Baker, manager of the Brunswick Shop, has arranged to have the Isham Jones orchestra in Indianapolis May 16 for a dance to be held at the Athenaeum. The orchestra will play also before the Rotary Club on that day.

Mr. Baker completely mystified passersby recently when he developed a unique plan of entertaining with the Brunswick records. He placed in his show window a phonograph motor stripped of all covering and attachments except the turntable. People gazed at the appliance, saw it operating and heard the music, but to their amazement the music did not reach them from the window. Many of them passed the window time and again in efforts to locate the source of the sound. They failed to find the customary horn protruding from window or door. One man carefully looked over his automobile, which was parked at the curb, before driving away. He told Baker later that he thought, from the sound of the music, that someone might have hidden a phonograph in the car.

What Baker had done was to connect the tone arm of the stripped phonograph by wire with a magnavox in the basement. From there the music was wafted upward through holes bored in a manhole cover in the sidewalk.

#### Concentrates on Rachmaninoff

F. R. Follis, manager of the talking machine department of the L. S. Ayres & Co. store, is featuring Rachmaninoff records this month for the reason that he believes the Rachmaninoff Prelude scheduled to be issued by the Victor Co. in May will be one of the largest sellers in many months. He says that he believes his purchase of this number is three times as large as that of any other Indianapolis dealer.

#### Health Builders' Records Liked

Mr. Follis reports an exceptional April business in the Walter Camp records and the Wallace reducing records. The Walter Camp record, he says, is selling well throughout the State. The exercises in connection with the records were demonstrated three days in April in the tea room of the L. S. Ayres & Co. store.

#### Doing Well With Gennett Records

The Collins Talking Machine Co. is retailing the Gennett records in place of the Emerson. The company is also retailing the Meteor and Jewell talking machines in Indianapolis and is selling them at wholesale to agents in Indiana. The Gennett records are given as premiums to purchasers of these machines.

#### Takes on the Victor Line

The Pearson Piano Co., at Kokomo, has added Victor machines to its line of instruments. The store held a formal opening recently after the place of business had been rearranged and redecorated. The store was established by C. I. Shirley, manager, in 1916, when the entire stock was hauled to Kokomo on a trailer behind a

Ford truck. Now it has a selling organization of fifteen people and branch stores at Tipton and Logansport.

A carload of Columbia talking machines has been placed on sale by the Silverstein Furniture Co. at Terre Haute.

#### Bad Weather Hurts Trade

The talking machine dealers generally in this city and in other parts of the State are reporting a slack business which is accounted for largely by the fact that there has been an unusual amount of rain and also cool weather. Country roads have been in such bad condition as to halt the trade of country merchants.

#### INSTITUTES BILLBOARD CAMPAIGN

One of the most aggressive Victor agencies in Illinois are the Cline-Vick Stores, which handle this line exclusively in their seven retail stores in that section of the State. At present the concern is boosting Victor products through the medium of billboard advertising.

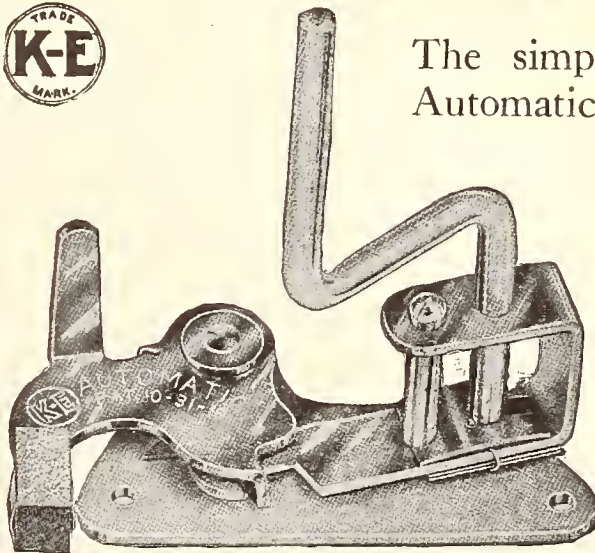
#### ENJOY BRISK VOCALION BUSINESS

Appearance of Yerkes' S. S. Flotilla Orchestra in Troy Boosts Record Sales

TROY, N. Y., May 3.—The appearance here recently of the Yerkes' S. S. Flotilla Orchestra, exclusive Vocalion artists, greatly stimulated the sale of these records, according to Amos Russell, manager of the Vocalion phonograph department of Cluett & Sons, music dealers of this city. "Business is improving. We enjoyed the biggest business of any this year on April 22," states Mr. Russell. "Consistent advertising and aggressive selling methods are responsible for this very pleasing and agreeable condition of things."

Through the efforts of the California Federation of Music Clubs talking machine records have been placed in every county library in the State. The records are loaned to the rural schools in the same manner as books.

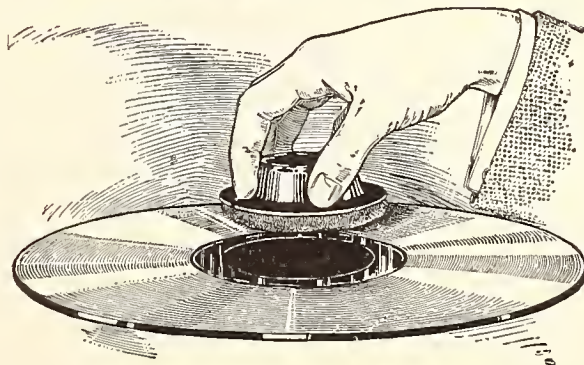
## AUTOMATIC STOPS



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

Send 50c. for  
Sample Stop

## SWEETEN THE TONE



with K-E  
and Simplex  
Circular Record  
Cleaners  
Reduced Prices  
Big Profits  
Write for  
Particulars  
NOW

**KIRKMAN ENGINEERING CORPORATION**  
484-90 Broome Street  
New York



The  
**KENTONE**  
REG. PAT. OFFICE.

## Radio Amplifying Horn

All brass, beautifully finished, accurately designed, sturdily made, fifteen inches high, six inch bell. Fits all receivers, acoustically perfect.

**Retails for SIX DOLLARS in Nickel Plate**

**LIBERAL DISCOUNTS TO THE TRADE**  
Write for our attractive proposition

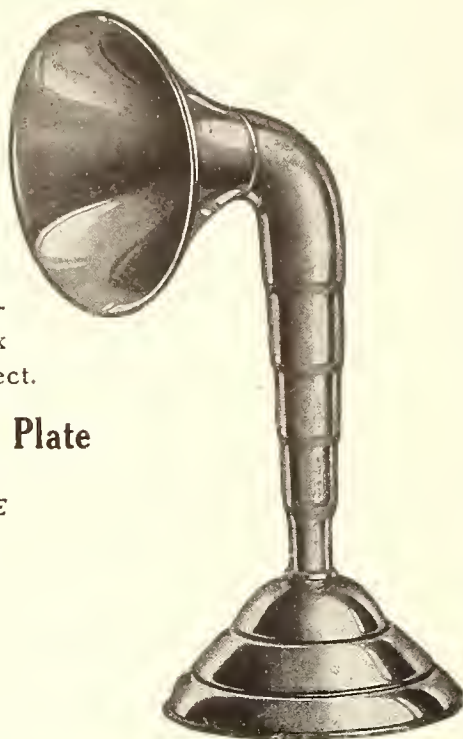


Reg. U. S. Pat. Off.

MANUFACTURED BY

**F. C. KENT CO., IRVINGTON, N. J.**

Makers of the Kent Attachments for Edison Disc Phonographs



(PAT. PENDING)

## CAPITALIZE THE VANTAGE POINTS OF YOUR BUSINESS

Possibilities of Increased Record Sales Through Popularizing by "Plugging" Outlined by V. T. Stevens, Okeh Manager of Doerr, Andrews & Doerr—Value of Professional Co-operation

"There is only one way to make a success of any business," says V. T. Stevens, manager of the Okeh record department of the Northwestern Distributors, Doerr, Andrews & Doerr, Minneapolis, Minn., "that is to 'dig' in and capitalize on every possible point of vantage of your business.

"When I left the sheet music business to associate myself with the Okeh record business, I decided that there was just as great a possibility of popularizing records by what, in the terms of the sheet music world, is known as 'plugging,' as there was in the popular sheet music game itself. With that idea in mind I reorganized my Okeh force and am at the present introducing to the Okeh dealers as well as the public of the Northwest a 'live' wire service which from present indications looks as if it would be very successful.

"In the first place most of the record dealers are so busy with their own business of selling, that they do not take the time to acquaint themselves with what is happening in the musical circles of their own respective cities. Consequently we have added to our Okeh department an information bureau through which we collect in advance each week all the information concerning musical happenings for the coming week. For instance, many of the larger music publishers maintain branch offices in the larger cities. I have found the managers of these offices only too willing to co-operate with me by furnishing each Saturday a list of the popular numbers they are going to feature the following week, and where these numbers are to be used, theatres, popular gatherings, dance halls, etc.

"On Sunday when the new bills open in the local vaudeville houses an Okeh representative attends the performance and gathers the information as to what songs are being featured for the coming week. During the week Okeh representatives are to be found attending all the leading musical concerts and symphonies, while others drop into the dance halls and cafes and get reports on the numbers that are being used most and what numbers seem to be most popular.

"I have personally kept my department in touch with all the leading dance orchestra leaders of the Northwest, at all times extending them the courtesy of our reception rooms to hear the newest recordings of the Okeh dance artist and keeping them posted weeks in advance of the regular release of dance numbers,

just what numbers are being used in the East. As a result every week the leaders co-operate with me by sending a post card telling me what are the five most popular 'call' numbers requested during the week. Furthermore, every principal sheet music counter in the cities of Minneapolis and St. Paul is furnishing me every week a list of its ten best sellers in sheet music for the week.

"With all this information on hand every Monday the Okeh department publishes the serial 'Live Tips on Okeh Records,' which incorporates all of the material mentioned, and in addition calls attention to the corresponding numbers of the Okeh records featuring the songs which are being used in the city. This pamphlet is mailed to all Okeh dealers, all record buyers who may desire same, as well as other record dealers throughout the Northwest, thus giving them the information which they have been too busy to collect for themselves, and giving the record salesmen in these houses a talking point on each record. Not only does this bring us new dealers, and wider distribution, but it has made hundreds of enthusiastic advertisers for Okeh records among professional people and people in the sheet music business.

"We have gone still one step further. If a song can be popularized by continually singing it before audiences in a theatre and throwing slides of the same on the screen, then a record of the same song, we believe, can likewise be popularized in the same way.

"With this idea in view I hired on my Okeh sales staff not only salesmen, but salesmen who could sing and understand music, then with the publishers' representatives this scheme was worked out. If there is any particular song which we, as Okeh distributors, decide to feature, my singing salesmen sing the song at the local theatres. At the conclusion of the song a slide is flashed on the screen worded somewhat as follows: 'The song just featured is (name of song) which is featured on the Okeh record number (record number), ask your dealer to play it for you.' In return for singing these songs by my own representative the publishers are co-operating with me to the extent that when their own singers appear on the stage they also carry Okeh slides and show them when they conclude their song. Thus as distributors we are helping create a popular demand for the Okeh record, which means more money in the cash registers of our dealers. These are only a few of the systems that are being advantageously worked out, and we have many more that will be utilized at a future date.

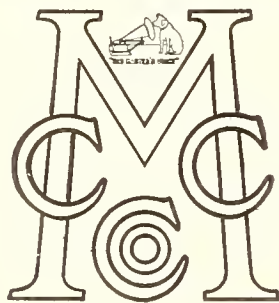
"In conclusion let me state that I credit most of my success so far to the fact that I am receiving the whole-hearted co-operation of professional people. This co-operation, coupled with good hard work and taking advantage of timely opportunities, is bound to bring any distributor or dealer results."

### ELECTRIC PHONO. CO. SCHEDULES

Schedules in bankruptcy have been filed by the Electric Phonograph Co., 236 West 116th street, New York, listing liabilities of \$43,334 and assets of \$138,509.

The only way to overcome troubles is to meet them squarely and unafraid.

**Victor  
Wholesalers**



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

## Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**



**Brunswick**  
PHONOGRAPHS AND RECORDS

*An  
Announcement*

We announce with singular pride  
that Brunswick Phonographs  
and Records only are now sold  
by the newly established Phono-  
graph Departments of

**STEINWAY & SONS**

*Established 1853*



*Retail stores in the following cities:*

- Cincinnati, Ohio
- Columbus, Ohio
- Huntington, W. Va.
- Indianapolis, Ind.
- Dayton, Ohio
- Charleston, W. Va.

**THE BRUNSWICK-BALKE-COLLENDER CO.**

CHICAGO      NEW YORK      CINCINNATI

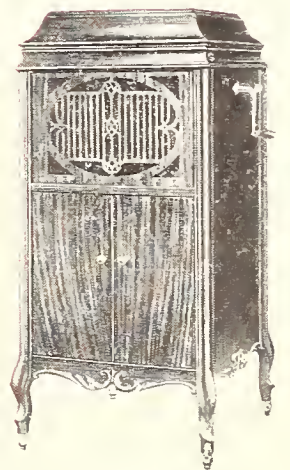
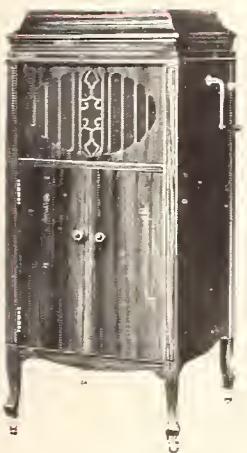
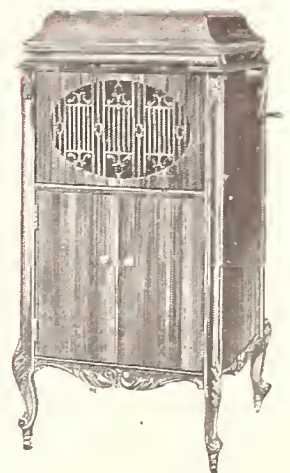
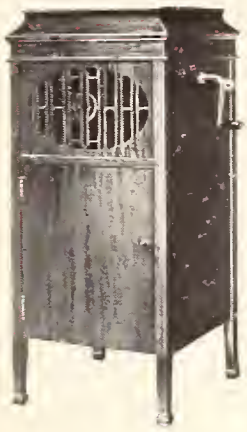
*Established 1845*

**KRAFT, BATES & SPENCER**

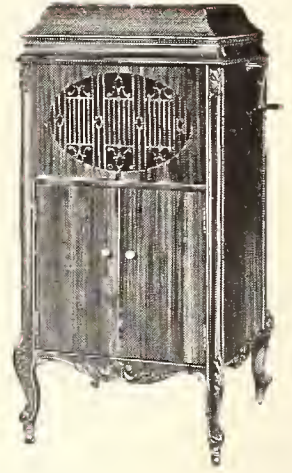
*New England Distributors*

1265 Boylston Street, BOSTON, MASS.

**BRUNSWICK**  
PHONOGRAPHS AND RECORDS







# An Announcement

In their newly opened phono-  
graph and record department

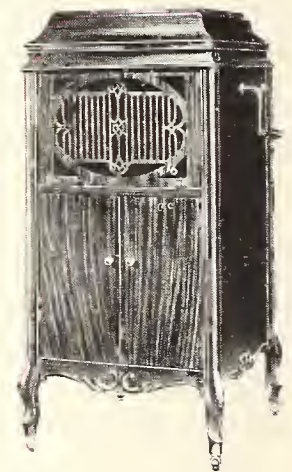
## The Halle Bros. Co.

Cleveland, Ohio  
Established 1891

will represent only Brunswick Phono-  
graphs and Records.

This great institution has long been  
recognized as a leader in its field be-  
cause of high ideals and principles.

The association of The Halle Bros.  
Co. and Brunswick means a mer-  
chandising connection of the highest  
character.

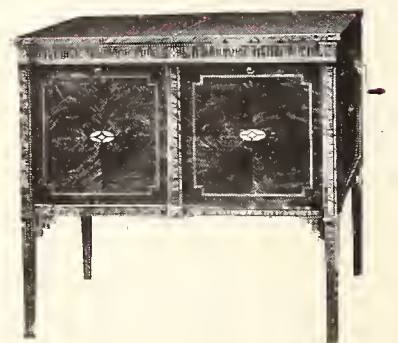


THE BRUNSWICK-BALKE-COLLENDER CO.  
CHICAGO NEW YORK CINCINNATI

Established 1845

KRAFT, BATES & SPENCER  
New England Distributors

1265 Boylston Street, BOSTON, MASS.



# BRUNSWICK

PHONOGRAPHS AND RECORDS





**EDDIE CANTOR WITH COLUMBIA CO.**

Popular Musical Comedy Star Will Make Columbia Records Exclusively—Well Known in Theatre Circles Everywhere—Now Starring in New Show, "Make It Snappy," in New York

The Columbia Graphophone Co., New York, announced recently that arrangements had been concluded whereby Eddie Cantor, famous musical comedy and vaudeville star, would record for the Columbia library exclusively. The acquisition of Mr. Cantor to the Columbia library is



Eddie Cantor

one of the most important announcements made by the Columbia Graphophone Co. in the past year, as Eddie Cantor has a following among theatregoers and vaudeville enthusiasts from coast to coast that is equaled by very few musical comedy stars of the present day.

Mr. Cantor's manner of singing popular numbers is unique and individual, and he has been responsible for the introduction of some of the greatest musical hits of recent years. At the

present time he is the star of a new musical show entitled "Make It Snappy," which opened a fortnight ago at the Winter Garden and which gives every promise of being one of the most successful musical comedies of the year. Mr. Cantor made his first Columbia record a few days ago, and it will be released as quickly as possible.

**FINE EXHIBIT OF STARR PRODUCTS**

Starr Phonographs and Gennett Records Displayed at Exposition in Owensboro, Ky.

The accompanying photograph shows the exhibit of Starr phonographs and Gennett records made by the Westerfield-Purdy-Sheffer Co., Owensboro, Ky., at the Merchants' and Manufacturers' Exposition, held recently. The products of the Starr Piano Co. were featured prominently and their agents were complimented quite highly on the display, which attracted a great deal of attention. George Bradford, traveling representative of the Starr Piano Co., assisted in the demonstration of Starr phonographs and Gennett records which greatly interested the hundreds of visitors in attendance.



Starr Exhibit of Phonographs and Gennett Records at Kentucky Fair

**ALFRED CROTHERS IN NEW STORE**

JACKSON, MISS., May 6.—The attractive new quarters of Alfred Crothers Music House, 523 East Capitol street, this city, are the equal of any in this territory. This concern handles the Columbia line of machines and records exclusively. In addition to a handsome talking machine department there is a small goods section.

**BIG DEMAND FOR PURITAN RECORD**

Bridgeport Die & Machine Co. Tells of Progress—New Label in White and Gold

BRIDGEPORT, CONN., May 5.—The Puritan record, the new 50-cent record produced by the Bridgeport Die & Machine Co., of this city, is enjoying heavy demands. This company is restricting its sales to a territory east of the Ohio and north of the Potomac rivers, but is covering that territory very thoroughly. During the past month an impressive list of new dealers was placed upon the books of the company. Repeat orders are reported coming in in a substantial volume. A new label has recently been evolved

for these records in white and gold upon black. In addition to the name a distinguishing mark is to be found in the head of a Puritan, which is incorporated into the design. The company is closely pursuing its policy of releasing new hits weekly and is making energetic plans for the future.

A recent census among the cadets at the Kemper Military School, Boonville, Mo., established the fact that one out of each eight students was the possessor of a talking machine.



## Flexlume Signs—

*Their Value Shows  
In Cash Sales*

**YOU** pay high rent for a good location because you want people to see your store — the display means money in your cash register. For the same reason you need a Flexlume Electric Sign to attract attention, to give an atmosphere of distinction to the whole front.

Flexlumes are the signs with the raised snow-white glass letters—all lamps enclosed. They are excellent day signs as well as night signs—greatest reading distance, lowest upkeep cost, most artistic designs.

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

## FLEXLUME CORPORATION

36 KAIL STREET BUFFALO, N. Y.

*Flexlumes—Electric Signs Made Only by the Flexlume Corporation*



## SYSTEMATIC MERCHANDISING OF ALL RADIO EQUIPMENT

This Interesting Subject Discussed at Radio Conference of National Retail Dry Goods Association, Held Recently in New York and Attended by Representatives of 500 Department Stores

At the Radio Conference held in New York recently by the National Retail Dry Goods Association those in attendance represented 500 department stores located chiefly in the eastern part of the United States and doing a yearly volume of business in department store lines amounting to one and one-half billion dollars.

The conference was in session several hours, discussing the systematic merchandising of all radio equipment, and, before adjournment, a committee of five, representing geographical divisions of the United States, was appointed to continue investigation and report. The committee is composed of F. W. Tully, of R. H. White Co., Boston, chairman, for the New England division; C. S. Hammond, of Frederick Loeser, Brooklyn, for the North Atlantic Seaboard; Joseph Fisher, of Kirby, Block & Fisher, resident buyers, New York City, for the South; Joseph V. Ryan, of the J. L. Hudson Co., Detroit, for the Middle West, and Alfred Fantl, resident buyer, New York City, for the West.

The discussion covered very thoroughly all possibilities of radio development, more especially under its merchandising aspects. The general feeling was that the new popular science presents wonderful business opportunities, although all were fully informed as to the difficulties of supply and demand prevailing at present; that the business of supplying radio equipment must undergo radical changes; that the existing enormous demand may slacken and, again, that the entrance of new producing concerns may create a surplus of supply.

Every opinion expressed emphasized the consideration that the sale of all radio material must be essentially a service-giving business and that, where some receiving sets may be of a standard qualified to satisfy every demand on the part of the public, others may not give the satisfaction which the stores participating in the conference must always provide, whatever the merchandise. It was agreed that any store handling radio merchandise must be prepared to know the merchandise, and stand behind it when sold.

David Sarnoff, general manager, and Elmer E. Boucher, sales manager, of the Radio Corporation of America, were invited, toward the close of the conference, to explain the difficulties under which the Radio Corporation is working at present.

After adjournment, Lew Hahn, the managing director of the National Retail Dry Goods Association, who had presided, remarked that radio is a merchandising undertaking and that the Association does not merchandise. It may be necessary, he added, to organize, outside of the Association, a separate corporation which can take charge of the general merchandising aspects in the interests of the public as well as of merchants.

The Investigating Committee of the Radio Conference called by the National Retail Dry Goods Association met later at the offices of the Association. The Committee first turned its attention to questions touching the quality and efficiency of radio apparatus and the possibility of service in its distribution.

The Investigating Committee recognized that because the radio telephone is so recent a development and because the growth of the business has inflamed the imagination of manufacturers and public alike there is a serious danger to the good will of stores handling radio goods. A well-planned and developed radio receiving set placed in the hands of the amateur user at a reasonable price should make for good will for manufacturer and retailer alike, but it is evident that much of the radio merchandise offered for sale is of the cheapest and flimsiest quality. Stores dealing in such merchandise must expect the inevitable crop of dissatisfactions likely to spring up in the wake of such business.

As its first recommendation the Investigating Committee adopted a resolution, "That all responsible manufacturers be requested to standardize the efficiency of their various receiving sets and plainly mark on each instrument the receiving radius under average atmospheric conditions."

Such a step taken by reputable manufacturers, it is believed, will have the effect of making the amateur purchaser of a radio set understand what can be expected of the particular type of instrument that he buys. Such action should improve the efficiency of all such instruments.

The Investigating Committee believes that all efforts possible should be put forth to conserve the confidence of the public in the radio telephone at this time while the demand is still new in order that the business may develop steadily without serious set-back.

It is further reported that of the seventy-one licensed radio broadcasting stations in the United States, seven are operated by department stores. Three of these stores are located in Philadelphia, and one each in New York, Newark, St. Louis, and Los Angeles. Numerous other stores throughout the country have applied for licenses for broadcasting. Sales of radio apparatus by many of the large department stores now amount to as much as \$5,000 to \$6,000 weekly, and the manufacturers are far behind in filling their orders.

## FEDERAL SUPERVISION OF RADIO IS SUGGESTED

Supervising Board of Twelve, Under Secretary Hoover, Is Planned as Result of Conference—Amateur Wave Length 275—Other Moves

WASHINGTON, D. C., May 9.—Recommendations providing for virtual Federal control of all wireless telephones in the country have been presented to Secretary of Commerce Hoover.

The recommendations, which are to be submitted to Congress, provide for distribution of wave lengths, creation of a supervising board of twelve men, under Secretary Hoover, and full authority over Government radiophones.

These are the final recommendations of the Government radio conference held here several weeks ago to devise ways and means of regulating wireless traffic.

### Hoover Supreme Chief

The plan makes Secretary Hoover supreme chief of "ether cops," with full authority to govern the development of the wireless phone as he sees fit.

The general allocation of wave lengths provides:

Transoceanic service, 6,000 meters; fixed radio telephony, non-exclusive, 3,300; mobile service, non-exclusive, 2,650; Government broadcasting, 2,050; aircraft, 1,550; city and State public safety broadcasting, exclusive, 285; amateur, 275.

When transoceanic service is begun the Secretary of Commerce will be empowered to communicate with other nations in an effort to set the wave length between 5,000 and 6,000 meters to avoid interference.

Present regulations regarding experimental stations are to remain in effect. The reason the amateur wave length was set so low was because "it was felt waves longer than 275 meters should be reserved for the needs of broadcasting services greatly desired by a large portion of the public," the report stated.

### Distributing Power Provisions

In distributing power provisions the conference set the following average values:

Government broadcasting stations, 600 (land) miles.

Public broadcasting stations, 250 miles.

Private and toll broadcasting stations, fifty miles.

The report also contained the same provisions regarding government of amateurs as the preliminary provisions. It "established the status of the amateur by law" and recommended that radio inspectors be appointed for various districts throughout the country to control amateurs. The inspector himself would be an amateur who would work without remuneration.

Secretary Hoover would be assisted in his government of wireless telephony by a special commission appointed by the President, to consist of not more than twelve men, six of whom would be Government representatives and six civilians.

## STATISTICS THAT TELL A STORY

TULSA, OKLA., May 5.—The Edgar Shoppe, which was recently opened at 518 South Main street, this city, is considered one of the handsomest stores in the Southwest devoted to the sale of Victor products. The cost of equipping this establishment is estimated at \$20,000, or 25 cents per capita of the 80,000 people who comprise the population of the city.



**Tone Superiority of**  
**Bell Hood Needle**  
**Has Been Recognized**



**Best Results and Best Tonal Qualities Are Our Claims**

*The Famous Semi-Permanent*  
**Bell Hood Needle**

**Retails at 15c. (formerly 25c.) per package**  
*(3 needles in a package)*

We offer dealers these needles in quantities of 300 packages or over, \$7.50 per hundred packages. 100 packages, \$9.00.

This offer is limited! Send your orders now!

Each needle plays many times, without changing. Records last longer.

Attractive counter display cards that sell the needles without further effort. These, and circulars without charge to those sending orders within thirty days.

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










# RADIO

## Home Concert Receivers—

—the complete Radio Receiving Instruments licensed under the Armstrong Regenerative Circuit Patents and purchasable exclusively from Phonograph and Music Dealers only.

*“Anyone Can Operate  
a Zenith Successfully”*

## Chicago Radio Laboratory

*Established in 1912*

**Executive Offices at 332 South Michigan Ave., Chicago, Ill.**

Licensed under  
Armstrong U. S. Patent,  
No. 1113149.



## TALKING MACHINE MEN, INC., HOLD ANNUAL BANQUET

Many Prominent Grand Opera and Musical Comedy Stars Entertain New York Talking Machine Dealers at Annual Banquet Held at the Hotel Pennsylvania—Affair Unusually Successful

The annual banquet and entertainment of The Talking Machine Men, Inc., held at the Hotel Pennsylvania on Thursday evening, April 20, proved by long odds to be the most successful affair in the history of that organization, for there was provided through the courtesy of the leading talking machine companies a program that could not have been duplicated under any other conditions for many thousands of dollars.

There were present grand opera and musical comedy stars, instrumentalists of renown and the majority of the popular dance orchestras of the city, with the result that there was a continuous round of music from before eight o'clock until well after midnight. Due to the efforts of the entertainment committee the affair ran off like clockwork, and President Kurtz of the Association saw to it personally that the artists received the proper attention, and that there was no hitch in the proceedings.

To Louis James fell the honor of starting the program with several well-rendered songs. Next came John Charles Thomas, popular light opera baritone and Vocalion artist, who offered several selections amid much enthusiasm. Then in order came Virginia Burt, soprano; Duci de Kerekjarto, prominent violinist; Marie Sundelius, Metropolitan Opera soprano; Barbara Maurel, Elsie Baker, Delyle Alda, from the Brunswick laboratories; Frank Crummit, the Brock Sisters, from "The Music Box Revue"; Marguerite Young, and a number of others.

At intervals during the evening the popular orchestras paid visits to the Pennsylvania ballroom and provided music for those who craved the pleasures of dancing. First there came Ray Miller and his Melody Boys, and then in rapid succession Yerke's S. S. Flotilla Orchestra, Eddie Elkins and his Knickerbocker Grille Orchestra, Clyde Doerr's Club Royal Orchestra, Paul

Whiteman's Romance of Rhythm Orchestra, Bennie Krueger's Orchestra, and other popular organizations that served to keep up an almost constant flow of melody. In addition to playing in the orchestra Zez Confrey played as a solo his own composition, "Kitten on the Keys," a selection that brought forth a brilliant display of pianistic ability.

The social success of the evening was also pronounced, for the gathering was most representative of the local trade. A great number of the manufacturing companies were represented, as were the jobbing houses and the leading dealers of New York and vicinity. The companies who made the program possible were the Aeolian Co., the Brunswick-Balke-Collender Co., Columbia Graphophone Co., General Phonograph Corp. and the Victor Talking Machine Co.

Arrangements had been made whereby the employes of members of the Association who did not attend the dinner proper could arrive at a later hour and enjoy a part of the program and the dancing, and the result was that many took advantage of the opportunity.

There were many factors tending to enliven the evening, including the ability of many of the guests to go back to the pre-Volstead era and wet their whistles with something just a little bit stronger than the hotel water. Jimmie Davin also pulled off one of his characteristic stunts, arriving in the make-up of an Indian chief and keeping the guests guessing until his mask was pulled off.

The committee in charge of the affair, which is deserving of full credit for its efforts, consisted of Sol. Lazarus, chairman; C. Abelowitz, Max Berlow, E. G. Brown, E. G. Evans, A. Galuchie, W. M. Gibbons, Otto Goldsmith, E. Leins, C. B. Riddle and L. R. Yeager.

### COLUMBIA CREDIT PLAN ANNOUNCED

Creditors' Committee of Columbia Graphophone Mfg. Co. Arrange for Indebtedness to Be Frozen for Three Years—Plan Approved

The Columbia Graphophone Mfg. Co. creditors' committees have worked out a plan under which its indebtedness will be frozen from April 1, 1922, to August 1, 1925, after deduction of an amount not in excess of aggregate bank deposit September 15, 1921. The plan has been approved by the banking creditors, the merchandise and the supply creditors, it was said this week. The debt is about \$20,000,000 and interest and principal, if due, will be deferred for three years.

The plan calls for adjustment of interest on all indebtedness to April 1 of this year. Provision is made for the appointment of a committee to represent the debt, which will be known as the readjustment committee and composed of M. M. Buckner, Benjamin Joy, J. C. Neff, William C. Dickerman and G. Herrvan Kinnicut.

### MISS DELEATH AS A COMPOSER

Popular Okeh Artist Composer of "Say It By Radio"—Has Several Hits to Her Credit

Miss Vaughn De Leath, well-known contralto and exclusive Okeh artist, has just composed a new selection entitled "Say It by Radio." At the recent Brooklyn radio show Miss De Leath's new song was given an enthusiastic reception, and she was obliged to sing the chorus many times over in response to the requests for encores. Miss De Leath's success as a composer is beginning to rival her popularity as a singer, and one of her new numbers, "New Orleans," has every indication of being one of the leading hits of the day. She is co-operating with Okeh dealers in every possible way, and her records are meeting with a ready sale.

Some salesmen confine their selling talk to the mechanical details of the machine. Some of this effort might be directed toward the musical qualities of the instruments with good results. Machines are purchased for their musical quality.

# The Phonograph with the "Golden Voice" HARPONOLA

## To the Man Who Dared: SUCCESS

We knew of a phonograph dealer on a side street in a great city. By aggressive salesmanship, by real service and courtesy to his customers, he built up a business that far outdistanced the factory branch store on the busiest street of the same city.

The "little" dealer claimed the quantity discounts and didn't get them.

The factory believed that he dare not cut loose from the name and the fame of the machine he sold. But he did cut loose and he built even greater sales for a comparatively unknown machine. He had greater profits to spur him on.

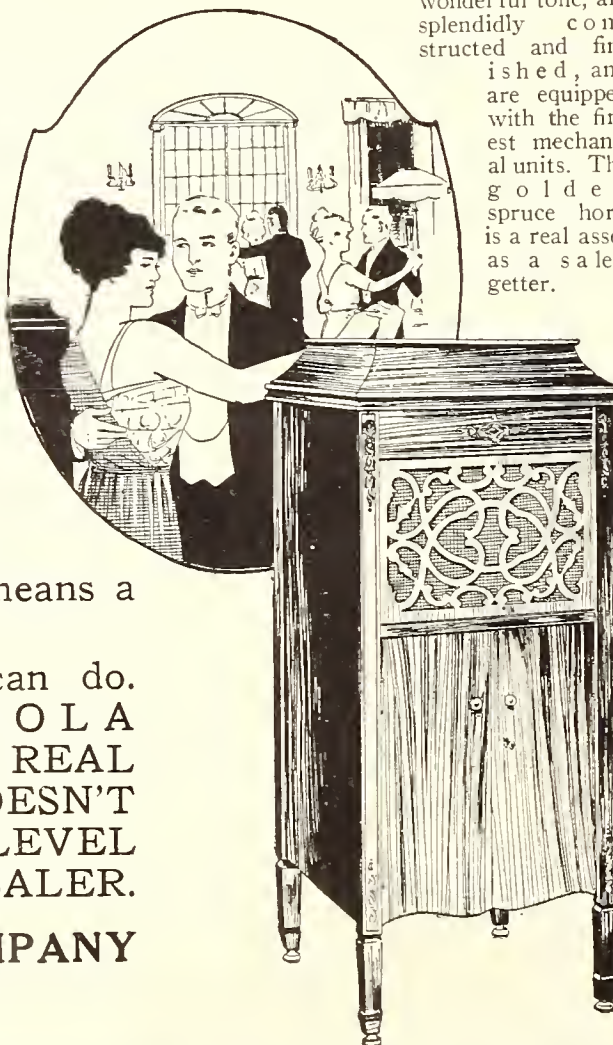
He showed that a good machine (though little known) when coupled with real service selling methods means a still greater success.

What that man did, you can do. Write for the HARPONOLA PROPOSITION—IT IS A REAL MONEY-MAKER AND DOESN'T TIE YOU DOWN TO THE LEVEL OF THE AVERAGE DEALER.

**THE HARPONOLA COMPANY**

101 MERCELINA PARK  
CELINA, OHIO

Edmund Brandts, President





**ASK TO HEAR IT**



# THREE O'CLOCK IN THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

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



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

## HARROLD SINGS AT DITSON'S

Noted Metropolitan Opera Tenor and Victor Artist Renders Impressive and Interesting Program at Informal Recital for the Benefit of Local Victor Retailers—Enjoyable Affair

The most successful recital of the series being given by Chas. H. Ditson & Co., with prominent record artists as the attraction, was that given on Friday afternoon, April 21, when Orville



Orville Harrold

Harrold, prominent American tenor and Metropolitan Grand Opera star, appeared and sang close to a dozen numbers, some of them recorded and some not recorded. It is seldom that an artist is as generous at an informal recital as was Mr. Harrold on this particular occasion and the representative gathering of dealers and their assistants who made up the audience were thoroughly appreciative of the spirit shown.

Mr. Harrold opened his program with the singing of Rudolph's Narrative from "La Boheme," reaching the high C called for with an ease that inspired enthusiasm. Next he sang Herbert's "I'm Falling in Love With Someone," which he has recorded for Victor and which will be released later, and in this he reached a tone or two higher than high C, explaining that it was one of the highest notes yet recorded on a record.

For his third number Mr. Harrold selected the sacred song, "The Living God," and sang it most impressively and followed it with "Values" (Another Hour With Thee), which has been most successful as a record. He then favored the audience with a number of light Irish melodies, including "Sweet Kitty Malone" and "Molly Brannigan," and displayed a deep sympathy with the music of the Emerald Isle. As his last number Mr. Harrold sang "The Great Awakening," a sacred number of great power, which, he stated,

would probably be offered in record form some time in the future.

The artist drew close to his audience at the outset and made an impression upon the dealers that will not soon be eradicated. He arranged to send an autographed photograph to all those desiring one and at the close of his program was, with Ditson & Co., accorded a rising vote of thanks, at the suggestion of Sol. Lazarus.

During the course of the program Miss Anna Pinto, a seventeen-year-old harpist, who exhibits marvelous control over that difficult instrument and is heralded as one of the coming harp virtuosi, played several selections that won prompt and enthusiastic applause.

There is no question regarding the effect of recitals such as that by Mr. Harrold in bringing together the dealers and the artists, and Chas. H. Ditson & Co. have been accorded full measure of credit for arranging the interesting series of recitals and bringing to them artists of such recognized standing. P. E. W. Carlson, manager of the wholesale Victor department of Ditson & Co., states that some interesting features along the same lines are scheduled for the near future.

The previous week Royal Dadmun, popular baritone and a recent addition to the Victor Co. list of artists, gave an informal song recital in the music parlors of Chas. H. Ditson & Co., under the auspices of E. W. Carlson, manager of the wholesale Victor department of that company.

## WILSON CO. BUYS BUSINESS

STEVENS POINT, Wis., May 4.—The Wilson Music House has purchased the music department of the Boston Furniture Co., here. This department at present is devoted entirely to the Victor line of talking machines and records, but the Wilson Co., in addition to enlarging the machine and record stock, will install the Gulbransen and Vose lines of pianos and, later, a complete stock of sheet music and musical instruments. George M. Farrin is manager.

A phonograph using records that produce buzzing sounds in a quickly learned code has been invented in Austria to enable blind persons to read.



## The "VICSONIA" REPRODUCER

For Perfect Interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

*Meet the demand—Serve your customers*

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

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

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

## WHY SALES EFFORTS ARE HINDERED

Pointed Question and Pointed Answer on the Analyzation of Conditions

In reply to the salesman's tale of woe that it was practically impossible to make sales, due to the housing shortage, unemployment, high prices, etc., the sales manager asked: "Do you know how many people are working and receiving good incomes; how many people live in nice homes and what the ratio of salaries and prices is to pre-war days?" The salesman's answer was no. This is indicative of the twisted outlook on life and conditions which possess the minds of many who could bolster up their courage by looking at conditions as they really are. After all, things could be worse.

## BRITISH INDIA INCREASES DUTIES

WASHINGTON, D. C., May 4.—Ad valorem duties on products imported into British India have been increased under a new tariff bill, according to information just made public by the Department of Commerce here. Under the new schedule the duty on musical instruments has been increased to thirty per cent ad valorem.

## VICTOR CO. SUES GATELY-HAIRE CO.

The Victor Talking Machine Co. has brought suit in the New York Supreme Court against the Gately-Haire Co., Victor wholesaler, of Albany, N. Y., to recover \$43,548, which, it is alleged, is due for merchandise bought by the defendant company.

## NEW QUARTERS IN NEW CASTLE, PA.

NEW CASTLE, PA., May 5.—The Snyder Piano Co. has moved from the Opera House Building into its new quarters in the corner room of the Greer Block and has one of the most complete piano houses in New Castle, Pa. In addition to pianos, Victrolas and a general line of musical instruments sheet music will be added.

Alexander's Music Shop, of Long Branch, N. J., is installing an up-to-date Victrola department.





*Put This  
New  
Salesman  
to Work!*

**H**ERE'S a new silent salesman for your counter. This handsome 2-color all-metal Counter Display Stand holds 100 packages of Gilt Edge Needles, of which 20 packages are visible at one time through openings in front of the display stand. The packages can be taken out of the reverse side only. This prevents undesirable tampering and loss of needles.

This Silent Salesman will sell phonograph needles for you. Put him to work at once.

*Send for Prices  
and Samples*

Made from start  
to finish by  
W. H. BAGSHAW CO.  
Lowell, Mass.



**REFLEXO PRODUCTS CO., Inc.**

347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

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



Here's Marion Harris, sunny as a June day,  
with two of her latest song successes:  
"Some Sunny Day" and "Poor Little Me"—  
both on one record for June. A-3593.

Columbia Graphophone Co.  
New York

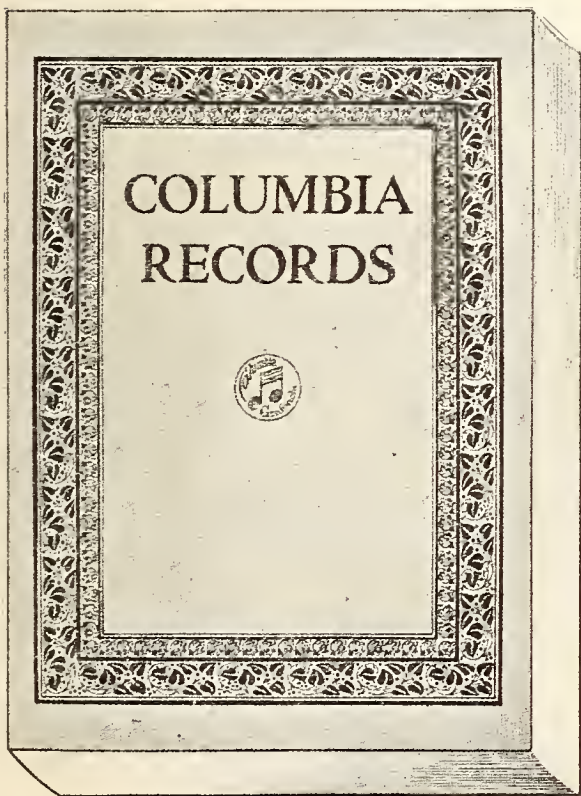


### NEW COLUMBIA CATALOG

Complete Listing of Columbia Records Contained  
in Attractive Catalog Just Issued—Listings  
Arranged in Most Efficient Manner

The Columbia Graphophone Co. has just issued its 1922 record catalog containing a complete list of Columbia records issued up to and including December 31, 1921. This catalog represents a material improvement over all previous editions, not only typographically, but in arrangement and lay-out.

The new catalog is divided into six parts, as follows: Part 1, alphabetical list of artists making



Cover of New Columbia Catalog

Columbia records; Part 2, a complete list of Columbia records, arranged alphabetically as to title of selection and name of artist; Part 3, classified list of specially-selected Columbia records; Part 4, educational records for school and home; Part 5, gems and novelties from Columbia catalogs of foreign language records; Part 6, tinted section containing a list of Columbia concert and operatic stars and their recordings.

Each section is compiled with the one idea of giving the Columbia dealer and his customers maximum convenience in finding any desired record. If the Columbia record catalog is used properly by the dealer it can undoubtedly act as a sales stimulant, for every possible means has been provided to offer record customers timely suggestions as to various classes of records.

### COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

Typographically the new Columbia catalog is beyond all criticism, as every detail represents the most advanced and successful ideas in catalog arrangement. A great many illustrations are used in the catalog to relieve the monotony of the text, and these illustrations featuring Columbia artists are noteworthy for their attractiveness. In fact, the 1922 Columbia catalog as a whole is a distinct tribute to the efforts of the Columbia advertising department to provide dealers with a publication that can be used profitably as a merchandising help.

### LIMA MUSIC HOUSE TO EXPAND

B. S. Porter & Son Incorporate and Arrange  
for Removal to Larger Quarters

LIMA, O., May 2.—The old established house of B. S. Porter & Son, this city, has been incorporated and in future will be known as the B. S. Porter Son Co. It is not only one of the oldest music stores in Ohio, but is also one of the largest, and B. S. Porter, founder of the business, is well known throughout the trade in the Middle West.

J. E. Porter, the present head of the business, has many plans for expansion under way, the most important being those looking to the removal of the business from the present location on Main street to quarters in the company's own building, further uptown, known as the Porter Block.

This change will give them one of the finest music stores in this section of the State and will take care of the needs of the business. In addition to the Lima store, others at Findlay, St. Marys and Carey, O., are operated by this company. Besides Victrolas, pianos and players, music rolls, string and band instruments, and a complete assortment of supplies are carried, making, in all, a well-appointed general music house.

Another B. S. Porter Son Co. expansion is that of the Findlay, O., store, which will move within the next thirty days to a fine, new location at 513 South Main street. Negotiations have just been completed by the house for a ten years' lease on the future home of the business. This change will put the house of Porter in the foremost rank among music stores of the city and the entire section. The new equipment will be modern throughout and the decorations most pleasing, completing a very attractive shop. The new location is ideal for a music house.

C. O'Harrow, general manager of this branch store, and C. L. Ritter, in charge of the Victrola department of the store, are both exceedingly enthusiastic about the new location and its appointments. They have in formation merchandising plans in keeping with the aggressive expansion program.

Dwight Welding has joined the sales force of the Lima store.

S. S. Kemp and Porter Lamb, of Scottsville, Ky., have opened a music store in the Mulligan Building. Talking machines and pianos are handled.

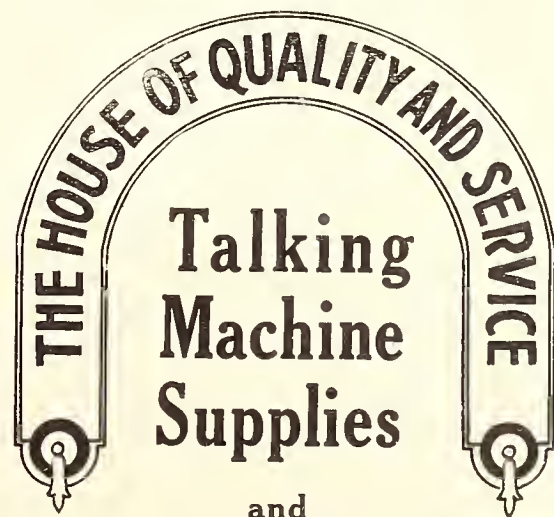
### VICTROLA HELPS ENGLISH STUDY

Records by Sothern and Marlowe Featured in  
Johnston City, Ill., High School

Fay Luyster, manager of the talking machine department of the Cline-Vick Stores, in Illinois, recently placed a Victrola in the room of the English class in the Johnston City High School, and gave a demonstration of the value of the machine as an aid in English study through the medium of the records made by E. H. Sothern and Julia Marlowe for the Victor. Mark Antony's oration made a particularly strong impression on both teachers and students. It stressed the educational value of these records, which aroused considerable interest.

### FORM RADIO CHAMBER OF COMMERCE

The National Radio Chamber of Commerce has been formed of leading and responsible houses in this line and a dinner meeting was held at Delmonico's recently to perfect the plans of organization. About fifteen concerns, so far, are members of the Association, among which are the De Forest Telephone Co., the Freed, Eisemann Radio Corp., the Jewett Co., the Home Radio Co., Dubilier Condenser Co. and the F. A. Andrea Telephone and Telegraph Co. In opening the membership to all established and responsible companies it is the purpose of the organizers to prevent, as far as possible, losses to the public through investment in unsubstantial enterprises, of which there are so many. It was pointed out yesterday by one of the tentative officers of the organization that the radio craze has caused many ex-telegraphers to enter the business.



Repair Parts

SAMUEL ESHBORN

65 Fifth Avenue  
New York



# Widdicomb

PHONOGRAPH  
*The Aristocrat of Phonographs*

Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.



SHERATON  
MODEL 8

## Why discriminating buyers choose the Widdicomb

PEOPLE of taste and refinement select the Widdicomb as *their* phonograph for two reasons:

**First**—Because of its unusual tonal qualities and its surpassingly faithful reproduction of every subtle mood and varied expression of the artist, whether vocal or instrumental.

Every note of the chromatic scale from the high, clear tones of the upper register to the deep, rich bass notes, is given just the proper emphasis, without metallic harshness or “blasting.”

**Second**—Because the Widdicomb is an exquisite article of period furniture, fitted to take its place harmoniously—really to “belong”—among the furnishings of the most tastefully appointed home.

Into Widdicomb cabinets is built the experience of three generations of master craftsmanship in the building of fine furniture.

To a few merchants who are really interested in attracting a discriminating class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

*Fine Furniture Designers Since 1865*





## Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



# Suggestions That Will Stimulate Sales

A WESTERN talking machine merchant popularized his store. He got columns of free publicity in the local papers and boosted his sales totals to double previous figures by giving free dancing lessons two evenings a week in the recital hall of his store, to children between the ages of five and twelve. An ad was inserted, naming a day for registration. Between 2 and 5 P. M. more than 200 were signed up, and the books were closed. In all, 500 more children were disappointed, showing the strength of the idea. Of course, the talking machine sold by this dealer supplied all the music for the dancing sessions, and the parents and relatives who brought the children had plenty of time to become acquainted with its merits. Care was taken to let no commercialism interfere with the freedom of the dancing lessons. No effort was made to advertise or sell anything at that time; but countless sales grew out of the proposition to the children's parents and friends. At the end of six weeks a matinee exhibition of dancing was given in a local theatre, the entire performance being managed and paid for by the parents of the children taking part. Prices ranged from 15c. for the gallery and 50c. for box seats. The dealer's talking machine, located in the orchestra pit, could be heard distinctly in all parts of the theatre, and the 200 children danced twenty-five numbers to its music. Before the show these 200 children canvassed the town, selling tickets. Each ticket bore the dealer's name and the name of his talking machine. The dancing lessons were managed by two women on the merchant's sales staff. At the end of the season, after all expenses were paid, there was \$75 in the bank with which to start the next dance.

\* \* \*

THERE are many buyers who have secured table machines and, after accumulating a library of records, have found that they need a cabinet to keep them in. Put four or five of these cabinets on display, according to the size of your window, including both walnut and mahogany finishes and various sizes. On the top of each cabinet place a sign which reads, "This Model Is for Smallest Size Table Machines. Special Price, \$00 During Display." On your cabinets for larger machines your card should be altered to correspond. There is good money to be made from accessories. Many dealers are missing a bet by failing to see this chance for extra business. Put a table or glass showcase near your door where everyone will see it coming in or out. Display the various kinds of needles; motor oil; polish for the cabinet; automatic repeaters, which play the record over again; toy figures which dance on the record; electric motor attachments; albums, etc. Quote the prices on these now and then in your ads and on the price tags. Your sign over the display may read

"Accessories That Add to Your Talking Machine"

\* \* \*

"HERE COMES THE BRIDE"—for May is a popular month of weddings. For a window suggesting the talking machine as a wedding gift you will need plenty of six-inch white silk ribbon. Arrange various models of talking machines in a semicircle. In the center place a small table or a box, entirely covered with white to look like a raised platform. On this is a sign reading, "The Gift Supreme for the Bride—A ———." Above this hang a large bell of white paper, and from the bell run streamers of the white ribbon to each machine in the window. On the platform at the foot of your sign place a bouquet of imitation orchids, lilies of the valley, annunciation lilies and orange blossoms. A few sprays of the flowers can also be placed on each machine. In the foreground place records of wedding marches and anthems.

\* \* \*

AS soon as you have sold a machine and received the signed contract, show your customer how to take care of it. This little attention on your part makes an excellent impression. Say, "Now, before you go, Mrs. Brown, let me explain the proper care of your instrument." Then show how to lift the turntable and expose the motor. Show where it should be oiled, and tell how often. Show how to take the sound box off and put it on. Tell her not to leave the spring tightly wound but to let it run down when it is not in use. The customer goes away with a pleasant impression of your service, and you may save a needless repair trip later on. This bit of service

seems so obvious as to need no mention, but it would surprise you to know how few sale men ever think of carrying it out. Most manufacturers supply a "Book of Instructions" with every machine, but nine out of ten people never open it. Demonstrate the mechanical features with your own hands—then the customers will understand, and, what is most important, *you* get the credit.

\* \* \*

NATURALLY, you are going after all the vacation business you can get in small machines. An excellent way to develop prospects is to watch the "Personal Mention" columns of your local dailies. Whenever you see a paragraph informing the world that "Mrs. Archibald W. Smith-Brown is preparing to leave for Idlewild," send a hand-typed letter to Mrs. Smith-Brown, bringing to her attention the necessity of a talking machine to take with her.

\* \* \*

THERE is no question about the value of soliciting suggestions from your own sales organization, but the best method of doing this is a matter of debate. A method which has proven to be practical and successful is to designate every Monday as "Letter Day." On that day every member of the organization is required to present to you a letter embodying any suggestions they may have for improvements in their own department or any other matters they want to bring to your attention. Fixing Monday as the day gives the employees Sunday in which to think over and prepare their letters. A close spirit of co-operation and many useful ideas will result from the adoption of this plan. This scheme is more useful in large organizations than in very small ones, of course.

\* \* \*

DECORATION Day falls on Tuesday, May 30. In the center of your window set a low platform about fifteen inches above the floor and cover this with green crepe paper or green grass. On this platform place any war relics which you can procure from friends or relatives who took part in the great world war. Metal helmets, weapons and similar souvenirs are what you want. Above this platform place a large wreath of leaves. This should be not less than twenty-five inches in diameter. It can be procured from any florist at a reasonable cost. At the bottom of the wreath tie a large bow of six-inch red-white-and-blue ribbon. Between the wreath and the platform below arrange some flowers. On the floor at each side of the platform place several patriotic records, with a card in each one, giving its title. Through the hole in the center of each record run a strand of one-inch red-white-and-blue ribbon, and cut the end of this ribbon in a notch. Any florist can supply you with this ribbon in various widths. On each side of your center arrangement place a large talking machine and tie a red-white-and-blue ribbon on the front of each machine. If you wish to carry your display further procure photographs of Lincoln and General Grant in uniform, McKinley with Roosevelt and Wilson with General Pershing in uniform. These three groups include the Presidents and leading military figures of the last three wars. Arrange them in three pairs and under each pair set the date—1865, 1898 and 1918. In the center of your window, just at the base of your platform, place a gold sign lettered in black—"In Memoriam."

\* \* \*

NEAR the front of your record department place a small blackboard, about two feet by three feet. On this board write in chalk new announcements from day to day, such as "Just received—'Georgia Rose,'" or "Special for to-day—the Model 10—at \$00 monthly." A hundred uses will present themselves for such chalk talks, and the blackboard with the message written in chalk gives an impression of urgency and "newness," which is lacking in a printed sign.

\* \* \*

MOST dealers put bands of awning material over the lower portion of their windows as sun shields during a portion of the day. This protects the objects displayed, but cuts off the view of your windows. If you letter on this sun shield the words, "Look Over the Top," you'll be surprised how many people will stop and inspect your display, in spite of the obstruction.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



# "A new Gennett!"



## ANTICIPATION

is justified by realization when the record is a Gennett.

If you have never heard a Gennett treat yourself to No. 4857. When you hear "Poor Little Me" (Fox-trot) and "Don't Leave Me, Mammy" (Fox-trot) played by Bailey's Lucky Seven, you will have the Gennett habit.

They do better all phonographs—Hearing is Believing.

*Write for Gennett Catalog*

**Gennett Records**

*Manufactured by*

**THE STARR PIANO COMPANY**

**RICHMOND, INDIANA**

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



## CHARLES EDISON DISCUSSES RADIO

Furnishes Reasons Why the Phonograph Trade Should Not Be Seriously Harmed by Growth of Demand for Radio—Interesting Analysis

The many members of the trade who are more or less in a quandary regarding the radio proposition will doubtless be interested in the views of Charles Edison, chairman of the board of directors of Thos. A. Edison, Inc. It is especially important, inasmuch as this company occupies a unique position in its relation to the radio field, being interested in the manufacture of phonographs, in batteries and in electrical progress generally. When asked by *The Talking Machine World* to express his personal opinion regarding what the attitude of the regular phonograph dealers should be toward radio and its bearing upon the talking machine industry he said:

"It is impossible to answer your inquiry without indulging in a certain amount of speculation on the future relations of the phonograph with the wireless telephone. To-day the wireless telephone is encroaching on the phonograph sales field, simply because it is a novelty with a decidedly romantic appeal to the imagination. When it has become as much of a commonplace as the electric light, the ordinary telephone or the telegraph it will find a sphere of usefulness which will not conflict with the phonograph. It seems to me that news is the wireless telephone's real function. I can readily conceive that a day will come when the debates at such a conference as that now taking place at Genoa will be listened to by millions instead of hundreds.

"The phonograph's function is to give people music. Instead of giving them any music at any time it gives them the music they want when they want it. It will exist as amicably beside the wireless telephone as it does beside the piano.

"Retail phonograph dealers are free, white and twenty-one. There is nothing in the world to prevent them from taking on wireless telephones if they wish to. In some small communities it may be an excellent expedient. I can't help feeling, however, that they'll do better if they stick to their own line."

## SALES VOLUME IS SATISFACTORY

ANSONIA, CONN., May 6.—The Duo-Tone Co., Inc., of this city, manufacturer of the De Luxe semi-permanent needle, reports that the volume of sales of this needle is keeping up in a satisfactory manner. This company has given particular attention to quality production and attributes the success and popularity of the product to this policy.

## PRAISE FOR FLONZALEY QUARTET

The Flonzaley Quartet whose Victor records are so much admired by the musical cognoscenti is now being heard in London, and the English critics are writing in most enthusiastic terms regarding the splendid qualities of this great organization.

The first impression which a customer gets from a store sticks. Whether the impression is good or bad depends on the merchant.



### No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

**FRANK NETSCHERT**

61 Barclay Street

New York, N. Y.

## GERMAN RECORD CONCERNS ENJOINED

Anglo-German Mixed Arbitral Tribunal Issues Injunction Forbidding Export Out of Germany of Records Pressed From Matrices Originating With Victor or Gramophone Companies

The following interlocutory injunction was recently handed down by the Anglo-German Mixed Arbitral Tribunal at London in the suit of the Gramophone Co., Ltd., against the Deutsche Grammophon A. G. and the Polyphonwerke A. G. to enjoin the German companies from exporting out of Germany records pressed from matrices originating with the Victor Talking Machine Co. and the Gramophone Co., and in the possession of the German company at the outbreak of the war. The Polyphonwerke had secured these matrices by an alleged sale by the German Government during the war.

The order of the Tribunal was as follows: "The Tribunal orders that the respondents, their servants, agents and companies controlled by them, be restrained until further order from using, or permitting to be used, and from offering for sale, selling or permitting to be sold, gramophone records pressed directly or indirectly from matrices in the custody of the first-named respondents at the outbreak of war, except after giving due information to the buyers and users that the records are for use within German territory only."

## DISCUSS AUSTRALIAN ROYALTIES

Louis Sterling in New York to Make Satisfactory Arrangements With Music Publishers

Louis S. Sterling, of the Columbia Gramophone Co., Ltd., London, Eng., recently arrived in the United States. Early this month he attended a meeting of the board of governors of the Music Publishers' Protective Association, the purpose of which was to arrange some satisfactory form of paying mechanical royalties on records manufactured in England and distributed in Australia.

Owing to the decision of the highest court of Australia, handed down early this year, Australian publishers who have obtained the distribution rights for American compositions in their country are entitled to the mechanical royalties accruing on the records of such works as are manufactured in England and sold in Australia. Thus the talking machine record manufacturer of England who pays the American publisher for the manufacture of records sold in England and in Australia must again, according to the decision, pay the Australian owner of the copyright.

It is thought that an arrangement can be arrived at confining the payment of royalties to one source.

## NECESSITIES OF GOOD RETAILING

A leader, a general, an all-around business man.

A close tab on stock.

A proprietor who not only says "Go!" to his clerks, but who can stir up the dust with the best of them.

A square deal that will make folks come 'round like bees to honey.

A cold shoulder for mis-statement.

A human interest in the welfare of clerks—interest in clerks begets clerkly interest in sales.

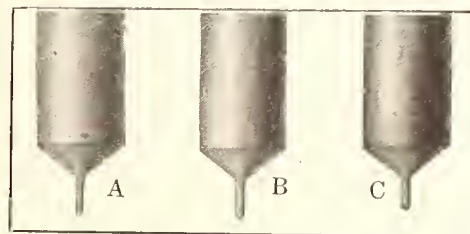
A place for everything and everything in its place. Disorder means loss of time, loss of sales, loss of money. Hear the cash register groan, "Order is heaven's first law."

A stock of all-round knowledge to fit your stock of goods.

The talking machine department of the M. O'Neil Co., of Akron, Ohio, which has just closed its fiscal year, reports that a better business was enjoyed than during any other year in the history of this enterprising company.

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

## Semi-Permanent NEEDLES



(A)—New Sonora Semi-Permanent Needle. Note that the parallel sides (which are not tapered) always fit the record groove perfectly.

(B)—Sonora needle after playing one record. No perceptible wear.

(C)—Sonora needle after playing over 50 records—needle is worn down, but is in perfect playing condition.

## The Needle That Makes Records Last Longer

Every man, woman and child who enters your store is an easy prospect for Sonora Semi-Permanent Needles. Their superiority is obvious on sight. Customers actually feel you are doing them a service by introducing them to a needle that not only plays many more records than the ordinary needle, but preserves the records because it does not score the grooves.

Sonora Semi-Permanent Needles mean a steady, substantial profit and lead to larger sales. Every live dealer should display them.

**CAUTION!** Beware of similarly constructed needles of inferior quality.

**Sonora Phonograph  
Company, Inc.**

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto





# STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

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

## Developing Prospects and Sales in Summer

Written for The World by CHARLES OLIVE

The Music Store, Willmar, Minn., has, by a little extra effort, almost doubled its sales of talking machines. The company has the agency for the Edison, Victor and Columbia lines, and is doing a good business. Last Summer the firm had a man on the road to boost the business, which was so successful that the plan will be continued the coming Summer. He had a small Ford truck and carried a talking machine and some records with him, and wherever he found a person who was in the market for a machine, either in town or outside, he placed one in the home for a few days' free trial. In this way many sales were made that otherwise would never have materialized.

One novel method of attracting buyers employed by this firm is that of playing a talking machine outdoors. Last Summer on Saturday evenings, and on days when something special was going on in town, a Victor with a large horn was placed in the truck outside the store and a man kept the machine going, playing all kinds of new records, and taking care of people who became interested. The machine,

being loud, could be heard for blocks away, and drew all kinds of listeners. The demonstrator had a supply of booklets and other advertising matter on hand which he distributed to interested persons in the audience. If there were any who contemplated purchasing a machine at some future date he took down their names and addresses in a book, so that the prospective buyers could be followed up later. During county fair week and the Fourth of July celebrations a machine was played on the roof of the building, and because of its elevation, the machine was heard by all the crowds. A large sign described the purpose of the playing, and directed interested persons to see the man at the door. This man stood ready to take care of any customers who wanted to buy records or wished to see different models and makes of machines. All visitors were given the impression that they could buy anything in the music line at The Music Store, and the prices and the service would be the very best. By the method described, a large list of prospective buyers was obtained, and frequent sales were made to these later.

### TRAIN PULLMAN PORTERS TO SING

Nine Thousand Pullman Porters to Be Organized in the Quarters for Entertainment of Passengers—Will Break Monotony of Journeys

CHICAGO, ILL., May 6.—According to announcement made by the Pullman Company, the 9,000 porters on Pullman cars are to be given musical training and organized into quartets and glee clubs for the edification of those who grow weary of the rail journeys about the country.

The company has divided the country into eight zones and there will be a chorus organized for each zone. Rehearsals have been conducted for some time and the first public try-out of the plan was made last week when porter quartets were provided for the three special trains from Chicago to the Conclave of the Knights Templar in New Orleans.

Major N. Clark Smith, well-known negro musician and teacher, head of the music depart-

ment of Tuskegee Institute, and for many years leader of the Eighth Illinois Regiment Band, has been retained by the Pullman Company to train the porters. Major Smith when a boy worked for Lyon & Healy, where the late P. J. Healy was attracted by his musical talent, and provided for his tuition at the Chicago Musical College.

### MOVES HIS STOCK BY ADVERTISING

ATLANTA, GA., May 8.—The Winget Jewelry Co., of Gastonia, N. C., Columbia dealer, recently featured the latest Columbia advertising campaign, and as a result practically exhausted its stock on hand in addition to a special shipment which was incidental to the campaign. In a letter to the Columbia wholesale branch in this city, this dealer stated that the advertising had enabled it to close many prospects which had been pending for several months, and in addition had provided a number of new prospects with valuable sales possibilities.

### NEW SONORA DISPLAY CARD

Attractive Card Now Ready for Sonora Dealers  
—Coloring Is Unusually Effective

A new Sonora display card is now being sent out by the Sonora advertising department to dealers and distributors. The accompanying illustration will give some idea of the attractiveness of this card, although, of course, the coloring cannot be reproduced. The design of the bell is a



Sonora Display Card for Dealers

reduced facsimile of that used in the large bell poster, which has proved so popular with the dealers. The background is a rich marine blue and the word Sonora in bright yellow, with the other lettering in green and red, makes the card unusually effective.

A feature of this new card is the extra heavy cardboard upon which it is mounted. This not only makes the card very durable and does away with the need of a frame, but insures its standing and remaining perfectly flat under all conditions. The dimensions of the sign are nine inches by sixteen inches.

### INDIANA CONCERN CHARTERED

The Latona Talking Machine Co., of Evansville, Ind., was recently granted a charter of incorporation under the laws of that State, with capital consisting of \$50,000 of preferred stock.

Caruso painstakingly studied talking machine records of his songs to find out how he could improve his work, says Forbes Magazine. Can you afford to be less painstaking in trying to improve your work?

Expect disappointments, but scorn defeat.



## PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



*THE  
ORSENIGO*



*PERIOD  
PHONOGRAPH*

**THE "BERESFORD"**

Have you ever lost a sale because you could not supply a cabinet for that discriminating customer whose esthetic taste demanded the best for her drawing room?



You can unhesitatingly recommend this delightful creation. The exterior and interior of the upper part of cabinet is beautifully lacquered by hand; the base is finished in pure gold leaf, carvings by hand.

Furnished with electric unit only.

We have confined our efforts for years exclusively to the manufacturing of period furniture and cabinets.

**THE ORSENIGO COMPANY,**

*INCORPORATED*

LONG ISLAND CITY, N. Y.





# T O L E D O

*Dealers Optimistic — Farmers  
Are Buying—Enterprise of Lion  
Store—News From Many Points*

TOLEDO, O., May 4.—There is widespread optimism in talking machine circles regarding the business outlook. This is substantiated by the general improvement in the local employment situation, particularly in the automotive industry.

The Toledo Talking Machine Co., according to Manager Chas. H. Womeldorff, is experiencing a stronger demand for Victrolas from outside districts. The farmer in Ohio, Michigan and Indiana is again taking heart and investing in talking machines. Many dealers are going direct to him with Victrolas mounted upon delivery trucks and are putting instruments into the farm house upon very liberal terms. In some quarters it is predicted that with the farmer coming into full buying power this Fall the demand for talking machines will exceed the supply.

J. J. Davin, Secretary of the Reincke-Ellis Co., Chicago advertising specialists, talked to local Victor dealers at the display rooms of the Toledo Talking Machine Co. upon Victrola advertising plans in formation. Several of the plans submitted were adopted by the local merchants.

Easter trade at the LaSalle & Koch, Co.'s Victrola department, according to Manager R. O. Danforth, showed conclusively that the demand for festive music is sufficiently strong to make it worth while for merchants to cater to the public fancy on all special occasions.

Mr. Danforth has but recently come to the LaSalle & Koch department from the Shepard Stores, Boston, where he was located for some years.

At Grubb's Music Shoppe a new hit is featured each week. It is found profitable in putting over these selections to hitch records, rolls and sheet music together.

Doing things in a different manner, instead of waiting for customers to come to the store, is proving a winner at the Lion Store. A. J. Pete, manager of the Victrola department, states that the inserting of ads written in editorial form into the large store advertisements has resulted in fine returns. For these small human interest stories out of the ordinary topics are selected.

One such recently featured that little known Mexican waltz, "La Golondrina":

If the strains of a bewitching waltz have been floating on the air from the direction of your neighbor's house—and you've been wondering what it is—then you've been among the discoverers of a new Mexican waltz played by Max Dolin's Mexican Orchestra—a new Victor record. A few music lovers found it among the foreign selections—and they've been telling so many friends about it that the demand for "La Golondrina" is becoming very large. Hear this tantalizing waltz in our Victrola department.

From that tiny announcement large sales volume resulted. In fact the number outsold the entire April list of popular selections, and made re-ordering necessary several times. It is for such reasons that the department is showing an increase in sales over the early months of 1921. In addition to records the sale of Victrolas has also been brisk.

Willard S. Mefford recently opened a talking machine and record shop in the Tiedtke Bros. Co. department store. An arcade leads from Summit street to the store proper, which is situated some distance from the street entrance and extends over a city block. During the month of February a daily average of 40,000 people have passed through this arcade.

The Tiedtke Bros. store is unique in many ways. Among its features is a pipe organ which plays most of the day. Other music also is featured and customers are entertained and thus induced to linger and buy.

Fred N. Goosman, president of the Goosman Piano Co. and also of the Ohio Music Merchants' Association, took an active part in completing the organization of the Illinois Association recently at the Hotel Leland, Springfield, Ill. R. C. Hyre, secretary of the Ohio Association, also took part in the work.

At the A. B. Taggart Co., successors to Ignaz Fischer, Brunswick machines are moving briskly. A recent shipment was almost entirely taken by schools, academies and similar institutions. "Lonesome Hours," "Cutie" and "Old Fashioned Girl" are popular records.

Whitney, Blaine & Wildermuth Co., dealers in pianos and talking machines, have leased the second story of the new Newcomber Building now being completed at 620 Adams street as a future home for their business. The store will be beautifully decorated and fitted up. They expect to be installed in the new quarters about June 1.

The Madison Music Shoppe, 617 Madison avenue, opened its attractive new store during the past week. Ivory and blue decorations predominate, while the hearing booths are mahogany and ivory. The booths have skylights and are sound-

proof. Souvenirs were distributed to the ladies at the recent opening. Pathé, Kimball, Federal and American talking machines will be carried. Connorized music rolls, among others, will be handled. Jos. Schugarman is manager, and Kenneth Rickel is in charge of the sales promotion work.

Warren Kellogg, representative of the Toledo Talking Machine Co., upon his recent visit to Marion, Ohio, found C. G. Wiant, Victor dealer, who has been confined to his home through illness, much improved and very optimistic as to the Spring trade outlook. His son, J. Wendell Wiant, is in charge of the store, and Foster Bain and Miss Saulter are associated with record and service departments.

Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co. in Akron, recently received much publicity in connection with stunts inaugurated during the sale of Wallace Reducing records. About 250 stout ladies have been induced to join classes which meet regularly in the auditorium of the store for exercises. A niece of Miss Baer is giving exhibitions and directing a part of this interesting work.

Robt. Boyd, of the Boyd Furniture Co., Dover, Ohio, Victrola dealer, is back at the store after a severe sick spell.

C. J. Duncan, jeweler and Victrola dealer, Massillon, Ohio, who recently held a public opening of his fine new store, has devised a very unique balance for his windows, between jewelry and Victrolas. The jewelry line is displayed on windows about three feet above the street level. Talking machines are displayed on a lower level, thus giving a much even appearance than if both were displayed from the same window level.

The Victrola department is on the second floor of the handsome store and is in charge of John Longhart, who has been associated with the house for some years. Many fine floral pieces were sent by friends and jobbers during the opening. Among the latter were the Victor distributors of Toledo and Cleveland.

The Wm. Taylor Son Co., Cleveland, recently celebrated its fifty-second business anniversary. Thos. A. Davies, head of the talking machine department, took advantage of this opportunity to offer machines on special terms of 52 cents down. Mr. Davies also reports much activity in the radio department and a growing interest in this invention.

It is stated by Walter Rowlands, general manager of the J. W. Rowlands Co., at Lima, that it contemplates moving into its own building on the square in the immediate future. Plans for rearranging, enlarging and laying out the store on a more generous scale are about completed. In the new location the Victrola department will have a prominent place on the first floor, with appointments of a most pleasing character. H. E. Leach has become associated with this department.

C. S. Hockett, Bellefontaine, Ohio, Victor dealer, recently returned from an extensive sojourn at Miami, Fla.

V. S. Pfenning, St. Mary's, Ohio, Victor dealer and jeweler, is the proud father of a chubby baby boy. He has been named Vincent, Jr.

Recent visitors to the Toledo market were H. E. Deck, Bryan, Ohio; G. L. Lathrop, North Baltimore, O.; Mr. Scheuer, of S. Frankel Co., Sandusky, O.; Joseph Schottdorf, Defiance, O.; R. E. Harshberger, of the Victrola department, C. J. Schmidt Piano Co., Tiffin, O., and Ralph Crane and J. H. Hallick, of Crane's Music Store, Bowling Green, O.

## REALLY, THIS IS ON THE SQUARE

The old-fashioned square piano has gone the way of the square derby and the square meal for a quarter. So New York's school board discovered recently when it offered to give away any of the scores of square pianos now in dead storage. Nobody wanted one.

"Why," cooed Mae Murray, when she heard the story, "that's only natural. People are not dancing the square dances any more."

## THE PHONOMOTOR CO.

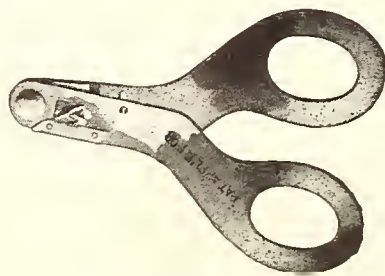
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%  
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.





# STEEGER

*the finest reproducing  
Phonograph in the World*



Model  
506  
\$250



Model  
502  
\$125



Model  
503  
\$165



Model  
509  
\$225

WHEN you hear a piano record on the incomparable Steger, you are impressed with the amazing fidelity with which it reproduces the sustained tones. Then, as you hear the violin, the voice, the full orchestration, the bands—your wonder grows into conviction that this is truly the finest reproducing phonograph in the world. For every instrument known to music *plays through the Steger* as if the phonograph were not there—you have the perfect, complete illusion of reality, attained only in the Steger.

The accurately-shaped Steger tone-chamber of even-grained spruce, the patented, adjustable tone-arm which plays all disc records, and the Steger tone-reproducer are exclusive features.

**THE STEGER WILL BRING YOU SALES**

Ask us, now, about attractive open territory. Investigate our effective plan of merchandising and extensive national advertising. Then you will recognize the opportunity—you will want to sell the Steger.

*Phonograph Division*  
**STEEGER & SONS**  
*Piano Manufacturing Company*  
 Established 1879  
 Steger Building, - - CHICAGO, ILL.  
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.  
*"If it's a Steger—it's the most valuable Piano in the world."*



Model  
505  
\$200



Model  
504  
\$150



Model  
501  
\$100



Model  
510  
\$250



Model  
500  
\$65



# AKRON, O.

*Substantial Reasons for Trade Optimism—Views of Prominent Retail Dealers Confirm This*

AKRON, O., May 8.—While noticeably increased Spring business has not as yet been manifested, generally good conditions prevail in the retail talking machine trade in the Rubber City. The betterment in weather conditions has brought increased numbers of shoppers on the thoroughfares, but it appears that many of the stores, even some of the leading retail shops of the city, have been offering great quantities of cheap machines, which, according to dealers, has had a tendency to retard sales of standard make machines to some degree.

Not in many months have dealers been as optimistic as when visited this week by a representative of The World. Local factory produc-

tion is nearing normal and the unemployment situation has eased to such an extent that calls are now being sent out to nearby cities for additional labor for the factories. Collections are reported better and this feature alone is probably more encouraging than any other development in recent weeks. Dealers realize they must use the newspapers to get business and according to several of the larger talking

machine dealers their advertising appropriations the past month have been increased and they are going after business with a vengeance.

While not up to the expected volume, business with the A. B. Smith Piano Co. has been highly satisfactory during April. "To compete with mail order houses and fly-by-night piano and talking machine stores the dealer must advertise and do it more extensively than in past years," said A. B. Smith, Jr., manager of the local store. "We are using the newspapers more and more each week and find them the best medium to obtain business," he declared.

Talking machine sales slowed down during the month of April at the store of the Windsor Poling Co., according to Mrs. Earle Poling. Record sales at this store have not, however, fallen off, because the management, through the medium of several original window displays, has put sales over the top again this month. Small machines for camp and canoe pleasure are being featured in a special window exhibit. The small machine is shown just as it appears in the canoe and a regular canoe model is used to make possible the display.

Ray Porter, manager of the talking machine department of the George S. Dales Co., said this week that business for April would show a slight gain. Machines priced \$150 to \$200 are the best sellers and have been moving briskly. The new model Victor machine is also meeting with a hearty reception by the trade. He predicts that the month of May will witness a great improvement in business.

Miss Ethel Baer, manager of the Victrola department of the M. O'Neil Co., reports business good and sales ahead of last year at this time.

J. M. Lowrey, until recently of the Story & Clark Piano Co., Pittsburgh, Pa., has been named treasurer of the A. B. Smith Piano Co. here, succeeding C. A. Mitten, who recently resigned.

Earl Woomer, formerly manager of the Canton Phonograph Co., visited this week with local friends. He is now on the road for the Lester Piano Co., Philadelphia.

F. W. Van Scoyoc has joined the sales force of the A. B. Smith Piano Co., this city, of which he was formerly advertising manager. He was recently with the talking machine department of the M. O'Neil Co. here.

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

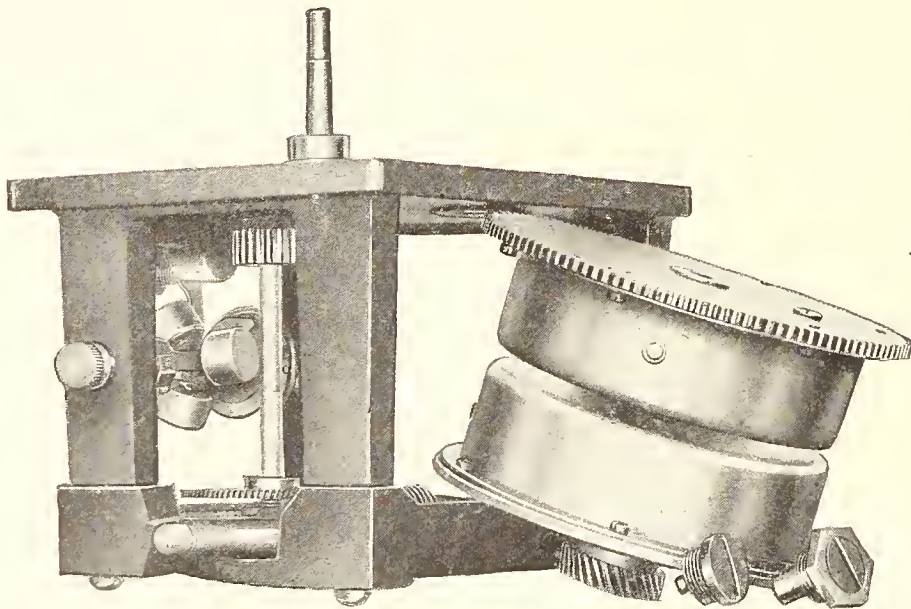
Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA

## D. R. DOCTOROW

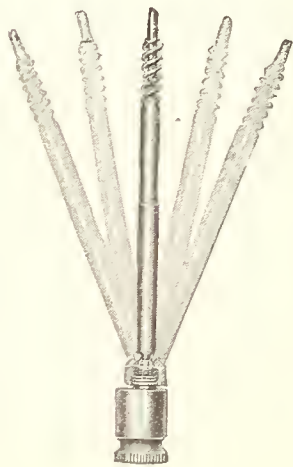
Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800

# Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

## THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

### SUBSTANTIAL REDUCTION IN PRICE

NEW HAVEN, CONN., May 1.—A reduction in needle prices was recently announced by the Bell Hood Needle Co. of this city. The package which originally retailed for 25 cents is now available for 15 cents. At the headquarters of the company it was stated that this reduction was made possible through decreased manufacturing costs. The new price has already proven popular with the buying public and numerous dealers have reported greatly increased sales since the reduction was made.

### M. E. WARE IN FINE NEW STORE

JOHNSONBURG, PA., May 3.—M. E. Ware, who has conducted a music store in this city for a number of years, has just opened handsome new quarters on Cobb street. Kimball pianos, Gulbransen player-pianos, small goods and talking machines are handled.



# Truetone

TRADE MARK

## The WORLD'S BEST PHONOGRAPH NEEDLES

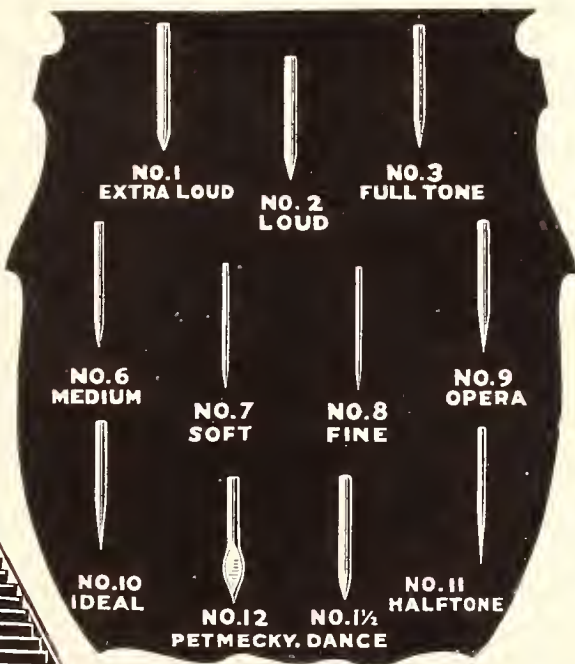
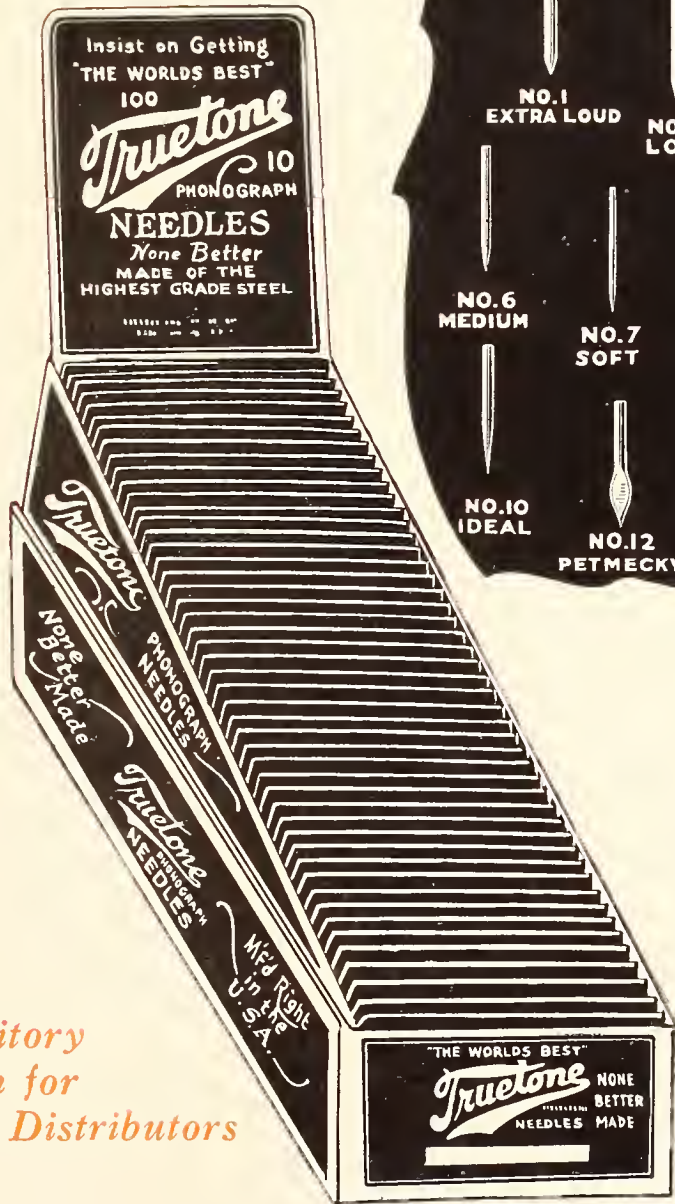
**NONE  
BETTER  
MADE**

**DEAN**

**UNIFORM  
POINTS**

**UNIFORM  
LENGTHS**

**PERFECT  
REPRODUCTION**



*Territory  
Open for  
Live Distributors*

*Write for  
Our 1922  
Prices*

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President  
25 1/2 West 45th Street, New York







# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager  
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., May 2.—Everyone is looking forward interestedly to the dawn of better things, and "good times" certainly will be welcome, for April was not quite so good a month as had been hoped for. Business was decidedly spotty and there are dealers here who would do a rattling business one day and not 25 per cent of that business the day following. The weather has been admirable, of the kind to encourage people to be downtown. Those establishments which have taken on the radio outfits have found this a tempting bait to draw people inside the stores and it has frequently happened that men and boys who have had their attention riveted on the radio idea have become interested in some talking machine or record proposition to the extent of negotiating a sale. This is an interesting development.

#### Steinert Co. Lloyd Wireless Wholesalers

The M. Steinert & Sons Co. is one of the several houses in the city to take on a radio department and it will be in charge of Lothrop Wakefield, a radio expert who has been connected with the company's domestic factory, and who plans to give demonstrations by appointment. The Steinert house has the wholesale rights for Massachusetts and Rhode Island for the Firco wireless products which are made by John Firth & Co. and for which the Lloyd Wireless Telephone Corp. of New York is the sole distributor. Already a large consignment of goods has arrived. The Steinert Co. has an imposing exhibit of its line at the Radio Exposition, which opened in Mechanics Building a few days ago.

#### Henderson Opens Branch Store

Frank C. Henderson, whose Boylston street talking machine warerooms have been forging ahead commendably under the management of D. Stuart Pope, has opened a branch store at 178 Federal street, near the South station, which promises to do a good business as it is a very central location. It carries the Brunswick and Victor lines of merchandise.

#### New Edison Styles Much Admired

Two beautiful new console models of Edison machines, known as the William and Mary and Chippendale, have just reached the headquarters of the Pardee, Ellenberger Co., Inc., and are being much admired. They have been placed at a price that should make them very attractive purchases, especially when the figure is compared with what was asked for these beautiful

period types several years ago. Frederick Silliman, head of the establishment, and his large staff are delving just now into the mysteries of the radio, an apparatus having been installed in the warerooms with a connecting antenna on the roof of the building. Mme. Levorini, the opera singer, who is an Edison artiste, gave a tone test a short time ago which was broadcasted from the big power station at Medford Hillside and which Mr. Silliman's staff enjoyed inside their building.

#### Court Restrains Public Playing

Judge DeCourcy, on behalf of the full bench of the Supreme Court of Massachusetts, has rendered a decision which is of wide importance to the retail talking machine business in this State and may be even more far-reaching as time goes on. Through his decision the Rosen Talking Machine Co. is restrained from playing music "continuously and monotonously" in front of its School street warerooms. The complainants are several business concerns on this thoroughfare, one a shoe dealer, one a tailor and a third a shoe repairer and shoe shiner. It was claimed by the plaintiffs that the nerves of their employes were kept on edge by the noise. It has been the custom of a few talking machine houses in the city to keep a machine inside or outside the doorway and largely by means of a horn project the music into the street.

#### An Artistic Hallet & Davis Brochure

The Hallet & Davis Co. has just issued a handsome brochure by way of advertising "The Phonograph Beautiful," extended notice of which in its varying styles was given in the April issue of *The World*. The embossed cover is in chocolate brown and gold with delicate tracery. Within a sort of pocket are four leaves, on each of which is an illustration of a single style of machine, these being the Louis XIV, the Colonial, the Queen Anne and the Louis XV console types. The catalog, though it is more than that, is one of the handsomest pieces of work that any local house has turned out in a long time. A small folder, also illustrating these four console types of Hallet & Davis machines, has been given wide circulation.

The Hallet & Davis Co. is now busily engaged in mapping out its representation throughout the field for the new talking machine fathered by this house. As a general thing the present Hallet & Davis agents will in addition carry the

machine provided they have proved themselves high-class, hustling representatives; but if it is found advisable to place this new product in the hands of another in any city the company reserves the right to do so holding that the man who may be able to sell a piano may not necessarily be the best person to extol the merits of a talking machine. In the matter of merchandising its new line the Hallet & Davis proposes to exercise the utmost care. Sample machines have been shipped to a great many centers, and calls have come for them from as far distant as the Coast, others going into the States of Illinois, Ohio, Utah, and so on. Thus far the only house to be definitely decided upon for representation is the Lansing Sales Co., which will merchandise this product in the New England field.

#### Use Talking Machine Record Chimes

There was an interesting experiment tried out at the Center Methodist Church in Malden a short while ago which develops a new use for talking machine records. In short, records were used to call the neighborhood to worship, the records used being those which in their reproduction of some musical number use the chimes or bells. The experiment was under the management of Charles W. Harper, inventor of the Oriphone and president and treasurer of the Harper Oriphone Co. of Boston and Everett. A Columbia machine was installed in a closet in the basement of the church and the music was carried up to the belfry by means of an amplifier. The bell selections played were "O Come, All Ye Faithful," "Lord, Dismiss Us With Thy Blessing" and "Auld Lang Syne." The music was carried to quite a distance and Mr. Harper said later that under perfectly quiet conditions the talking machine chimes ought to be heard for a distance of two or three miles.

#### To Prevent Fraudulent Sales of Talkers

It is likely that the Massachusetts legislature will pass a bill which has been favorably reported by the committee on mercantile affairs and has passed the House, and which seeks to prevent the fraudulent sales of talking machines, pianos and automobiles. The bill is fathered by Harry Spencer, of Kraft-Bates & Spencer, the Brunswick wholesale house, and the name of Frank B. Finney, of this same concern, also appears on the petition for the bill. The bill  
(Continued on page 68)

## Eighty-eight Years of Experience

# 1834

in the merchandising of music and musical products is back of  
**DITSON SERVICE.**

# 1922

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

OLIVER  
**DITSON**  
COMPANY  
BOSTON

**VICTOR EXCLUSIVELY**

CHARLES H.  
**DITSON**  
& CO.  
NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

provides a penalty of \$100 or six months' imprisonment or both upon any person who, with intent to defraud, alters, tampers with or obliterates the patent number, manufacturer's serial number, or the trade-mark or trade name on any talking machine, piano or automobile. The bill would also make possession for the purpose of sale of any such article which has been thus tampered with prima facie evidence of intent to defraud. Conditions that have invited the passage of this bill are more or less familiar to persons in the talking machine trade in particular, for, following the theft of machines that have been leased, perhaps it has been hard for the original dealer to identify his property. There is a Federal law touching the question of patent numbers which to a considerable degree safeguards the interests of dealers, but it has been thought that there would be a double protection through the passage of a State law.

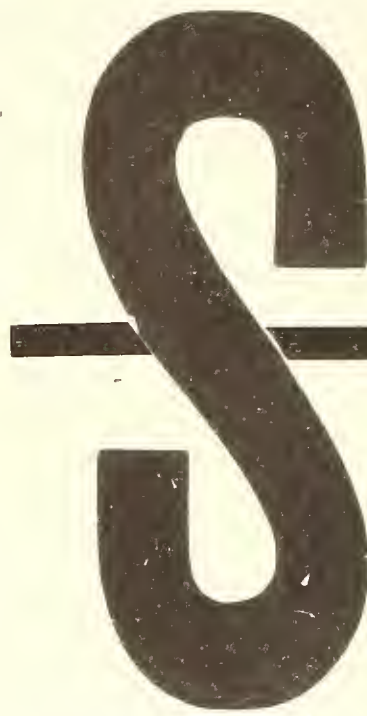
**Tremont Talking Machine Co. to Handle Radio**

The Tremont Talking Machine Co. is still another concern to install the radio. A large portion of the second floor is given over to the demonstration and sale of outfits and parts, and one of the two large show windows is attractively arranged with all sorts of apparatus set against a background of blue curtains. There is an antenna on the roof and there isn't an hour of the day when snatches of something from the outside world cannot be picked up. The department is under the management of Winn Campbell, a radio expert, who has had connection with several large electrical houses.

**Fred E. Mann on Extended Trip**

Fred E. Mann, head of the wholesale department of the Columbia Co., is off on an extended business trip through southern New England and he will not be back in town for a week yet. He is in particular spending much time in Rhode Island and Connecticut and is making the trip by motor.

Several from the Boston headquarters were



# STEINERT SERVICE SERVES

*Our Unswerving Policy*  
for  
**1922**

To Protect—to Develop—to Serve  
To the Limit of Our Ability  
The Victor Retailers of New England  
Already Established

Our Entire Stocks and Personnel At Your Disposal  
84% of Domestic Records in the Victor Catalog now in our stock

**M. STEINERT & SONS**

*New England Victor Wholesalers*

35 Arch Street

BOSTON

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



among those attending the annual meeting and dinner of the Connecticut Columbia Dealers' Association held in Bridgeport, late in April.

**J. Norman Mason Welcomed**

The local trade is glad to welcome back into its midst J. Norman Mason, who is located in Boston with the Grafonola Co. of New England,

where he is to manage for Arthur C. Erisman his Columbia business. Mr. Mason was with this same concern several years ago and in the meantime has been operating a Columbia shop of his own in Cambridge. Now that Mr. Erisman has been turning his personal attention to pushing the Strand, for which he has the whole-

## KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

*Brunswick*  
PHONOGRAPHS AND RECORDS

### Why Less Competition Means Bigger Opportunities

One of the outstanding advantages of being a Brunswick dealer at the present time is the fact that he is not so likely to be educating his prospects to buy a Brunswick Phonograph or Brunswick Records from a rival dealer.

The time will undoubtedly come when this will not be true, but right now it is the secret of the great success of many a dealer who grasped the opportunity to be the only, or almost the only, distributing point in his community for this widely advertised and popular make.

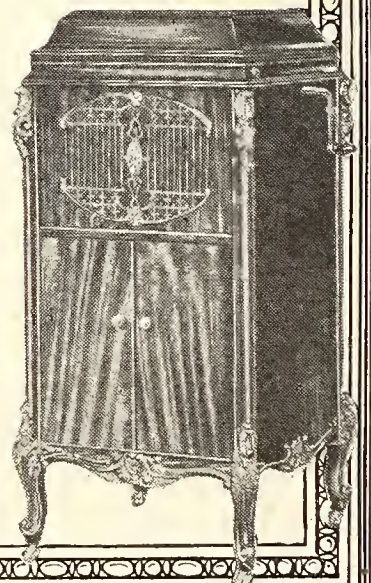
When selling a prospect on other standard makes a dealer is too often only preparing the harvest for the other fellow to reap.

**KRAFT - BATES AND SPENCER, Inc.**  
1265 Boylston Street - - Boston, Mass.

Steel Needles

NEW ENGLAND DISTRIBUTORS  
Albums Record Brushes

Khaki Covers





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

sale field here, he looked to Mr. Mason as one who could take the regular business off his hands, as he is perfectly familiar with the Columbia product.

#### Henry Smith Co. Activities

The Henry Smith Co., manufacturer of Lansing covers for talking machines, pianos, benches, etc., is now well established in its new quarters at 2 Hudson street, this city. Henry W. Smith, of this company, recently acquired this business from the Lansing Sales Co., which continues to distribute the covers. Mr. Smith is thoroughly familiar with this field, having been connected for a number of years with the Lansing Co., and reports that the demand for covers continues in an entirely satisfactory manner, and is confident that the future will witness a steady increase in business. The Henry Smith Co. is working on a new type of console cover, and also some new covers for the portable machines, for which an initial order for 2,000 has already been received. Mr. Smith left on May 10 for an extended trip throughout the Middle West.

#### New England Co. Exhibit Attracted

The New England Talking Machine Co., manufacturer of Perfection tone arms and reproducers, exhibited its line at the Home Beautiful Exposition, held in Mechanics Hall, from April 15 to 29. The exhibit included attachments for the Edison machines whereby lateral cut records may be played, and also attachments for needle-playing machines whereby hill and dale records may be played. The demonstration was conducted with the idea in mind of showing the general public how to get the best results from talking machines.

#### Takes on Radio Receiving Sets

The Lansing Sales Co., which is a distributor of accessories in both the talking machine and piano fields, has recently added a complete line of radio receiving sets and parts. In literature covering these various fields, it has been found that the best results are obtained through a separate appeal. Following this idea a recent piece of literature has been produced entirely on the subject of piano accessories. This folder is of sixteen-page size and lists Lansing moving covers for both pianos and benches, Lansing scarfs, the concert demonstration series of Q R S rolls, Lansing duet benches, player benches, combination player benches, junior benches, chairs, stools and frames for the displaying of hangers supplied by roll manufacturers. The Lansing Co. notes a steady improvement in business conditions and believes that this improvement will continue steadily.

#### Visited New England Trade for Cheney

Stephen Colahan, wholesale distributor for the Cheney phonograph in the New England field, is home from a trip into Maine, where he especially visited Portland and Bangor, in both of which cities he found business picking up most perceptibly. His brother, F. A. Colahan, who is associated with him, has just returned from a trip into Connecticut.

#### New Brunswick Dealer in Bangor, Me.

The latest wide-awake concern to sign up with Kraft-Bates & Spencer to carry the Brunswick proposition is the Farrar Furniture Co. of Bangor, Me., whose establishment at 93 Main street is one of the largest concerns in that city. Frank B. Finney, of the Boston house, consummated the deal during a trip into the Pine Tree State. The Brunswick business is pushing ahead

## COMBINATION

For 1922 that cannot be beaten.  
Same "LONG QUALITY" CABINETS,  
Same "PEERLESS" ALBUMS,  
Same "GOOD SERVICE",  
Same New England Representative,  
with "the smile that won't come off."

**L. W. HOUGH**

20 SUDBURY STREET BOSTON, MASS.

# EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS

Having no retail connections — either directly or indirectly — and with our efforts and interests concentrated on your problems, Mr. Dealer, we can serve you best.

*Wholesale Exclusively.*

85  
ESSEX  
ST.

THE EASTERN TALKING MACHINE CO.

BOSTON  
MASS.

VICTOR DISTRIBUTORS

in this territory in most creditable manner, thanks to able and business-like management.

#### Open Victor Agencies

The M. Steinert & Sons Co. has opened up several new accounts within the past month. These are C. F. Spooner, of New Bedford, who, having taken over the Victor stock lately handled by G. T. Richards, held a big opening

on May 1 at the enlarged quarters at 836 Purchase street, that city. Another is the Mangarnar Music Co., Inc., at Quincy, which lately has conducted a place in South Braintree, but is now represented in the Wollaston section as well as in Quincy. Wholesale Manager Kenneth Reed, of Steinert's, reports the Victor business as

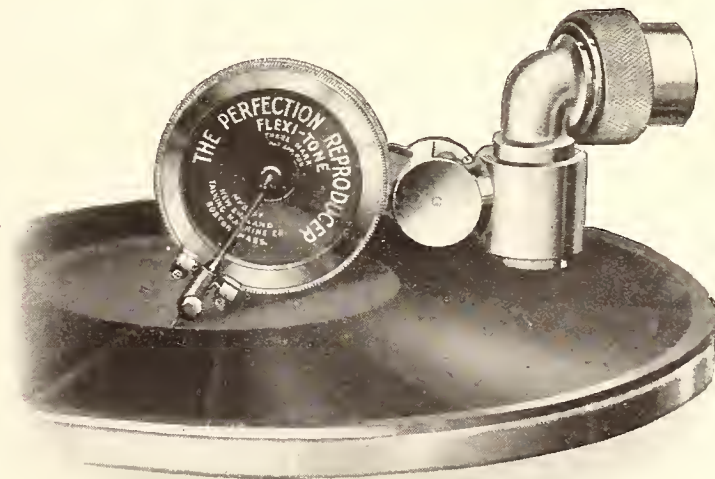
(Continued on page 70)

## The "Perfection" Ball-Bearing Tone Arms

and

## The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

**NEW ENGLAND TALKING MACHINE CO.**

16-18 Beach Street

Boston, Mass.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

showing a rapid improvement and this applies to machines of the more expensive sort as well as to records.

## Association Luncheon a Big Success

A new era in the history of the New England Music Trade Association was ushered in on May 2, when the first of a series of luncheons was held at the Engineers' Club, which was in all respects a "hummer" and should augur well for the subsequent success of this association, too long in a dormant state. Some may say that it is in part due to new blood, yet in the present case it was some of the old-timers who put their shoulders to the wheel and actually were able to "put it over." President Frank S. Horning, of the company bearing his name, sat at one of the tables and had with him as association guests Major Judson Hannigan, of General Clarence R. Edwards' personal staff; and William Courtney, of the "Smooth as Silk" company, playing at the Selwyn Theatre. There were seventy-five men present, considerably more than provision had been made for. Dan Sul-

livan, of the C. C. Harvey Co., played continuously while the guests were assembling and Miss Ruby Forbes, of the Boylston street store of the M. Steinert Co., sang to Sullivan's accompaniments, and later several times to her own accompaniment.

Major Hannigan gave a valuable short talk on "Co-ordination and Co-operation" and showed how unfortunately the people of to-day are inclined to distrust the other man, something which is a decided deterrent to business progress. He thought that where there was co-operation there usually is co-ordination, and the two are essential if business is to move forward with the least friction. President Horning brought the hour and a quarter to a close with an appeal for that very co-operation that Major Hannigan had thought so necessary. He explained that it is proposed to hold these luncheons every two weeks. The success of to-day's luncheon was largely due to the committee of arrangements, President Horning, Kenneth Reed, of the Steinert house, and A. J. Cullen, of the Lansing Sales Co., supplemented by Harry L. Spencer, of Kraft-Bates & Spencer, who procured Major Hannigan. There will be a new committee for the next luncheon, as it is planned to have a separate group of members to arrange such programs. One mustn't forget a word of tribute for Secretary William F. Merrill, who always puts a lot of time into the association gatherings. He is responsible for the catchy folder announcement printed in red and black, which the members received several days in advance of the luncheon.

## Big Musical Affair in Woonsocket

Quite a number of the local Victor attachés of the Steinert house are planning to go down to Woonsocket, R. I., on May 14 for the big concert which is being arranged by the La Roe Music Store, at which Paul Whiteman's Original Palais Royal Orchestra is to furnish the music. The concert is to be given in the new Laurier Theatre and it is understood that even now all the tickets have been sold.

## Some Day for Herbert Shoemaker

Saturday, April 29, was a great day for Herbert Shoemaker, who is sales manager for the Eastern Co., for the Pennsylvania crew on the Charles River crossed the finish line a trifle more than one-quarter of a length ahead of the Harvard crew. The course was for one mile and 550 yards, and Shoemaker followed the Penn varsity oarsmen all the way along the course, as in fact he did at the practice work on the day before. Some day for Shoemaker.

## H. G. Russell in New Post

H. G. Russell, who formerly covered the New England territory for the Victor Talking Machine Co., has been made manager of the Outlet Co., one of the largest talking machine dealers in Providence, R. I.

## Some News Brieflets

Wholesale Manager Barg, of the Vocalion Co., has just returned from a survey of some of the mill cities of New England, especially those in Massachusetts, and, despite the present condition where textile and other strikes are operative, he finds cause for hopefulness, and he thinks that at the end of two or three months things will considerably have righted themselves. Manager Wheatley, of the retail department of the business, has been over in New York for several days in conference with the home officials.

Joe Burke, of the Musical Supply & Equipment Co., was over in New York a few days ago and was able to get another consignment of the new console type of Sonoras, which have been proving popular with the local dealers.

Widener's, which had been located at 23 West street for some fourteen months, has moved off the street level and is located upstairs at No. 21, where Mr. Widener has his offices. The retail business continues to be managed by Charles Shaw.

Genuine courtesy springs from the heart, not from the lips.

MICA  
DIAPHRAGMS

*Absolutely Guaranteed Perfect*

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

## OPEN NEW ESTABLISHMENT

Kneupfer & Dimmock, of Lawrence, Mass., Honored by Large Attendance at Formal Opening

LAWRENCE, MASS., May 5.—"The House Reliability Built," known by its firm name of Kneupfer & Dimmock, dealers in pianos and musical merchandise, recently opened a new establishment at 286 Essex street, this city, and the occasion drew together a large number of townspeople and many merchants identified with the musical business from other places. All day from 9 a. m. to 9 p. m. the store was full of people and the three leaders in the concern, R. G. Kneupfer, the head of the house; Henry McDade, the head salesman in the piano department, and Fred Casper, the firm's chief bookkeeper, together with the entire staff were kept busy receiving the visitors. The building is five-stories high with a commodious basement and the talking machines which the house carries, namely the Brunswick, Victor and Edison lines, have the place of honor on the ground floor and are also artistically grouped in the balcony. At the opening there were a number of talking machine representatives present, including the houses of Pardee-Ellenberger Co., the Lansing Sales Co., the Eastern Talking Machine Co., and the Hallet & Davis Co., whose new talking machine lately put on the market is likely to be included in the list to be had at this enterprising Lawrence warerooms.

The interior of the warerooms was a bower of floral loveliness, these being the contributions of the many musical houses with which Kneupfer & Dimmock do business. The house presented its guests dainty souvenirs in the shape of small gold pencils.

## ALTERATIONS AT STEINERT STORE

FALL RIVER, MASS., May 2.—Extensive alterations are under way at the establishment of M. Steinert & Sons, 52 North Main street, here. A feature of the store, when the work of remodeling is finished, will be the sound-proof booths for the demonstration of Victor talking machines and records. The interior decorations will be in mahogany and old ivory, with green appointments and carpeting.

"BLACK DIAMOND"  
GRAPHITE  
Spring Lubricant

*The Lubricant  
Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just

the right consistency in 2 sizes, collapsible tubes; ½, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by

**HARTZELL CRUCIBLE CO.**

North Side, Pittsburgh, Pa.

Factory Representative

**LOUIS A. SCHWARZ, INC.**

1265 Broadway, New York City

S. F. LARRIMORE

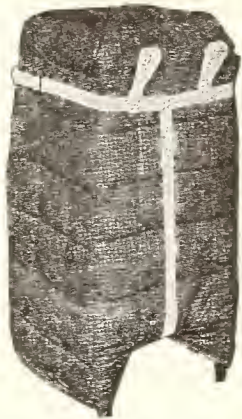
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FOR SALE BY ALL LEADING JOBBERS

LANSING KHAKI  
COVERS

The Pioneer Moving Cover

High  
Grade



Government  
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Dealer's Prices NOW:

\$6.00

medium  
size

43"x20"x23 ½"

\$6.50

large size

49"x23"x24 ¾"

\$7.35

extra large

52"x22 ½"x23 ½"

Fitzall Leather or No. 3x Strap  
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

*Lansing*  
SALES CO.

170 Harrison Avenue  
BOSTON, 11, MASS.



# S A I N T L O U I S

*Radio Situation in Local Trade—What Talking Machine Dealers Are Doing in This Field—Music Week Celebrated—The News*

ST. LOUIS, Mo., May 9.—There has been no material change in the condition of the talking machine business in St. Louis during the past month. An interesting development has been that, relatively, records have not done as well as machines. This is ascribed, in some degree, to the increasing interest in the radiophone. Owners of machines who have been constant and consistent purchasers of new records seem to be turning their attention increasingly to the radio broadcasting. There is difference of opinion among talking machine men as to the extent that the radio is likely to permanently affect the talking machine business. The department stores are the first to take up radio. At the Famous & Barr Co. and the Stix, Baer & Fuller Co. it is hooked up with the talking machine departments. At the Scruggs, Vandervoort & Barney Co. it is handled separately. The Famous & Barr Co. has been selling receiving sets and parts for some time. Manager J. F. Ditzell, of the talking machine department, under whose direction the radio branch of the business is being developed, is proceeding cautiously and conservatively, waiting for radio to find itself and for a working out of the details of regulation. He attended the recent radio show at Pittsburgh and is keeping closely in touch with developments.

The Stix, Baer & Fuller Co. is the first to put in a broadcasting plant. A special sound-proof room has been constructed on the top floor. On the roof is a six-wire antenna 150 feet long stretched between two forty-foot steel flagpoles. The initial program was given the last week in April, with Mayor Kiel as the principal speaker. Programs are given Monday, Wednesday and Friday evenings of each week. Part of each program is contributed by Victor and Brunswick records. The Hardman reproducing piano also is used. Artists of note and professors from the colleges are on the programs. A radius of 500 miles is served and Manager F. J. Ennis expects to increase it to 1,000 miles. A stock of receiving sets has been received and the business in these is crowding the talking machine business. Manager Ennis expects the radio to be absorbed without hurting the talking machine business in the long run. He thinks that a combination phonograph and radiophone will be worked out, in console model, with the phonograph on one side and the receiving radio on the other, both hooked into the tone chamber, which will serve as a loud speaker for the radiophone. Head phones, he thinks, will disappear.

At Vandervoort's the radio outfit is on the second floor, distinct from the talking machine department. There are no present plans for connecting them up. Manager A. W. Hosier does not believe that the radio is going to affect the talking machines. He is not enthusiastic over the results now being obtained, comparing them with the rasping and indistinct renditions of the early talking machines, and although he thinks there will be improvement he does not expect radio to replace talking machines. For one thing, the element of choice is lacking, people having to take whatever is in the air.

#### Sonora Men Report Progress

J. E. Maunder, manager of the local branch of the C. D. Smith Drug Co., St. Joseph, Mo., Sonora distributor, and E. D. Coots, of New York, special representative of the Sonora Co., have just completed a trip throughout the Southwest. They spent three or four days the first part of April with the Jones Store Co., of Kansas City, Mo., which had its opening on Sonora phonographs at that time. Mr. Lee, newly appointed manager of the phonograph department of the Jones Store Co., was very much enthused with the line, and had the opportunity of doing some nice Sonora business to start with, which included some high-class period business, with the

prices for these instruments ranging about \$500.

Mr. Maunder reports that he is in receipt of some good business, and the dealers throughout the entire trip were very optimistic for the balance of 1922.

"The dealers all realize," he says, "as well as we, that the phonograph business is getting on a good deal firmer basis than it has been in the last three years, and with the dealers building as they are to-day it should mean that the phonograph business will be and should be more stabilized than ever before."

#### Undergoes Serious Operation

Mrs. F. J. Ennis, wife of Manager Ennis, of the Stix, Baer & Fuller talking machine department, underwent recently at the Jewish Hos-

pital a very serious major operation. She was unconscious practically all of the time for two days after the operation, but as this is written she is reported to be out of danger.

#### Dealers Co-operate in Music Week

The St. Louis talking machine interests co-operated fully in the observance of Music Week the last week in April. Talking machines figured in the many music programs of the week, arranged under the direction of the Civic Music Association of St. Louis. The slogan for the week was, "Give a Thought to Music." St. Louis gave more thoughts to music than it ever did before in the same length of time. Beneficial effects in a business way are confidently expected.

#### Featuring the Wallace Reducing Records

W. C. Catlin, St. Louis agent for the Wallace reducing records, is placing them advantageously and reports large sales. L. M. Schlude, of the Silverstone Music Co., is handling them in the Edison trade and his "Get thin to music" advertising is bringing results. A demonstration of

(Continued on page 72)

De Forest

## Important Announcement

Lee De Forest, Ph. D., Sc. D., is connected with but one manufacturer of radio equipment, the De Forest Radio Telephone & Telegraph Co.

This Company, which was a pioneer in the radio field, has the sole rights to all of Dr. De Forest's radio patents and these rights will be protected against any infringement to the fullest extent of the law.

The word Radiophone as well as the name De Forest are exclusive trademarks of the De Forest Radio Telephone & Telegraph Co. Being registered trademarks, they cannot lawfully be applied to other than De Forest products.

The patronage of the limited number of distinguished talking machine houses now dealing in De Forest Radiophones is the surest proof of De Forest prestige and superiority.

**RADIOPHONE**

REG. U.S. PAT. OFF.

**De Forest Radio Telephone  
& Telegraph Co.**

Franklin St. & Central Ave.

Jersey City, N. J.





Geor - gia! Geor - gia! My home sweet home

# GEORGIA

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

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

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

**HEAR IT NOW!**

## TRADE HAPPENINGS IN ST. LOUIS

(Continued from page 71)

the records was given for an hour one day recently at the Vandervoort auditorium by Mrs. Euse White Harris, a high school physical director, and sales of the sets were greatly increased in the Vandervoort talking machine department. A large mail order sale is reported out of St. Louis.

### Edison Shop Opens in Paducah, Ky.

L. M. Schlude, of the Silverstone Music Co., has returned from Paducah, Ky., where he assisted at the opening of the Wahl & Sin Edison shop, which he says is the prettiest thing in the Silverstone territory except the Silverstone store here.

E. J. Miller, of the Silverstone Music Co. sales organization, was top man on sales for April. Two new Console models, the Chippendale, \$295, and the William and Mary, \$325, have been received by this company and are attracting favorable attention.

J. A. Schlichter, retail sales manager of the Silverstone Music Co., was married recently. The Silverstone employees presented the couple with a clock.

R. G. Metcalf, formerly of the Silverstone Music Co., is preparing to go into business at Maplewood, a St. Louis suburb.

Myron Goldberg, vice-president of the Silverstone Music Co., has returned from a business trip to New York.

### Acting in an Advisory Capacity

Miss M. Easly is making a canvass of Edison owners in St. Louis for the Silverstone Music Co., giving advice in the selection of records and adjusting complaints, where there are any, and rendering a general personal service.

### Some Personal Brieflets

Frank J. Coupe, vice-president and sales manager of the Sonora Co., New York, was in St. Louis recently.

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says the April business of that department was

the biggest in its history, with sales of Victor consoles and electrics predominating, but with the record demand not so good.

B. J. Pierce, manager of the talking machine department of the Jenkins Music Co., Kansas City, Mo., was here the latter part of April attending a Masonic ceremonial.

George Mickel, of Mickel Bros., Omaha, Neb., passed through St. Louis on his way back to Omaha from a visit to his old home in Ohio.

J. H. Bennett, of the Brunswick Co., has returned from a business trip to Springfield, Mo., and Little Rock, Ark.

T. L. Husselton, Victor factory representative, spent several days here recently sizing up trade conditions, which he found satisfactory, as he had also in Kansas City and through the Southwest.

### Koerber-Brenner Victrola Exposition a Success

The Koerber-Brenner Victrola Exposition, which has been touring for several weeks, returned to St. Louis May 1. Miss Golda Airy, who accompanied it as lecturer and demonstrator, reports that the tour was a complete success in every way—in fact, it exceeded expectations in increasing interest in the Victrola.

## SPECIAL VICTOR RECORD RELEASES

Four Records Announced for Release to Public on May 20—Timely Hits Included

The Victor Talking Machine Co. has announced a special release of four records which will be placed on sale on May 20. The first record, 18882, is of "Swanee River Moon," medley waltz played by International Novelty Orchestra, and "Do It Again," fox-trot, played by Whiteman. Then come 18884, "Mammy Lou," and "Pick Me Up and Lay Me Down in Dear Old Dixie Land," sung by the Peerless Quartet; 18890, "California," played by Club Royal Orchestra; and "Who Believed in You?" played by All-Star Trio, and 18891, "Some Sunny Day," fox-trot by Whiteman, and "Rosy Posy," fox-trot by Club Royal Orchestra.

## DIAMOND JUVENILE CONSOLES LIKED

Demand Is Growing for This Small Talking Machine—It Seems to Fill a Place All Its Own—Travelers on the Go

The Diamond Products Corp., New York City, manufacturer of the Diamond Juvenile console talking machine, reports that the demand for this instrument has been far beyond expectations. In fact, it has resulted in the taking over of considerable larger space in the Oswego factories than was first planned for to adequately care for the numerous orders received. The shipments of these small machines are now being allotted, the first of which will leave the factory on June 1, but it is hoped that they will be able to ship some before this date. General Manager H. B. Foster, who has been spending considerable time at the Oswego factories, recently left for Chicago to take in the last week of the Toy Fair which is being held there, and he is planning to visit important trade centers on his way back to New York.

J. B. Price, Middle West representative of the company, is now on an extended tour through his territory, and is booking orders for the juvenile console, also for the entire equipment which the company makes for installation in the children's booth. He stated that dealers were keenly enthusiastic about this booth equipment, and that most dealers whom he called on, whether they already had a booth of this nature or not, readily praised this new equipment, and in consequence ordered it.

Lee Conover, New England representative, made the trip to Chicago with Mr. Foster, and at the conclusion of the Toy Fair started out on an extensive tour to the Far West, touching important points on the way out and returning by a southern route, which will necessitate his being away from New York for some weeks to come.

## COLLINGS & CO. SALES SCHOOL

F. A. Delano, of Victor Co., to Hold Special Classes in Newark Next Month Under Auspices of Victor Wholesalers

Collings & Co., Newark, N. J., recently completed arrangements with the Victor Talking Machine Co. whereby a salesmanship class, under the direction of F. A. Delano, director of the Red Seal School, will be held in the display rooms of Collings & Co., from June 5 to 8 inclusive. Those making application must attend the entire course and many dealers and Victor sales people in New Jersey and Northeastern Pennsylvania have signified their intentions of attending.

The course, covering four consecutive days, will be divided into two sessions, from 9.30 to 12.30 in the morning, and from 2 to 5 p. m. each day. Heretofore these courses had only been available to those who attended the sessions at the factory, and bringing them to the dealer direct should receive a ready response.



## Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

*We have a circular for you. Ask for it.*

Also

**Piano Trucks, Hoists, Covers and Straps**

Made only by

**Self Lifting Piano Truck Co.**  
FINDLAY, OHIO





HERE IT IS!

The  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs  
 SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

Dealers, Send for Prices and Terms

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher Reprcducer, giving the same natural tone quality as heretofore  
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

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



# IN PITTSBURGH

*Trade Improvement Continues—New Edison Dealers—Music Week Celebration a Success—New Vocalion Distributors—The News*

PITTSBURGH, PA., May 10.—Trade conditions in the talking machine sector of the Pittsburgh district have shown for the past month more than ordinary improvement, and the leading dealers in talking machines in the downtown district are of the opinion that May will show a better sales period than the same month a year ago. The industrial situation is clarifying slowly and the general expectation is that the iron and steel mills will continue to show the same gain in operation that they have in the past few weeks. The coal miners' strike is slowly fading away, and it is believed that this month will see the finale of the walkout with the miners resuming work and general prosperity returning.

#### Take on the Edison Line

One of the outstanding events of the past month was the formal taking over of the retail Edison shop, formerly conducted by the Buehn Phonograph Co., by the Columbus Music Co., of which John Henk is the well-known proprietor. For a number of years Mr. Henk has conducted the Columbia shop at Sixth street and Duquesne way. When the Buehn Co. decided to relinquish the retail Edison shop Mr. Henk entered into negotiations with Mr. Buehn with the result that an Edison department has been opened in the Columbus Music Co.'s shop. A full line of the Edison phonographs and Edison records will be found on display in the new quarters.

In speaking of the change Mr. Henk said to The Talking Machine World representative: "For some time past we had been considering the advisability of taking on an additional line of phonographs, and when the opportunity came for us to secure the Edison line we were quick to take advantage of it. We believe that we now have a very important line of phonographs with the Columbia and the New Edison. While it is too early at this date to make any definite statement, we can say that we are more than pleased that we have taken on the Edison, and we are convinced that with the facilities we have for caring for Edison and Columbia patrons we will be able to meet all demands that are made upon us. The very excellent reputation that the Edi-

son line has achieved in Pittsburgh will stand us in good stead and will enable us to maintain the good record. We have set aside a special department in our large store for the display and demonstration of the Edison phonographs and Edison records, which will be second to none in the State."

The Buehn Phonograph Co. will still continue to act as distributor in the Pittsburgh zone for the Edison line. A. A. Buehn, treasurer and general manager of the company, stated that all indications now point to a marked increase in sales. The Buehn Phonograph Co. is an enterprising concern, and has a corps of live salesmen on the road constantly who aim at giving the best of service to the Edison dealers.

#### Joseph Horne Co.'s New Quarters

Pending the work of renovating and rebuilding the Joseph Horne Co. store, the talking machine department, which is under the supervision of A. R. Meyer, has been moved from the second to the sixth floor. The company handles the Victor, Cheney, Columbia Grafonola and the Pooley. When the store alterations are completed the talking machine department will be one of the most elaborate and modern in the State.

#### Brunswick Publicity Plans Popular

The Brunswick phonograph dealers here are committed to the publicity plans that the company launched some months ago. They believe in them, due to the fact that substantial sales have been made through the co-operative advertising and billboard campaigns all over the Pittsburgh district. The large posters advertising the Brunswick phonograph have proven, in themselves, to be most attractive and compelling. Every one of the local Brunswick dealers who have participated in the publicity plan is more than pleased with the results that have obtained.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, will make an extended tour of the Old World this Summer. Mr. Hoffmann, who is a veteran traveler, will sail from New York on Saturday, June 10, on the United States Line's steamer George Washington. Land-

ing at Bremen, Mr. Hoffmann will visit Berlin, Cologne, Mayence, Stuttgart, Munich and other German cities, and also pay a visit to Oberammergau where he will witness the celebrated Passion Play. Then Mr. Hoffmann will proceed north to Leipzig, the German city which is noted for its many industrial exhibitions, etc. Following this he will visit Belgium, the battlefields of France, thence to Paris and London and then home.

#### New Style Victrolas Very Popular

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is of the opinion that good business in the talking machine line will "come back" real soon. Mr. Evans, who is a close student of business conditions, stated that the new style Victrolas are proving very popular and are having a very brisk sale in certain parts of the territory that he covers. Mr. Evans said: "Trade conditions are showing signs of general improvement, and while the volume of sales does not show up very large, it is the repeat orders that are making it possible for us to report better business. The live and enterprising Victor dealer of to-day is constantly on the alert and is sedulously taking advantage of every opportunity to increase his business. The old-time method of seeking prospects by careful work and search will, of itself, bring many a sale that is most unexpected."

#### Optimistic Over the Outlook

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is quite optimistic over the outlook for his clientele the coming months. Mr. Nichols said: "All indications point to a gradual resumption of business with the restoration of industrial activity for which Pittsburgh has always been noted. I am most optimistic concerning the Columbia line and its future, and I believe that we will have some splendid business this season. It is also my firm opinion that the talking machine dealer who makes up his mind to secure business will find it by diligent and persistent search. The time is ripe for good business and the up-to-date talking machine dealer will profit just in proportion as he puts forth his efforts to secure business."

#### The Celebration of Music Week

Music Week was celebrated in Pennsylvania the week of April 30 to May 6 under the auspices of the Department of Public Instruction. In practically every city, town and hamlet, from the Delaware river on the east to the Ohio on the west, was there a celebration of some kind during the week. Talking machine dealers took advantage of Music Week and aided local committees in the various programs that were rendered. At the State Capital, Harrisburg, the C. M. Sigler Co., Inc., Victrola dealer, was a prominent factor in the movement, as were also Yohn Brothers, the Brunswick and Sonora dealers. The Union Music Co., Columbia dealer, emphasized the use of the Columbia Grafonola during Music Week as a medium of happiness in the home.

Dr. Thomas E. Finegan, State Superintendent of Public Instruction, in referring to Music Week, said: "I am most optimistic as to the influence which the achievements of Music Week will have upon the future of music in Pennsylvania. It will, in the first place, give support to the State plan to incorporate in the regular public school course the subject of music. Putting music in the public schools, giving it the same daily consideration that is given the other subjects of the school curriculum will mean that every child in Pennsylvania is to be given an opportunity to develop its musical talent on a par with the other intellectual talents which it possesses. To teach every child to sing is the obligation of the school as much as it is to teach it to read.

"There is no subject more attractive to the child and none which will contribute more to its cultural and moral development than music. Beginning in September next, it is to be taught daily to every child in every school in Pennsylvania. All teachers entering the teaching profession are being trained to teach this subject.



## A PERFORMANCE WORTH NOTING

RELIABILITY is the keynote of the Mickel "Performance" and on this foundation we have earned and held the good-will and esteem of the Victor dealer.

If our "Performance" interests you, we will be glad to tell you just what we mean by the word "RELIABILITY."

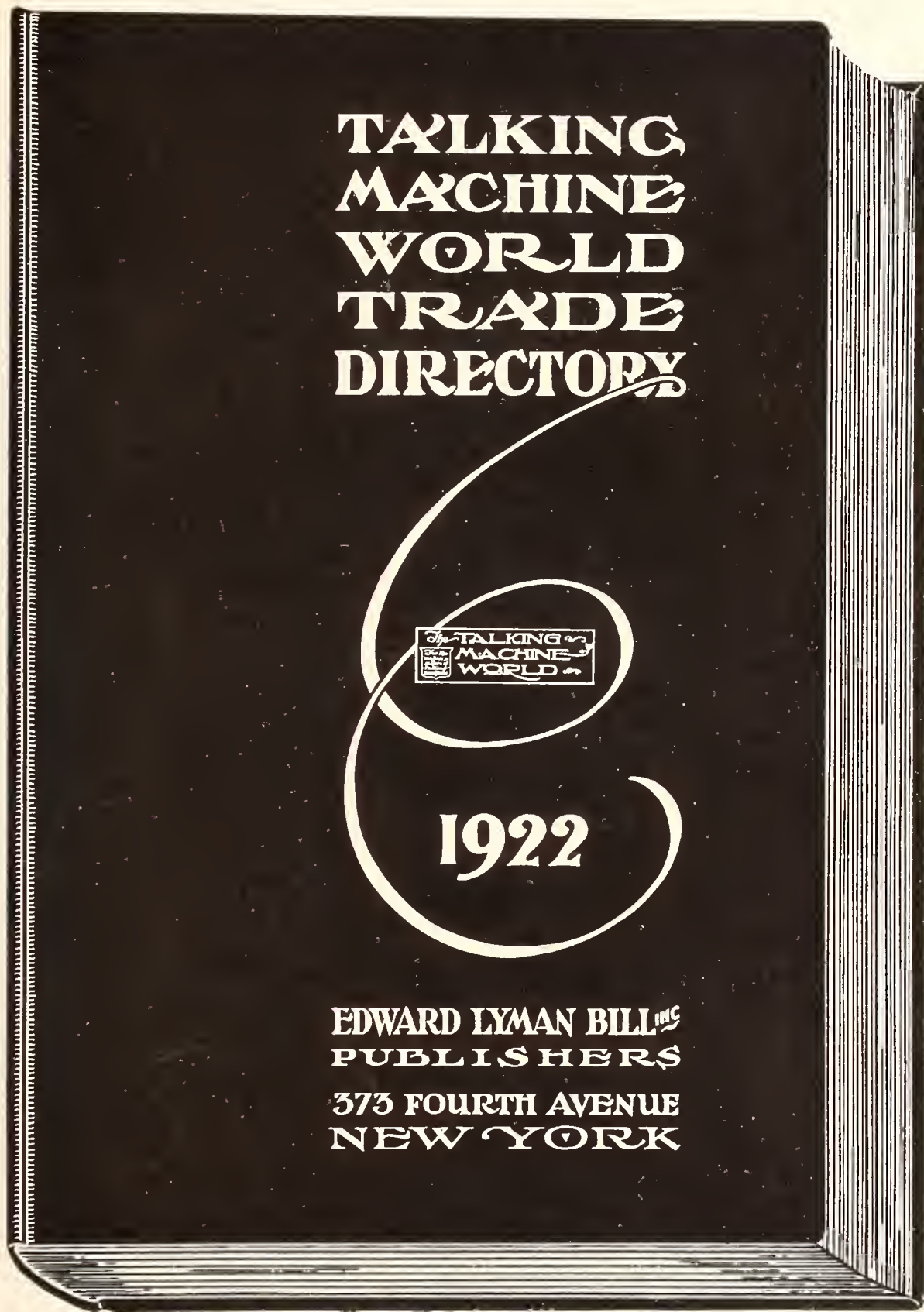
### MICKEL BROS. CO.

411 Court Avenue

Des Moines, - Iowa



# BRAND NEW



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

**ONLY 50 CENTS**

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

**ONLY 50 CENTS**

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

**ONLY 50 CENTS**

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

**ONLY 50 CENTS**

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

**ONLY 50 CENTS**

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

**ONLY 50 CENTS**

**USE THIS  
COUPON NOW**  
Send Cash, Stamps or Check



EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....

Firm .....

Street .....

City and State.....







Those teachers in the service who are not able to teach the fundamentals of music will also be given the required training to teach such subject.

"Pennsylvania has the musical talent which gives her the leadership in this great art. It is the duty of the State to mobilize this talent in a manner which shall make it effective and bring the power of music to bear upon the education and development of the coming generations."

**Appointed Vocalion Distributors**

C. W. and R. H. Keith, who organized the Sonora Distributing Co. here, have been appointed by the Aeolian Co. to distribute the Vocalion Red records here. O. W. Ray, general manager of the Vocalion record department for the Aeolian Co., was in Pittsburgh and made all the arrangements for the transfer of the lease at 505 Liberty avenue, and all stock from the Clark Musical Sales Co. to the Sonora Distributing Co. All members of the Clark organization in Pittsburgh will be employed by the new Vocalion record distributor. Charles MacKinnon will be the district manager for the Vocalion Co. in the Pittsburgh district.

**Victors in Radio Broadcasting**

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., has arranged with the Doubleday-Hill Co., of Pittsburgh, to furnish Victor records and a Victrola for use in the radio broadcasting station that the concern operates every night. The Victor records for the concerts are selected by Miss Hildegard Wehrle, of the sales staff. Considerable interest is taken in the Victor recitals by many persons who manifest their satisfaction by purchasing certain records that appealed to them.

**IMPORTANT BRILLIANTONE MOVE**

Dealers' Imprints Now Placed on Metal Boxes on Orders as Small as 500,000

The Brilliantone-Steel Needle Co., New York City, has made the important announcement that hereafter dealers may obtain Brilliantone needles in metal boxes with their individual imprint on orders for quantities as small as 500,000 needles. Hitherto it was necessary to place a 5,000,000 needle order to receive the needles in this packing. These metal boxes not only provide an excellent advertising medium for the dealer, but also create a decidedly favorable impression on the part of the consumer in the knowledge that the dealer is big enough to have a product packed for his special purposes. The sale of Brilliantone needles during April passed all previous records in the history of the Brilliantone organization.

L. J. Unger, of the Brilliantone sales staff, is in the Canadian territory and is sending in substantial orders. V. C. Kent is attaining equal success in New England.

B. R. Forster, president of the Company, left on Sunday for Chicago and the Middle West.

**L. C. LINCOLN ATTENDS CONVENTION**

Sonora Advertising Manager Attends Advertisers' Convention—Visits Jobbers and Dealers

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., returned to New York a few days ago after attending the annual convention of the Association of National Advertisers, held at Chicago, May 3-6. The Sonora Phonograph Co. is a member of this association, and a number of important topics were discussed at this year's convention. Mr. Lincoln took advantage of the opportunity to visit Sonora jobbers and dealers in Syracuse, Detroit and Milwaukee, and the reports he received indicate that Sonora representatives as a whole are enjoying a healthy business and are optimistic in their predictions for a satisfactory year.

**INSTALLS RADIO EQUIPMENT**

E. G. Rockwell, music merchant of Akron, O., has installed a radio receiving set in his store and is announcing weekly concerts. The idea has attracted much favorable attention.

**LANDAU'S FINE NEW QUARTERS**

Victor Line Featured in Spacious Establishment—Install Radio Department

WILKES-BARRE, PA., May 5.—Landau's music store recently moved into its new quarters at 34 South Main street. This is considered one of the most handsome and spacious establishments devoted to the sale of talking machines and musical instruments in this part of the State. The Victor line of talking machines and records is prominently featured in the new store. Forty large rooms for the demonstration of machines and records are a feature of the store.

A radio department has also been opened in which large stocks of radiophones and radio supplies are handled. In this connection a broadcasting station has been erected on the roof of the building from which nightly programs are broadcasted for a distance of ninety miles.

Thompson H. Rowley, well-known musician of this city, has been made manager of the musical instrument department. The members of the Landau firm include Hyman Landau and

Harry Michlosky. The company operates stores in this city, Pittston and Hazleton, Pa.

W. C. Blackwell, a customer of Landau's, recently contributed a poem to The Sentinel in which he extols this house, its stock and its methods.

**SONORA IN THE WALDORF**

Handsome Art Model Installed in Famous Hotel—Visitors Praise Its Tone and Appearance

Visitors to the handsome oak room in the famous Waldorf-Astoria Hotel, New York, have commented enthusiastically on the artistic appearance of a Jacobean Robespierre Sonora art model, which was installed in this room a few weeks ago. George E. Brighton, president of the Sonora Phonograph Co., was responsible in a considerable measure for the honor bestowed upon the Sonora phonograph by the Waldorf-Astoria management.

The talking machine business of Forrest Worrell, Tipton, Ind., has been purchased by Ed. Hewitt.

**IMPORTANT NOTICE**

Growing Demands for Radio  
**ARE YOU PREPARED?**

**DO YOU KNOW ?**

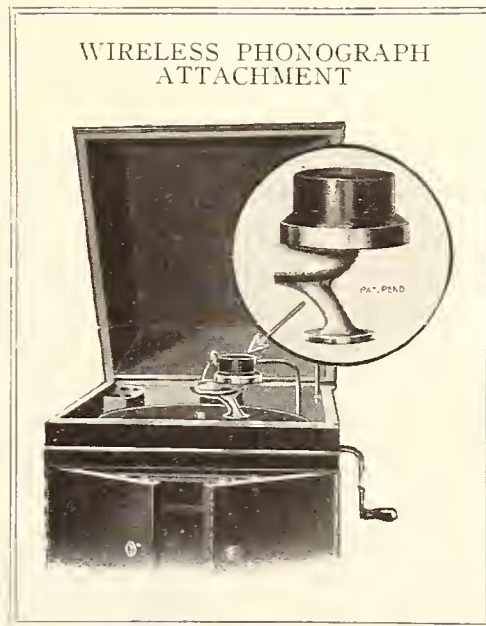
*We are constantly supplying the Largest Phonograph Dealers throughout the country with*

**R-a-d-i-o - S-u-p-p-l-i-e-s**

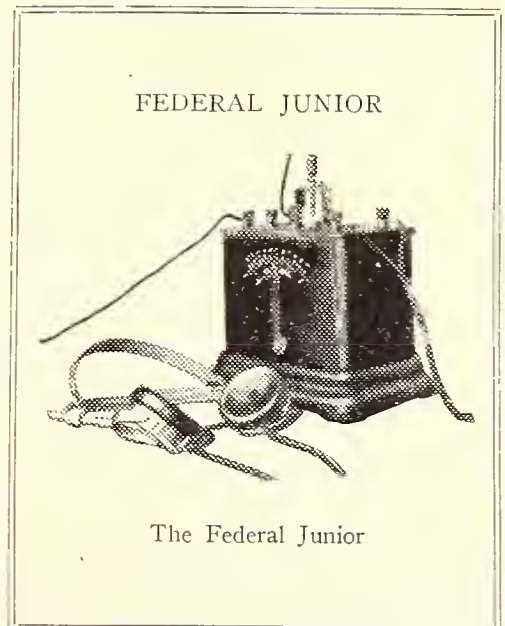
FOR IMMEDIATE DELIVERY

**5000 HEAD SETS**  
**2500 RECEIVING SETS**

*Complete Accessories Department*  
*Orders Shipped Same Day Received*



Retails at \$3.00



Complete Retails \$25.00

*Write for Special Discounts*

**Self-Service Phonograph Company, Inc.**

**167 West 18th Street (at 7th Ave.) New York**

TELEPHONE 2765 CHELSEA

Entire Building Devoted to **RADIO RECORDS**



# CONSOLIDATED SERVICE

Our watchword is Service. We realize that "you want what you want when you want it," and we give it to you. The first requirement of good service is to fill orders promptly. We can do this because we make it a point never to allow our stock to become depleted. We have always on hand a full and complete line of

## Okeh Records

The Records of Quality

Okeh dealers are experiencing a fast growing demand for the famous Okeh Records. They are gaining popularity with the record-buying public with remarkable rapidity. If you are not carrying Okeh records you are missing a great business-getting opportunity. You can cash in big on Okeh record business. We show you the way. Write us for the most advantageous dealers' proposition in the country.

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



# CLEVELAND

*Kennedy-Schultz Co. Reorganization—Dreher's New Victor Department—Lyradion Interests—Columbia Sales Class—The News*

CLEVELAND, O., May. 6.—Several important changes in the talking machine industry in this section mark the turn of the month. The Kennedy-Schultz Co. is planning a reorganization, with C. H. Kennedy in charge and H. C. Schultz contemplating entering another branch of the field. In this connection Edward F. Carson, special representative of the Granby interests, has been in Cleveland conferring with Mr. Kennedy on the future development of the Granby in Ohio. Plans call for a still more intensive campaign on Granby under the Kennedy supervision.

While here Mr. Carson expressed the opinion that the underselling practices, prevalent here as elsewhere in the country, are a benefit rather than a hindrance to good business, in that the quicker such stocks are disposed of, the sooner a strictly normal basis for the industry as a whole will be reached.

#### A Change in Alliance

Another change of interest is the acquisition of the Drake & Moninger Co. account at Alliance by J. H. Johnson's Sons Co., of that city, who will continue to develop the retail Victor business in that locality. Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, assisted in perfecting the details of this change.

Still another development of importance is the announcement of the H. B. Bruck & Sons Co. to enter the downtown district. The firm will take the store formerly occupied by the J. T. Wamelink & Sons Co., Huron road near Euclid, and may become an Edison factor, along with the retailing of other talking machines.

#### New Victor Department at Dreher's

Likewise, added prestige for the Victor interests is the result of the installation of a fine Victor department in the new store of the B. Dreher's Sons Co., also on Huron road near Euclid, where, under the capable direction of William Gordon Bowie, this branch of the business is expected to develop a significant showing. The installation of this department is the result of the joint work of Edward B. Lyons, general manager, the Eclipse Musical Co., and Howard J. Shurtle, general manager, the Cleveland Talking Machine Co., Victor wholesalers. Nine booths and much space on the ground floor of the new Dreher establishment will make up the department.

#### Brunswick Branch Moves

Removal of the Brunswick wholesale branch in Cleveland to a better and more adaptable location also is about completed. The new quarters will be at St. Clair and West Sixth, and under the direction of J. L. DuBreuil, district manager, and E. F. Hughes, service manager, an efficient co-operation for all dealers will result.

The much heralded "Molly Darling" musical comedy made its appearance in Cleveland during the last week, and Cleveland music followers obtained their first glimpse of the giant Victrola and Victor records which form a significant part of the piece. The time was not ripe, however, for the sale of records between the acts, as planned, but this will be a feature of future performances as soon as regular records are obtainable, a member of the company informed the writer.

#### Exhibits at Building Exposition

Advantage of the American Building Exposition was taken by two local talking machine factors, the May Co. talking machine department and the Bohm Manufacturing Co. Dan E. Baumbaugh, gifted manager of the May Co. department, was in charge the greater part of the time, and will have a significantly large prospect list to develop during the Summer, since Manager Ralph P. Stoddard, of the building show company, asserts that close to a quarter of a million persons went through the doors of the

great public hall during the week of the show. Equally good results were reported by the Bohm factors, who introduced their Opera Grand phonograph and types of talking machine cabinets.

During the period Manager Dan E. Baumbaugh, of the May Co. talking machine department, has introduced the Wallace reducing records and the Walter Camp "Daily Dozen," and though the feature has been operating only a few weeks twice as much space is needed to handle this part of the business. A capable girl demonstrates the records for women, and Mr. Baumbaugh himself does the same for the men. Many full sets have been sold, according to Mr. Baumbaugh, who can guarantee the good results from personal experience, he asserts.

#### Columbia Salesmanship Class

Another factor that has been beneficial to Columbia interests in the last week or so has been the class in salesmanship conducted by W. H. Inderrieden, salesman in District No. 2, of the Cleveland Columbia branch. Mr. Inderrieden



Columbia Salesmanship Class in Session

called in several dealers and other aides, and the interchange of information resulted in immediate boost in business. In the picture District Manager S. S. Larmon is seen at the left, George Krauslick, service manager, is in the center standing, and Mr. Inderrieden himself is at the extreme right.

#### Norman H. Cook Appointed Manager

In connection with the advent of the Brunswick at the Halle Brothers Co., referred to on page forty-four of this issue, Norman H. Cook, well-known talking machine department manager, has been appointed director of this new division. The success Mr. Cook has had with other interests

here is believed to be a guarantee of a repetition in his new work. Mr. Cook comes from the S. Kohn & Sons Co., where he has been in charge since the Eclipse retail establishment was discontinued. Mr. Cook's place at the Kohn establishment will be taken by Meyer Perlman, who has long been identified with the talking machine industry in this section.

Miss Ellen Garlock, educational representative for the Columbia in this territory, has been conducting many successful meetings with school interests in cities throughout the district, and a significant development of school interest already is seen.

William Murstein, long identified with the Alhambra Music Co. as manager, has resigned, to become manager of the Euclid Music Co.'s Superior store.

#### The Lyradion Makes Its Bow

The Lyradion, newest combination talking machine and radiophone, makes its bow in Cleveland at the B. Dreher's Sons Co., and will have a conspicuous part in the work of the new store, according to Henry Dreher himself. Kenyon Mix, general manager of the Lyradion Co., was in town to supervise the installation of the instrument in the store, and likewise one in the residence of Mr. Dreher on the Heights.

#### Tying Up With the Artist

One of the best of recent tie-ups of the personal appearance of an artist and her records was accomplished by E. F. Hughes, service manager of Brunswick, during the appearance of Dorothy Jardon at the Hippodrome Theatre. Through his connection with the theatrical profession Mr. Hughes was able to obtain the placing of a Brunswick instrument in the lobby of the theatre, along with records of songs being sung by Miss Jardon. Dealers likewise were well supplied with said records. Needless to remark, a tremendous boost in this particular line, as well as other record business, was the result for dealers.

#### Planning Vocalion Activities

Plans for developing still further the Vocalion interests here are being completed, following conferences between Ray McKinnon, of the Aeolian Co., and T. W. Wade, district manager. It is probable that a four weeks' intensive drive will be part of the program.

For the first time in the history of Western Reserve University social affairs a talking machine played an important part at the University frolic. Before close to 2,000 persons James R. Frew, vice-president of the Euclid Music Co., succeeded in proving the value of the Victor machine and records as a soloist for dance and

(Continued on page 78)

## Ward's Khaki Moving Covers



Grade "D" Cover with

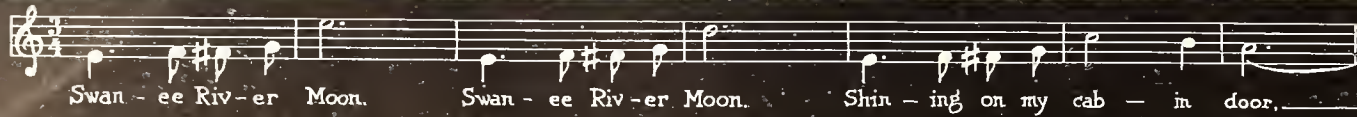
No. 3 Straps

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

### Distributors

- BRISTOL & BARBER, INC.  
3 E. 14th St., New York City
- YARR & LANGE DRUG CO.  
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.  
Washington, D. C.
- BECKWITH-D'NEILL CO.  
Minneapolis, Minn.
- STREVELL-PATERSON HARWARE CO.  
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.  
Beckman Bldg., Cleveland, O.  
Butler Bldg., Detroit, Mich.
- THE REED CO.  
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON  
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES  
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS  
Buffalo, N. Y.
- SACHS & CO.  
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.  
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.  
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.





Everybody's talking about

# SWANEE RIVER MOON

THE BIG WALTZ SONG HIT

HEAR IT  
~ NOW ~

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

## TRADE HAPPENINGS IN CLEVELAND

(Continued from page 77)

entertainment purposes. Along about the same time Mr. Frew gave nightly concerts in much the same manner in the foyer of the Keith East 105th Street Theatre, and has followed this by inducing the management of that house to use for a time a \$1,500 console Victor machine as the sole orchestral accompaniment to pictures, the machine occupying a space in the orchestra pit.

### To Try Out the Chain Plan

Extension of the chain store idea of talking machine and record distribution will be completed shortly when the twenty or more Marshall Drug Co. stores will be equipped with booths for demonstration of both machines and records. The Marshall Co. will be one of the main factors in this territory handling Starr phonographs and Gennett records, in the opinion of R. E. Taylor, district manager of the Starr Piano Co. Already a considerable stock of both machines and records is being carried in several stores of the Marshall chain, according to Mr. Taylor.

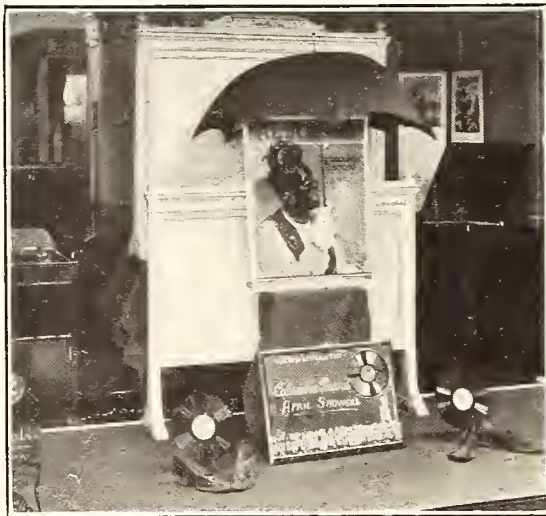
### Theatre Tie-up Wins Approval

Another theatre tie-up that has won approval of dealers and public alike was accomplished by George Krauslick, service manager of the Cleveland Columbia branch. At the Loew's State Theatre Mr. Krauslick induced Gale Sherwood, permanent soloist at that house, to sing a series of Columbia record hits. These records were

listed on a large poster in the theatre lobby, and were linked with appropriate window displays in dealers' stores. The people liked the way Miss Sherwood turned the trick, and the dealers were still better pleased with the way the public responded in buying records.

### A Striking Window Display

One of the most unique window displays has been used effectively by Spohn's Music Shoppe



Featuring Al Jolson's Columbia Records and the George A. Clark Co. at Lorain, in pushing for business in records by Columbia, entitled "April Showers." Al Jolson was seen holding an umbrella. Rubbers and other rainy day necessities were included, and the whole made for

a strong business puller, according to George Krauslick, service manager of the Columbia branch in this city.

## SELF-SERVICE CO. IN NEW BUILDING

Growth of Business, Particularly Since Company Commenced to Distribute Radio Products, Made This Move Necessary—President Goldman Anticipated the Present Radio Trend

On May 1 the Self-Service Phonograph Co. took possession of its new building at 167 West Eighteenth street, near Seventh avenue. The constantly increasing business of this firm made this move imperative. The Self-Service Phonograph Co. will occupy the entire building, the new location providing four times as much space as was available at the old headquarters.

The Self-Service Phonograph Co. has been known for many years throughout the talking machine trade as a general distributor. H. Goldman, president of the company, some time ago foresaw the popularity of radio and its application to the talking machine dealer. He, therefore, immediately formed connections with a number of manufacturers and at the present time is doing a business in the radio field that has already reached large proportions, and is increasing daily. This company now distributes Federal, Connecticut and Eisemann sets and the Rova products. In addition to the complete sets, practically every known radio part is distributed. The radio end of the business is not conducted separate from, but rather as a part of, the talking machine business. The books of the company contain the names of a large number of talking machine dealers.

Realizing that radio and its various parts are still somewhat technically unfamiliar to the talking machine dealer, Mr. Goldman has simplified matters by carefully labeling each part with its proper name so that when the dealer is asked for a variable condenser, an induction coil, a detector, or any of the many lesser known parts, he will be able to immediately recognize the part called for.

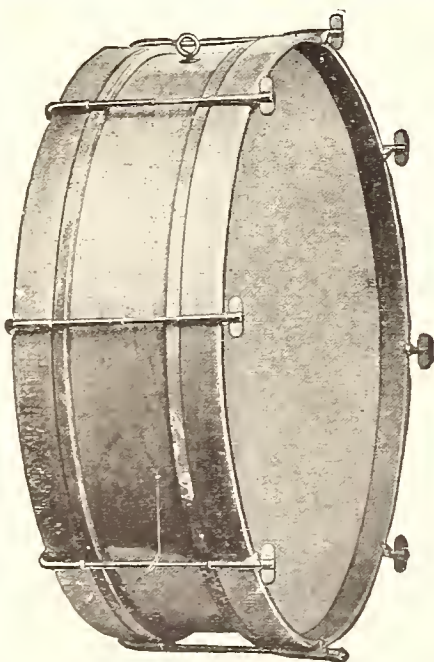
In the new building one entire floor will be devoted to radio products and another to talking machine accessories and records.

Mr. Goldman has many important plans for the future and is constantly on the lookout for new developments. An interesting use of radio is to be found in a recent sale made by Mr. Goldman to Dr. Seymour Greenstone, a New York dentist. Dr. Greenstone conducts entirely modern dental offices and has equipped two of his chairs with Federal receiving sets.

## CONCENTRATES ON EDISON LINE

Garver Bros. Co., Strasburg, O., has arranged to handle the new Edison phonographs and records exclusively and discontinued the other lines of machines handled by it on May 1.

Beware of any immediate profit that will cost you future good-will.



## Prompt Service Now On This Superior Tango Bass

Shell, 24 x 6 inches  
Weights only 10 pounds!

No dance drummer's outfit complete without this drum. Light and compact for easy-carrying—sturdily built for service—big and full in tone to furnish ample volume. Built the Twentieth-Century way, with laminated 3-ply rock maple, polished shell and hoops that CAN'T WARP OR SHRINK—we guarantee it! Eight nickel-plated, professional pattern thumb screw rods. Two finest calf heads.

No. W 1584 **\$14.00** NET To the Trade

Ever since we put this classy drum on the market we've been embarrassed by insufficient production. They've been selling faster than we could make them and we've had to disappoint a lot of good friends of ours because we simply didn't have the drums to ship. But that's a thing of the past. In January of this year we increased our manufacturing facilities to triple our out-put. And now all caught up with the long list of back orders, we are ready to serve you promptly with the Twentieth Century Tango Bass. You can't order too soon to please us—or to please your trade.

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers

Since 1883

60 Broadway

Brooklyn, N. Y.

The New Revised  
1922 Prices

on Musical Instruments and Accessories are shown in Confidential Trade Price List No. 4. Just off the press. Write on your own letterhead for your copy. For dealers only.





J. Newcomb Blackman

**20 Years  
Ago  
1902-1922**



Twenty years ago on May 1, 1902, after a previous experience of five years in the talking machine business, J. Newcomb Blackman established the Blackman Talking Machine Co., as a wholesaler at 19 Beekman Street, New York. He started in a modest way, in a small store, with small capital and two employees, but with a firm conviction that he would succeed and that no work would be too hard that would make success possible.

A big, broad policy was adopted, supported by very little "wishbone" but a determined "backbone." It was a policy of "a square deal for all." A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to plunge. That the business would not be allowed to expand beyond an ability to discount every bill so as to maintain the highest credit standing.

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months proved hard sledding, but at the end of the first year success seemed assured and each year since has shown a steady and healthy growth.

Since 1910, all employees with the company over one year have shared in the profits.

The sales for the last fiscal year were sixty times those of the first year, and those of one month only, December 1921, about ten times the entire first year's business. During the same month there were times when one day's sales equalled those of the entire first year's business.

We believe this indicates that the Blackman Policy is a good one and that the trade that supports such a policy is a good trade. We want the best policy and therefore complaints and suggestions will always receive careful attention.

Blackman Service must always be the best we know how to make it.

J. Newcomb Blackman, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employees and others who have contributed to the success of the business, and pledges himself to continue the Blackman Policy of the last twenty years, or any policy that will make for honest dealing and a square deal for all.

**Blackman**  
TALKING MACHINE Co.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS





## BROOKLYN DEALERS PREPARE FOR SUMMER TRADE

Intensive Selling Campaigns Bring Good Trade Results—Summer Sales Expected to Be Large—Jacob Bros. Secure Brunswick Agency—Important Trade Changes and Other Happenings

During the past month trade in the Brooklyn territory has been active enough to be satisfactory in a good many ways. Actual sales of machines and records have totaled up a respectable figure, and in the case of some dealers who have used advertising in the local papers to stimulate sales the result has been very gratifying. "This is a most opportune time for intensive selling campaigns," one dealer stated, "and in order to keep our business up to a certain monthly quota, we find that although we do not actually attain it every month, it serves as a stimulator for all concerned, and in consequence keeps our sales up to a respectable figure." Setting a monthly sales quota in the talking machine retail shop is unquestionably a splendid method of stimulating sales, and more dealers could follow this plan with profit; even if the goal is not reached the added effort will be worth while.

### Prepare for the Summer Campaign

The American Talking Machine Co., Victor wholesaler, reports that business during the past month has been satisfactory in spite of the fact that machine business was apparently in a slump. Dealers, however, showed considerable interest in the new horizontal Victor models, and sales made of these instruments helped to make the month a fair one in total business. Plans are now being prepared by R. H. Morris, general manager of the company, for an intensive campaign throughout Brooklyn and Long Island in the interest of an expected large Summer business. Attractive circulars and other literature are being prepared and will be sent out very shortly to dealers for distribution among their clientele.

### Horace L. Smith Buys Diehm Business

An important change in Brooklyn retail trade this month is the retirement of John Diehm from the Victor field after an experience of many years. Mr. Diehm, who has conducted a retail store in Brooklyn for many years past and recently moved his business to 401 Knickerbocker avenue, has concluded arrangements whereby Horace L. Smith, well known in the talking machine field in New York City, becomes the proprietor of this flourishing business. Mr. Smith plans to conduct this business on the same high

**INDIVIDUALITY**

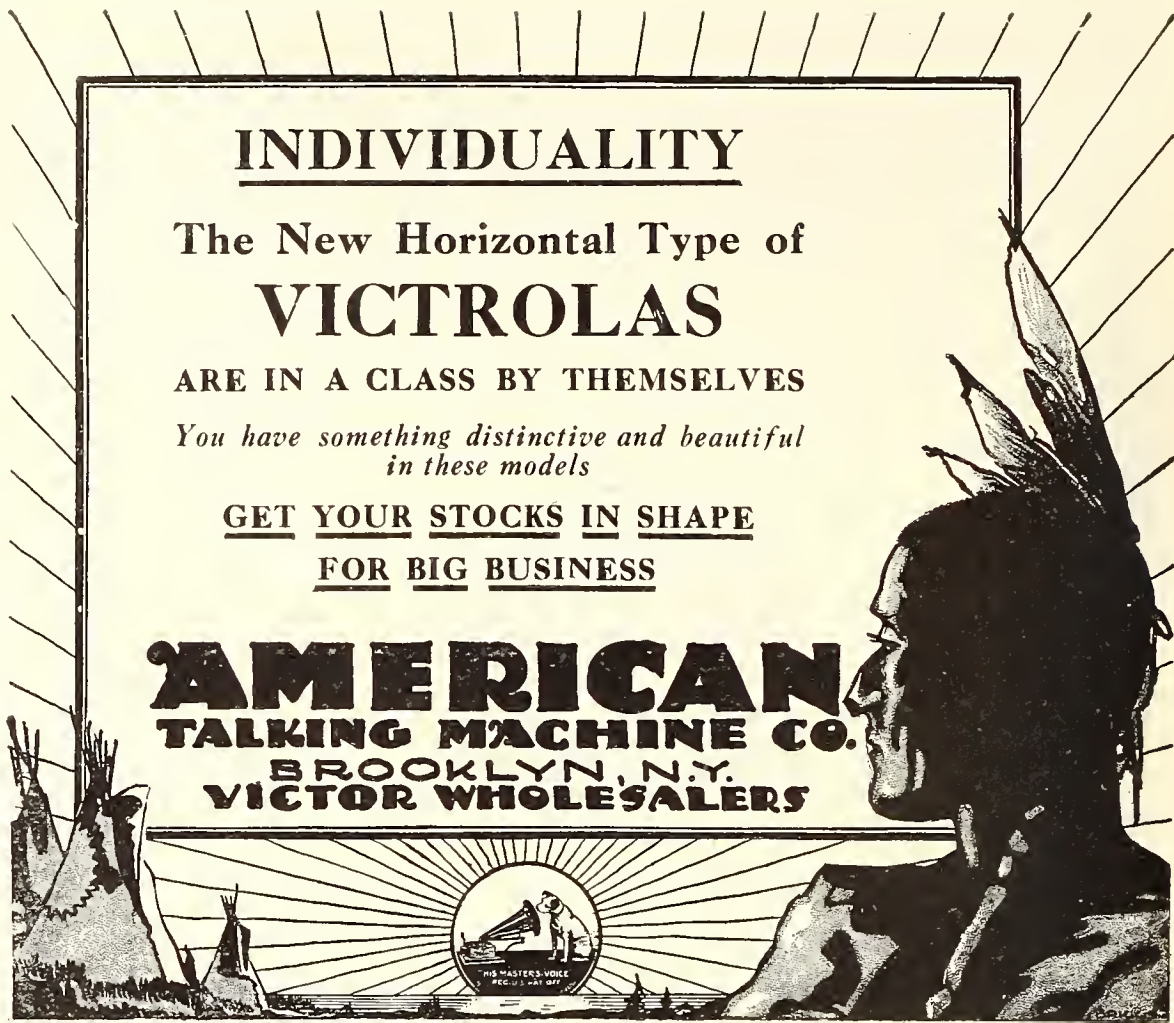
**The New Horizontal Type of  
VICTROLAS**

**ARE IN A CLASS BY THEMSELVES**

*You have something distinctive and beautiful  
in these models*

**GET YOUR STOCKS IN SHAPE  
FOR BIG BUSINESS**

**AMERICAN  
TALKING MACHINE CO.  
BROOKLYN, N.Y.  
VICTOR WHOLESALERS**



plane that has characterized this store heretofore, and no doubt will become as well known in the Brooklyn talking machine circles as was the former proprietor. Mr. Diehm's plans for the future have not been announced yet, but it is his intention to take a well-earned vacation before undertaking any active duties again.

### Brunswick Line With Jacob Bros.

Jacob Bros., 997 Broadway, who recently re-decorated and rearranged their store, report that business since January 1 has been far in excess of their fondest expectations. Recently the company added to the instruments they already carry, the complete line of Brunswick phonographs and records, which they are to feature in a special department set aside in their spacious warerooms. The entire Brunswick record catalog will be carried so that this line will be represented in the proper way. Frank Elliott, general Brunswick representative for this territory, was responsible

for securing this high-class representation for the Brunswick Co.

### New Sonora Models Greatly Favored

The Long Island Phonograph Co., Sonora jobber for Brooklyn and Long Island, is well satisfied with the showing made during the past month. Sales have been very satisfactory despite the general impression in the trade that the talking machine business has been in a slump. It is now displaying in its very attractive showrooms, at 150 Montague street, the first models of the new Sonora Queen Anne console, which is equipped with an improved tone arm and reproducer. It is also showing the new Sonora Heppelwhite Pembroke Period model, which has created considerable interest among Sonora dealers everywhere. The first shipment of these machines was received some days ago, and according to J. J. Schatweiser, sales manager for this company, was at once delivered to dealers. Already large repeat orders have been received from every section of this territory, which seems to indicate that these new models will meet with considerable favor.

### Install Handsome Delivery Truck

The Baim Bros. & Friedberg Phonograph Co., Inc., which conducts three retail Victor warerooms in this borough, is proving that "keeping everlastingly at it" brings success. This enterprising firm did not settle back when conditions slowed down, but, rather, redoubled its



"Some" Delivery Truck

efforts. The large Stewart delivery truck, shown herewith, is the last acquisition of the company in providing the maximum of service to its customers and is rolling up a considerable mileage record in taking care of the extensive business of the company. Jacob L. Rothwein, of the sales staff of the warerooms at 1525 Pitkin avenue, recently consummated the sale of a Queen Anne Art Model Victrola.

### Expects Large Summer Business

Herman Spitz, of Sag Harbor, L. I., prominent Victor dealer, was a visitor to Brooklyn

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

*Any communication from you will have our prompt and careful attention.*

**Long Island Phonograph Co., Inc.**

*Sonora Distributors for Brooklyn and Long Island*

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186



this month, calling on many retail shops, and also at the American Talking Machine Co.'s headquarters, Victor wholesaler. Mr. Spitz is preparing for one of the biggest Summer businesses he has yet had, as indications point that Long Island this year will be populated by the largest Summer influx of visitors yet experienced in this popular Summer resort. As this store is well known in this section as being well equipped with complete stocks of both machines and records, it is well prepared to take care of a large amount of this business.

#### Queens Music Shop Secures Sonora Line

The Queens Music Shop, 21803 Jericho Road, Queens, L. I., has just taken on the complete Sonora line of phonographs, and recently featured this popular line in a very attractive window display, which created considerable interest. Lee Coupe, representative of the Long Island Phonograph Co., Sonora wholesaler, secured this important account, and was responsible for an intensive campaign to properly introduce this line to the clientele of the store. To follow up the splendid window display large advertisements were carried in the local papers, and in consequence sales showed an appreciable increase during the time the campaign was going on, and it is expected that the Sonora line will prove an important asset to this live store.

#### Owens & Beers' New Store on Flatbush Avenue

Owens & Beers on May 1 opened the doors of the beautiful new store which they recently erected at 1074 Flatbush avenue to the public, with appropriate announcements and special features in keeping with the policy and general character of this high-class store. The store is the last word in modern store construction, and one of the finest equipped retail Victor shops in metropolitan New York. Considerable expense was entailed in the arrangement and the erecting of booths, record shelves, etc., and reflects the confidence which the proprietors of the store hold that the talking machine business has a future that warrants this expense. Owens & Beers feature the Victor line of machines and records and are well known in the Brooklyn retail field. With this beautiful new store and equipment they are splendidly prepared to furnish their clientele with a service of the highest character.

#### Williams Plans Record Campaign

The G. T. Williams Co., Inc., Victor distributor, has planned a campaign with its dealers to reduce the supply of what are sometimes termed "slacker records." These records of much merit are not called for any too frequently and a plan of demonstrating or calling the customer's attention to the titles should bring substantial returns. The dealers invariably have shown favor to the idea.

#### Sheiman Business Closed Out

It is with regret that the talking machine trade learned recently of the death of L. Sheiman, who conducted the Grand Phonograph & Piano Co. at 269 Grand street, which came after a prolonged illness. Mr. Sheiman's widow conducted the business for a short time during his illness but at his death it was decided to close it out, and in consequence the stock and fixtures were disposed of to other dealers.

#### Franklin Music Shop in New Quarters

The Franklin Music Shop, conducted by Mullen Brothers, at 719 Franklin avenue, has just moved its business into attractive new quarters at 679 Franklin avenue, where it has considerably more space to take care of its rapidly

VICTOR RECORDS

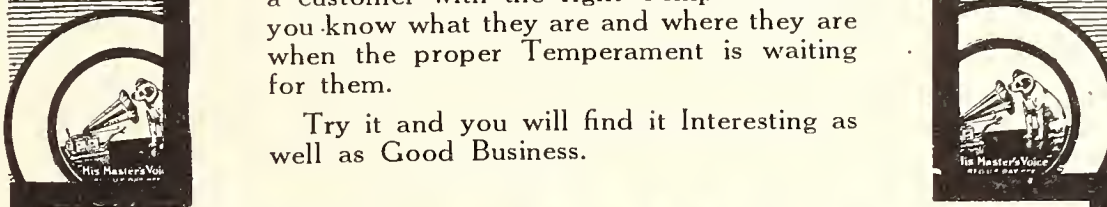
## Record Slackers on Your Shelves

Are they Slackers through lack of acquaintance on your part? Try a little Familiarity with them, a little Analytical Study, try to imagine what type of Temperament they might please. Most all Records have a striking feature, something that will appeal to some one if we look for it.

You may not be able to popularize them, but you can judiciously introduce them to a customer with the right Temperament if you know what they are and where they are when the proper Temperament is waiting for them.

Try it and you will find it Interesting as well as Good Business.

VICTOR RECORDS



# G. T. WILLIAMS CO. Inc.

## 217 DUFFIELD ST. ~ BROOKLYN, N.Y.

increasing business. New booths, record racks, etc., have been erected, which will enable this concern to give its clientele a much better service than heretofore. The Victor, Sonora and Brunswick lines are handled. The Mullen brothers have a reputation of being live-wire advertisers and have been successful in developing a

talking machine business that required them to change from their old location into larger and more commodious quarters.

John B. d'Errico recently opened a talking machine establishment in Rockville Centre, N. Y., to be known as the Aeolian-Vocalion Shoppe.

### FEATURE OF PHYSICAL CULTURE WEEK

Gathering at Town Hall, New York, Hears Addresses by Dr. Copeland and President Wheelan, of Health Builders, Inc., Scores Big

In New York City, National Physical Culture Week, extending from May 1 to May 8, was ushered in by an enthusiastic meeting held in the Town Hall. Dr. Copeland, health commissioner of New York City, was the principal speaker of the evening, and many other names familiar in physical culture circles were included in the list of speakers.

Appropriate to the subject of the evening, Robert B. Wheelan, president of Health Builders, Inc., 334 Fifth avenue, led those present through the exercises included in Walter Camp's "Daily Dozen." The Health Builders' records consist of these twelve nationally known exercises set to music. Mr. Wheelan placed these records on a talking machine upon the stage and the audience went through the series like veterans.

Dr. Copeland, by the way, was most enthusiastic over health possibilities through use of the "Daily Dozen" in the home.

Talking machine dealers who retail the Health Builders' course took advantage of the interest manifested by the public in general in National Physical Culture Week and specially featured the course. Attractive window displays were made and it is expected that this week will materially stimulate the sales of these records.

### NEW SONORA QUEEN ANNE

New Period Model Added to Sonora Line—Well Received by Dealers Everywhere

The Sonora Phonograph Co. has just announced a new Queen Anne model, which is being well received by Sonora dealers throughout the country. This new model, which retails at \$250, repre-



The New Queen Anne Sonora Model scents a material improvement in design over the old Queen Anne, which retailed at a higher price. The advertising department of the Sonora Phonograph Co. is co-operating with the dealers in the introduction of this new model and, judging from all indications, it will prove to be one of the most popular instruments in the Sonora standard period model line.

### HACKETT SCORES HIT IN PARIS

Charles Hackett, the widely celebrated opera tenor and Columbia artist who is now appearing in opera in Paris has, according to cable despatches, scored the greatest success of any American artist for years in the French metropolis. His interpretation of the Duke in "Rigoletto" was a revelation to hundreds in the audience who were under the impression that America is an arid waste as far as music is concerned. The audience was aroused to the highest pitch of enthusiasm regarding the work of this great tenor, and his success has made Americans located in Paris feel proud of their countryman.

**\$3.25 Sample**  
With 10 inch Turntable  
and All Accessories

**MOTORS**  
2 SPRINGS

**\$3.25 Sample**  
With 10 inch Turntable  
and All Accessories

*We are the Exclusive Manufacturers of*

**THE MAGIC MOTORS**

**Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—Main Springs, Etc.**

**MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.**

Telephone Stagg 1591



### THE GENERAL WIRELESS CORP. TO MAKE RADIO PRODUCTS

New Subsidiary of General Phonograph Corp., New York, Organized to Manufacture and Import Wireless Products of C. Lorenz, A. G., Berlin—Elyria, O., Plant to Be Used

Otto Heineman, president of the General Phonograph Corp., New York, manufacturer of Heineman and Meisselbach motors, tone-arms and sound-boxes, Okeh records and True-tone needles, announced recently the formation of a subsidiary company which will be known as the General Wireless Corp. The company, which is owned completely by the General Phonograph

a number of details incidental to expansion and development necessitated another trip to Europe, and Mr. Heineman sailed on the "Aquitania," May 2, for the purpose of visiting Berlin and Paris, returning to New York by way of England. He will probably be away the entire month of May.

The C. Lorenz, A. G., has for many years been



Otto Heineman Operating the New Radio Product of the General Wireless Corp. in His Office Corp., will manufacture and import the wireless products of the C. Lorenz, A. G., Berlin, Germany, one of the foremost concerns in Continental Europe.

Mr. Heineman, who returned recently from a trip abroad, closed these important arrangements during his stay in Europe. However,

identified with the wireless industry, having manufactured receiving sets in large quantities, and having also participated in the erection of broadcasting stations and radio towers.

According to Mr. Heineman's plans, the mammoth plant at Elyria, O., owned by the General Phonograph Corp., will manufacture the Lorenz

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

radio products in quantities sufficient to meet the vast growing requirements of the jobbers and dealers who are handling radio products. This plant is ideally qualified for radio manufacture, as it is a thoroughly up-to-date factory.

The General Wireless Corp. will not only have the benefit of the lengthy executive experience of Mr. Heineman and his associates on the directorate of the General Phonograph Corp., but will also include in its personnel wireless experts with executive and technical knowledge of every phase of the radio field. A. G. Bean, vice-president of the General Phonograph Corp., and in charge of the factories at Elyria, is keenly enthusiastic regarding the unlimited possibilities for the General Wireless Corp.

The plant at Elyria is not a new-comer in the radio field, as it has produced large quantities of radio receiving sets for the American Government. This factory was known as the Dean Electric Co. a number of years ago, and was a pioneer producer of telephone appliances. The International Insulating Corp., of Springfield, Mass., another subsidiary of the General Phonograph Corp., has been manufacturing parts and accessories for wireless apparatus for some time past, and it will also be an important factor in the plans of the General Wireless Corp.

It is interesting to note that in the accompanying photograph, showing one of the Lorenz radio receiving sets, the headpiece used by Mr. Heineman was manufactured in the plant of the General Phonograph Corp., at Elyria, O.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph

# Jewel NEEDLE EQUIPMENT

## For The New Edison

**NOT**  
Just Another Equipment  
**BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

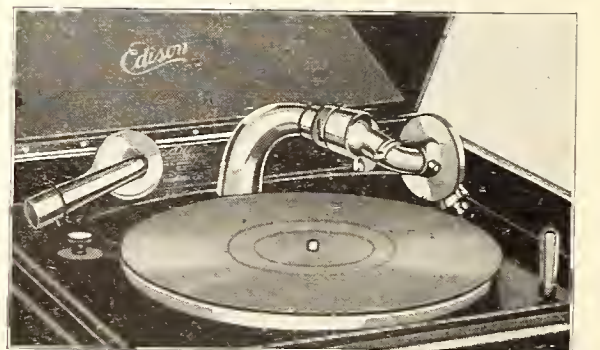
**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**



Vincent Lopez  
and his  
Hotel Pennsylvania Orchestra



*As an interpreter of  
dance music this or-  
chestra has no superior*

This Famous Orchestra Makes Recordings Exclusively For

**OKeh Records**

The Records of Quality

**First Lopez Orchestra Recordings**

4579 { ROSY POSY—Fox Trot.  
10-in. {  
75c { NOLA—Fox Trot

4591 { KISS ME BY WIRELESS—  
10-in. { Fox Trot.  
75c { TEASIN'—Fox Trot.

**GENERAL PHONOGRAPH CORPORATION**

Otto Heineman, President

25 West 45th Street

NEW YORK CITY, N. Y.







### ANOTHER PLANT FOR SPRAYTONE

Additional Factory Quarters Secured by Spraytone Co. in Ridgewood, N. J.

R. B. Linden, head of the Spraytone Phonograph Co., Inc., manufacturer of the Spraytone portable and other model talking machines, announces that in addition to its factory in Ridgewood, N. J., it has acquired a smaller plant at 32 Union avenue, that city. These latter quarters will be used to manufacture small parts and machinery for this purpose is now being installed. The growth of this company has been so rapid that more space was needed to fill demands.

### GODOWSKY IN FINAL CONCERT

Appears at Carnegie Hall, New York, on May 3 Before Sailing for South America

Leopold Godowsky, the well-known pianist and Brunswick record artist, made his only New York appearance this season and his final appearance in this city for several years at Carnegie Hall, on Wednesday evening, May 3, when he gave a piano recital with the co-operation of Guy Maier and Lee Pattison, the feature of the program being Godowsky's paraphrase on Weber's "Invitation to the Dance" for three pianos.

Mr. Godowsky will sail for South America on May 20, where he will give a series of concerts during the Summer, and next year will make a tour of the Far East. He has just completed a coast-to-coast tour in the course of which he gave eighty concerts.

### VAN VEEN & CO. CONCENTRATES

Office Now Located at Manufacturing Headquarters, 413-417 East 109th Street

The executive offices of Van Veen & Co., Inc., manufacturers of Van Veen equipment for talking machine warerooms, were moved on May 1 to 413-417 East 109th street, where the Van Veen factory is located. Arthur L. Van Veen, president of the company, in commenting on this move to a representative of The World, claimed that it would materially aid in the service rendered to customers. With offices, factory and warerooms under one roof a great amount of time will be saved and increased efficiency made possible. The new offices have been fitted up very attractively and possession was taken over the week-end, thus eliminating any possible hindrance in the carrying on of the business.

Van Veen & Co., Inc., report rapidly improving conditions among dealers and Mr. Van Veen states that the general trend shows a desire for a better class of equipment.

Mr. Van Veen continued: "Dealers realize that from now on their methods of merchandising must be fully on a par with the merchandise they are selling and are making every effort to bring their business places to the same high level. The Van Veen organization has been working strenuously to show dealers the difference between a standardized high-grade equipment installation and the ordinary nail and hammer product which a great many of them have been satisfied with from local carpenters."

Mr. Van Veen reports that a number of important installations have been recently completed and that many others are being planned.

### BROWN HAS THE COLUMBIA LINE

LOVELAND, O., May 8.—Jacob Brown has opened a Grafonola department in his store in this city and intends to push the Columbia products in a very vigorous way. Mr. Brown is an old Columbia man, in a measure, having come into the Southwest Ohio district with Mr. Fred, a Columbia dealer in Lebanon, O. He has built up a large and successful business, having had his store in Loveland for thirty years, and twenty-two years in the same location. Mr. Brown has a brother who is one of the largest Columbia dealers in Atlanta, Ga.

### WIRELESS TELEPHONE SITUATION

Ralph L. Freeman, Director of Distribution of Victor Talking Machine Co., Offers Interesting Comment in Letter to E. F. Droop & Sons Co.

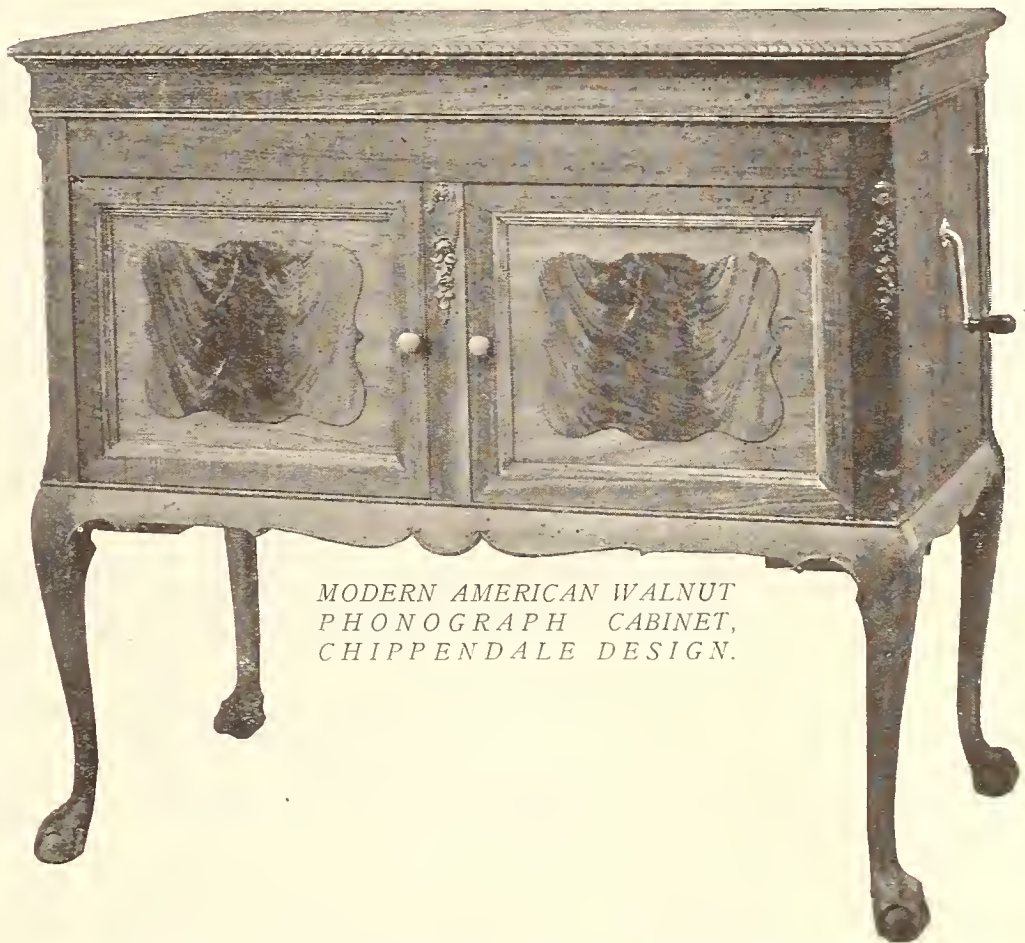
In answer to an inquiry made of the Victor Talking Machine Co. by E. F. Droop & Sons Co., Victor wholesalers in Washington, D. C., regarding the possible effects of the wireless telephone developments on the trade, Ralph L. Freeman, Director of Distribution of the Victor Co., offered the following reply, which is of general interest to talking machine men. Mr. Freeman said:

"During the recent months in which there has been so much publicity and apparent interest in wireless telephony we have been paying close attention to the development of that art to determine what, if any, relationship it bore to our own industry but we are not involved in any way which would justify the use of our name in connection with any wireless telephone apparatus, as we understand is being done. So far

our conclusions are that the wireless telephone makes a strong appeal to the imagination of people when they first come into contact with it; that it probably has a good prospect for the future through the development of its utility in transmitting reports, etc., but that it will not prove of lasting interest as a home amusement proposition. To claim a permanent place in the market as a home amusement product that product must give results of a very high quality and the fact that to-day the telephone with its direct wire transmission is still very imperfect leads us to believe that the development of the wireless telephone to the point where the very annoying features of imperfect transmission are eliminated is probably still a long way off.

"We are in touch with the people who we believe are most likely to progress most rapidly in the development of the wireless telephone and it will be our aim not to overlook any opportunity to make any arrangement that might benefit the Victor trade, but, as indicated above, the situation to-day is so uncertain that we are interested only as an observer."

**"Be Sure Your Walnut is REAL Walnut."**



MODERN AMERICAN WALNUT  
PHONOGRAPH CABINET,  
CHIPPENDALE DESIGN.

For Period Designs in Talking Machines  
The Ideal Wood Is

**AMERICAN  
WALNUT**

"The Cabinet-wood Superlative."

There are several reasons for this fact.

First, the natural beauty of the wood. A beauty of color and figure which is born in the wood itself and is not a matter of finish. From the standpoint of sound reproduction, the vital thing in a talking machine is its ability to reproduce *natural* tones. It is most fitting, then, that the cabinet should have a *natural* beauty.

Second, when a cabinet is made of real Walnut you *know* it is not going to fall apart at the joints, or split or warp or crack. The cabinet is going to be just as good after a generation of use as it is when first made.

There are a number of other reasons which you will find explained in our "Walnut Book." Ask for a copy.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 616 South Michigan Boulevard  
Chicago, U. S. A.



# M I L W A U K E E

*Business Improves Steadily—Believe Radio Helps Trade—Christopherson With Yahr & Lange—New Vocalion Dealers—The News*

MILWAUKEE, WIS., May 12.—Business is getting better all the time, say Milwaukee talking machine men, from manufacturers and wholesalers to the smallest retailers. The distinct impression prevails that conditions are more encouraging now than they have been in about eighteen months, barring, perhaps, the last holiday season, which, as usual, was a bright spot. There was a natural decline in sales after the opening of the new year, but by the time Easter rolled around the volume was again more satisfactory, while since then trade has been well sustained and prospects are for an active Summer.

#### Benefiting Rather Than Harming Trade

The radio-telephonic craze, which at first was regarded with apprehension by some who feared that it might make the home radio outfit supplant the talking machine, or result in selling such outfits to people who might otherwise buy a phonograph, seems to have benefited the music trade rather than harmed it. It is true that dealers in radio-telephone apparatus and supplies are doing an enormous business, but the new "sport" is believed to be creating more "music fans" than probably any other factor in recent years.

Experts predict that if the present sharp increase in broadcasting stations is permitted to continue unregulated by governmental agencies the air will soon be so filled with music and conversation that the amateur will give up in disgust trying to catch more than a jumble of sound. At any rate, there seems to be no reason why the talking machine trade, or the music trade in general, should fear any ill effects from the competition of the radiophone.

#### Business Makes Surprising Gains

Victor business in Wisconsin has made surprising gains in the past few weeks, according to

Harry A. Goldsmith, secretary of the Badger Talking Machine Co. The month of May so far has shown an accentuation of the improvement in the call for instruments, as well as records and supplies, from the Victor field organization in this territory, which has been noticeable for several months past. "We are elated over the turn business has taken and we look for a very fine business for the remaining months of the year, with prospects for the next holiday season the best we have experienced in a number of years," said Mr. Goldsmith. "The general business situation is rapidly clarifying and unemployment is being cut down faster than most of us believed it would be. The workman's pockets once more have the essentials for a tinkle and jingle that makes glad the heart of the retailer."

#### Brunswick Makes Big Strides

One of the surprises of the day and age which is being sustained at fever heat is the remarkable sale of Brunswick records. The instrument, too, is in excellent demand, and Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., is in a decidedly cheerful mood over past achievements, as well as the glowing outlook. In the comparatively short space of about two years the Brunswick record has taken rank with the "best sellers" and sales at this time are by far the largest in the history of the house.

#### Christopherson With Yahr & Lange Co.

The Yahr & Lange Drug Co., wholesale distributor of the Sonora and the Okeh records in Wisconsin and upper Michigan, has secured the services of S. R. Christopherson as sales manager of the musical merchandise division. Fred E. Yahr, president and general manager, will continue to exercise personal supervision over

the department, which, by special effort, has been made one of the most powerful influences in the music jobbing business in this part of the country.

Mr. Christopherson comes to Milwaukee from Davenport, Ia., where he was manager of the Tri-City Piano Co., which features the Sonora. Previously he was with C. J. Van Houten & Zoon, at Chicago. All in all, he has devoted about eight years to the promotion of the Sonora and he established such a following that the Milwaukee house of Yahr & Lange was able to secure his services only in strenuous competition with other large interests. He knows the talking machine business from every angle and is especially qualified to handle the retail trade from the jobbers' standpoint.

#### Placed Vocalion Line on the Map

Harry M. Hahn, jobber of the Aeolian-Vocalion, the Vocalion record and general talking machine supplies and accessories, has succeeded in placing the Vocalion line "on the map" in Wisconsin to an extent never before reached, although he has been working on this promotion not much more than three months.

#### Boosts New Edison and Records

The Phonograph Co. of Wisconsin reports continued good success in "boosting" the New Edison and Edison records in the Wisconsin territory. The demand is steadily growing.

#### Getting Share of Export Business

The principal Milwaukee factories, such as the Milwaukee Talking Machine Mfg. Co., the General Mfg. Corp., the Singer Talking Machine Co. and several others of note are steadily increasing their capacity to meet the demands of jobbers and dealers in all parts of the country and also are getting a good share of export business.

#### Milwaukeeans 'Fessed Up

The historical column in the daily issue of the Milwaukee Sentinel, on April 25, under the heading, "Fifty Years Ago To-day," said: "Prof. Faber yesterday afternoon exhibited at the St. Charles Hotel a wonderful piece of mechanism, which is called a talking machine. It enunciated

# Qualitiphone

## A Small Phonograph Which Will Last



**Retail Price \$15.00**

Fully guaranteed

**A Success With Dealers Everywhere**

*—It has proven its worth*

Neat, compact and sturdy, with all the features of the high priced instrument.

A real motor — silent and durable.

In perfect balance—tested by experts to the thousandth part of an inch.

Equipped with automatic speed regulator—start and stop device, genuine mica sound box.

*Attractive Proposition for Dealers — Write us today*

**QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET  
NEW YORK CITY**



**Welcome to our city! Here's Ted Lewis and His Band with two new, breezy fox-trots. "Every Day," introducing "Oh Gee, Oh Gosh" from *For Goodness Sake*. The coupling is "Rosy Posy," from *The Blushing Bride*. A-3590.**

**Columbia Graphophone Co.  
NEW YORK**



letters and words distinctly and spoke different languages." The files of the newspaper give very little further details, but local talking machine men have interested themselves in the matter and are trying to get more information, for they believe this is testimony that Milwaukee is one of the real pioneers in the development of the tremendous industry and might possibly lay claim to being the real originator of this business.

#### Bradford Co.'s Golden Jubilee

The J. B. Bradford Piano Co., which features the Victor and the Aeolian-Vocalion in its main store, at 411 Broadway, and the Sonora in the South Side branch, at 596 Mitchell street, observed its golden jubilee during the latter part of April. The business was founded in April, 1872, by the late James B. Bradford. It is now owned by Hugh W. Randall, who entered Mr. Bradford's employ in 1899 as an office assistant. One entire week was devoted to the celebration of this notable anniversary, which few retail music stores in this country have ever had the privilege of experiencing. At the main store the Victor and Aeolian department is handled by Miss Ruby Knox and Jewel Montgomery, while Miss Viola Speckin is in charge of the Sonora department in the South Side store.

#### New Vocalion Dealers

The Milwaukee Piano Mfg. Co., of which Elmer Netzow is manager, has secured a Vocalion franchise and since May 1 is carrying a complete line of instruments and records.

Another new Vocalion dealership established in the Wisconsin territory by Harry M. Hahn, jobber, is that of E. F. Waldhier, retail jeweler at Juneau, Wis.

The Record Service Shop has recently added the Aeolian-Vocalion to its line and reports a splendid reception on the part of its clientele.

#### New Stores and Changes

The Meyer-Seeger Music Co., 840 College avenue, Appleton, Wis., New Edison dealer, on May 1 moved into its new building, recently purchased and entirely remodeled. This will serve largely as a talking machine department, although the piano division also will profit from the enlargement of space and facilities.

The Hayden-Gummer Music Co., 16 Waugoo street, Oshkosh, Wis., has completed extensive

improvements in its store, which give it better facilities for handling the increasing business of its Brunswick department.

Irving Zuelke, operating two stores at Appleton and Neenah, Wis., is rebuilding both establishments to gain much-needed room. Mr. Zuelke handles the Vocalion, Victor and Brunswick, as well as the Steinway and other Duo-Art reproducing pianos. The changes now being made will affect the record departments especially, these having enjoyed a remarkable growth in the past year or two.

A new music store which will handle several lines of talking machines and records is being established at Manitowoc, Wis., by the Meyer & Glaeser Music Co. Mr. Glaeser formerly was connected with the Record Service Shop, 728 North Eighth street, Sheboygan and Manitowoc, in the latter branch.

A concern known as the International Phonograph Shop recently opened for business at 147 Sixth street, Milwaukee, and used large newspaper display space to announce its entrance into this field.

#### Honor for Frederick Carberry

Frederick Carberry, head of the Milwaukee Association of Music Industries and featuring the Brunswick in addition to the Chickering and Ampico, has been elected a member of the board of directors of the Rotary Club of Milwaukee, of which he has been a member since its inception. Mr. Carberry is being boomed by the District Club for the position of community sing leader of the international Rotary organization, a position which he holds in the District Club, which held its annual meeting recently at Duluth, Minn.

#### Badger Co. Pleased With Outlook

Since James A. Sandee, vice-president of the Badger Victrola Shop, took charge of the Badger Music Shop at 109 South Main street, Fond du Lac, Wis., on April 1, the business of the house has been almost doubled over the corresponding period in 1921. The Milwaukee company owns the Fond du Lac house. Leslie C. Parker, president of the two concerns and active manager at Milwaukee, is enthusiastic over the revival of business and looks for a record-breaking year. Besides the Victor line, the Milwaukee store has recently installed a piano department. The Fond du Lac store has carried pianos since it was opened.

A ninety-nine-year lease has been secured by the Badger Talking Machine Co., for the building at 191-193 Fourth street, now occupied by the Wisconsin Tire & Rubber Co., and they will move in May or the first part of June.

#### Now Sole Owner of Business

Leo Zimmerman, junior member of Page & Zimmerman, jewelers and music dealers at Ladysmith, Wis., is now sole owner of the business. George P. Luell, son of Mayor George Luell, continues as manager of the talking machine, piano and music merchandise department.

#### Opens Radio Department

The Kesselman-O'Driscoll Co., representing the Edison and Victor, has opened a radio

department under the direction of M. A. Ardmore, a radio electrician and broadcasting director of fifteen years' experience. A grand concert radiophone, standing six feet high and being four feet wide, has been installed. This also is being loaned from time to time for special events outside of the store.

#### Demonstration of the Wallace Record

The Wallace "reducing" record was introduced in Milwaukee during the past month and many of the leading music stores have been making special campaigns to popularize the line with eminent success. Live model demonstrations have been the rule in some of the larger downtown stores and "Get Thin to Music" is now a byword in Milwaukee homes.

#### AMERICAN MUSIFER CO. CHARTERED

The American Musifer Co. has been granted a charter of incorporation under the laws of Delaware for the manufacture of talking machines, with a capital of \$3,000,000. Chas. J. Kleber, of New York, is the incorporator.

## H. N. McMenimen Consulting Engineer

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

**Recording, Plating and Pressing**

**Motor, Tone-Arm and Reproducer Design**

**Patent and Model Development**

**Sales Promotion and Advertising Plans**

Laboratory:

**Scotch Plains, N. J.**

Tel. Fanwood 1438

Offices:

**2 Rector Street, New York**

Tel. Rector 1484

## WONDER OF THE WORLD REPEATING PHONOGRAPH



KEEP YOUR SEAT, IT PLAYS, REPEATS and STOPS. Merely set the Dial, it needs no further attention. The great convenience and superior tone qualities make this instrument the most desirable ever offered to the trade. Lower prices than ever, liberal trade discounts, special prices for thirty days.

**BROOKS MFG. CO.**

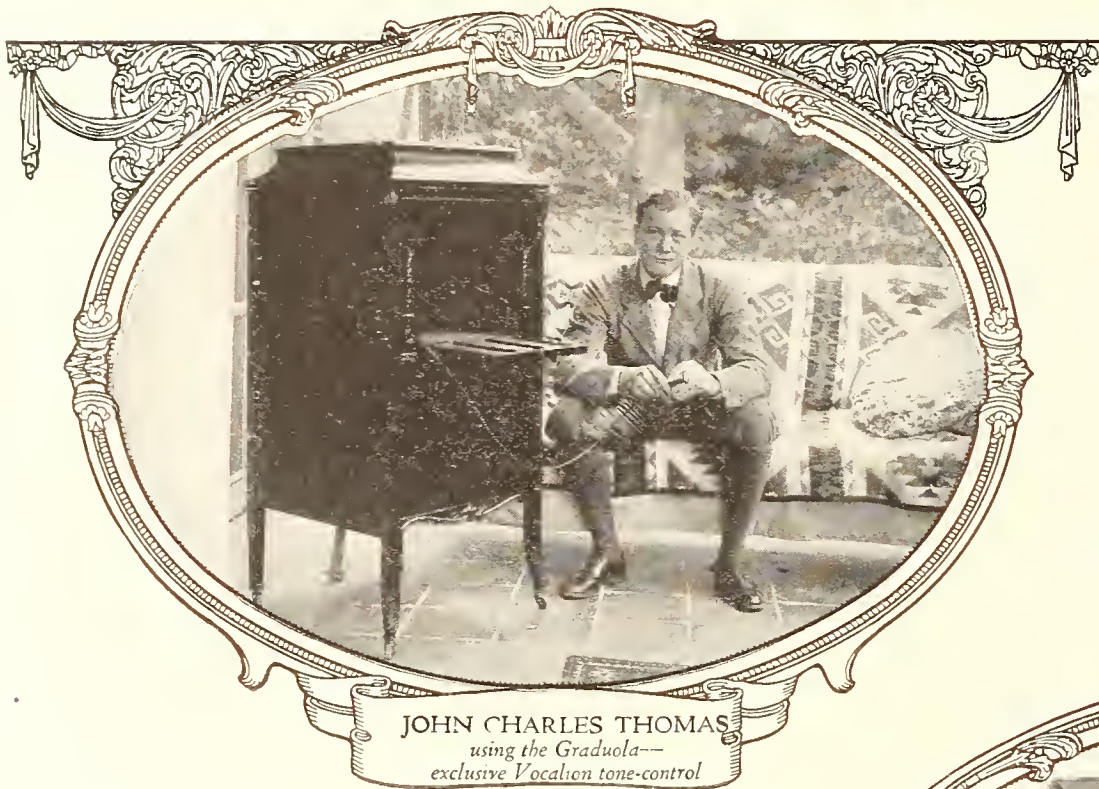
**Saginaw**

**Mich.**



# VOCALION

## Phonographs



JOHN CHARLES THOMAS  
using the *Graduola*—  
exclusive *Vocalion* tone-control

### JOHN CHARLES THOMAS

The Greatest Favorite on the Musical Comedy Stage Makes VOCALION RED RECORDS  
*Exclusively*

Playable on All Phonographs

John Charles Thomas has a following that extends from Coast to Coast. Demand for his records runs high.

#### NEW VOCALION PERIOD MODEL

The lightness and graceful lines of this Jacobean Period Vocalion particularly recommend it. Note the Maltese Cross effect which the designer has used, lending itself admirably to the shading necessary to the finish of this period. In shaded walnut finish only.



JACOBEAN  
Style 1624



EARLY AMERICAN, 1765-1820  
Style 1620

#### ANOTHER NEW PERIOD MODEL

A splendid example of the furniture of our forefathers, in brown mahogany finish. This case is typical of Early American Craftsmen's best work. While especially suited to a Colonial living room, it is sufficiently conservative in outline to blend with almost any furniture.

*All Vocalion Period models equipped with the wonderful Graduola tone-control*



# VOCALION

## Red Records

THE  
VOCALION LINE  
means *Business*  
for you, both as  
to quantity and  
quality



### THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.

37 E. 18th St., New York City

THE VOCALION CO., 190 Boylston St., Boston, Mass.

WOODSIDE VOCALION CO.

154 High St., Portland, Me.

LINCOLN BUSINESS BUREAU

1011 Race St., Philadelphia, Pa.

GIBSON SNOW CO.

306 West Willow St., Syracuse, N. Y.

*Vocalion Record Distributors*

CLARK MUSICAL SALES CO.

324 N. Howard St., Baltimore, Md.

SONORA DISTR. CO.

505 Liberty Ave., Pittsburgh, Pa.

PENN. VOCALION CO., 16 W. King St., Lancaster, Pa.

O. J. DE MOLL & CO.

12th & G. Sts., Washington, D. C.

VOCALION CO. of OHIO

328 W. Superior St., Cleveland, Ohio

VOCALION CO. of OHIO

420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.

THE AEOLIAN COMPANY

529 S. Wabash Ave., Chicago, Ill.

LOUISVILLE MUSIC CO.

529 S. 4th St., Louisville, Ky.

HESSIG ELLIS DRUG CO.

Memphis, Tenn.

*Vocalion Record Distributors*

THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.

GUEST PIANO CO.

Burlington, Iowa

D. H. HOLMES CO.

New Orleans, La.

STONE PIANO CO.

Fargo, N. D.

STONE PIANO CO.

826 Nicollet Ave., Minneapolis, Minn.

CONSOLIDATED MUSIC CO.

Salt Lake City, Utah

COMMERCIAL ASSOCIATES

754 N. Spring St., Los Angeles, Cal.

THE MAGNAVOX CO.

616 Mission St., San Francisco, Cal.

*Vocalion Record Distributors*

*Complete Information on the VOCALION Line Furnished Upon Request*

# The AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

BOSTON

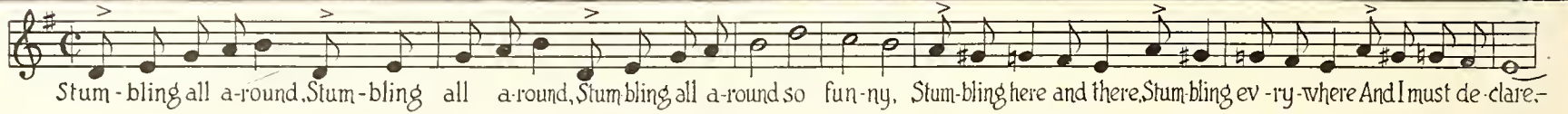


# A NEW DANCE CRAZE STUMBLING

A FOX TROT ODDITY

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

HEAR IT NOW



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

## RADIO BUYERS' SYNDICATE FORMED

Will Act as New York Representative for Dealers in Purchasing All Kinds of Radio Supplies for the General Trade

One of the newest developments in the commercial end of the radio field is to be found in the formation of the Radio Buyers' Syndicate, New York City, with headquarters at 145 West Forty-fifth street. This is backed by two well-known men in the talking machine field and the services of the Syndicate are planned to a great extent for talking machine dealers. The purpose will be to act as New York representative for dealers everywhere, in the purchasing of radio sets, equipment and supplies, making group purchases at quantity rates, thus making the same low price available to the individual dealer. One of the officials of the company, in describing the plan, spoke as follows: "The plan is the same as the National Department Store Association has adopted and is what makes possible the five and ten-cent stores and the chain drug, cigar and furniture stores. We have formed a central buying station whereby orders from

the members of the Syndicate are sent and placed direct with the manufacturer, thus securing for each member of the Syndicate the manufacturer's best prices, which means a saving of from 10 to 25 per cent in buying and which makes the difference in profit and loss to the radio dealers. At present the talking machine dealer's overhead is so high and the discount allowed by the radio manufacturer is so short that profits are problematical. We believe that anything pertaining to music or a collection of sound waves is distinctly the talking machine dealer's business. Of course, at the present time the average talking machine dealer is not thoroughly versed in radio and, therefore, we have in our organization radio experts who will devote their trained knowledge to the buying of supplies."

The Radio Buyers' Syndicate has opened a suite of offices with stenographers, messengers, telephones, and has established connections with a number of the prominent radio manufacturers. For individual representation the maintenance of this New York service would be, naturally, expensive, but through the syndication of a number of purchases the individual cost has become small. The membership price at the present time for the first six months has been placed at \$12.50 and it is expected that the increasing number of clients at the end of that period will allow a still further reduction. It is announced that the profits of the Radio Buyers' Syndicate are not derived from the purchaser but from the manufacturer, who pays for the business secured in the same manner that he would pay a traveling salesman.

## SELF-OPERATING MACHINE ATTRACTS

Five Days' Demonstration of New Phonograph Proves Claims of Inventor

There was recently held a five days' demonstration of a non-winding, self-operating phonograph at the offices of the U. S. E. Corp., 7 West Sixty-first street, New York City. Many interested talking machine men and not a few engineers attended the exhibit and the successful operation brought forth much favorable comment. The machine, which automatically starts, stops and repeats, is the invention of James T. Sibley and the demonstration was for the purpose of showing that this unique product operated by dry batteries will run over a year without renewing the power.

The endurance test, which was most successful, leaves no doubt but that the machine in the home will give the service claimed for it. It is fool-proof, plays all makes of records with unvarying tone and practically all the operations are automatic.

It is understood that the product is to be marketed by the Eclipse Phonograph Corp., which is now arranging for manufacturing quarters.

The best time to tackle hard jobs is in the morning when you feel fresh. How many talking machine men are "on the job?"

## TRADE IN DENVER RATHER SPOTTY

Dealers Planning Radio Departments—Denver Music Co. Adds Sonora Line—Offers Kurtzmann Piano as Contest Prize—Trade News

DENVER, COLO., May 6.—The talking machine business here during the past month has been rather spotty, but the consensus of opinion among dealers is that a slight gain in sales volume has taken place. An outstanding feature of the business is the number of dealers who have added, or are preparing to add, radio departments. As a rule, merchants are optimistic and are working hard to overcome a natural reluctance to buy on the part of the public owing to unsettled industrial conditions.

The Denver Music Co. announces that it has taken on the representation of the Sonora phonograph, which it will push in addition to the Victor, Brunswick and Columbia lines. The recently remodeled quarters of this concern make it one of the most attractive places in the city.

A piano-playing contest for persons under twenty years of age, the winner to receive a new Kurtzmann piano, will be staged by Chas. E. Wells Co. during Music Week. Contestants must reside in either Colorado, Wyoming or New Mexico. A second prize of \$500 to be applied on a Kurtzmann piano will also be awarded.

The Starr line of phonographs and Gennett records have been taken on by the Milton L. Leve Music Co. This concern has also opened a piano department in which Starr pianos are featured.

The Martin Bechtold Music Co. is planning to open a radio department. Announcement has been made that a full line of radio outfits and supplies will be stocked.

The Universal Phonograph Co., manufacturer of the Electrella phonograph, is planning to close out the retail end of its business in order that every effort may be concentrated on the manufacture of the Electrella. A local firm which is successfully exploiting this instrument is the Mae E. Gerarden Music Co.

The Pattison Music Co. recently staged a removal sale in order to facilitate moving into its new quarters on Glenarm street.

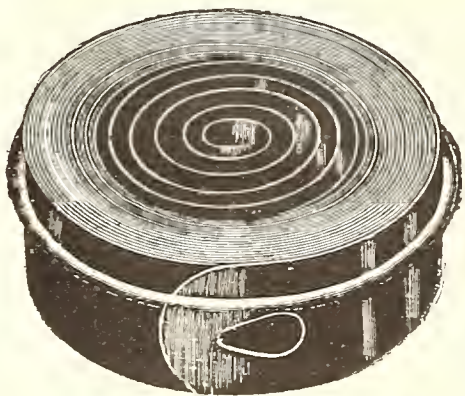
The Knight-Campbell Music Co., Victor dealer, is making a strong sales drive on both machines and records. Intensive sales work is accomplishing good results for this widely known and enterprising house.

## STARR RECORDS OF K. OF C. BAND

The Starr Co. of Canada, Ltd., London, Ont., Canadian distributor of Starr-Gennett records, is making a sales drive among the Knights of Columbus organizations in Canada on records made by the Knights of Columbus Band, of New York City, which recently became an exclusive Starr-Gennett recording organization.

The E. L. Lennox Piano Co. has moved into its new quarters at 221 N. Pennsylvania avenue, Indianapolis. This move was necessitated by the rapid but solid expansion of the business.

## Main-Springs



For any Phonograph Motor  
Best Tempered Steel

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

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

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

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

**ORDER RIGHT FROM THIS AD**  
Send for price list of other repair parts and motors.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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





There is some choice territory left for dealers and jobbers to handle the Lyradion Radio line

*These complete models were the hit of the Pittsburgh and Detroit Radio Shows*

**THE LYRADION CABINETS**

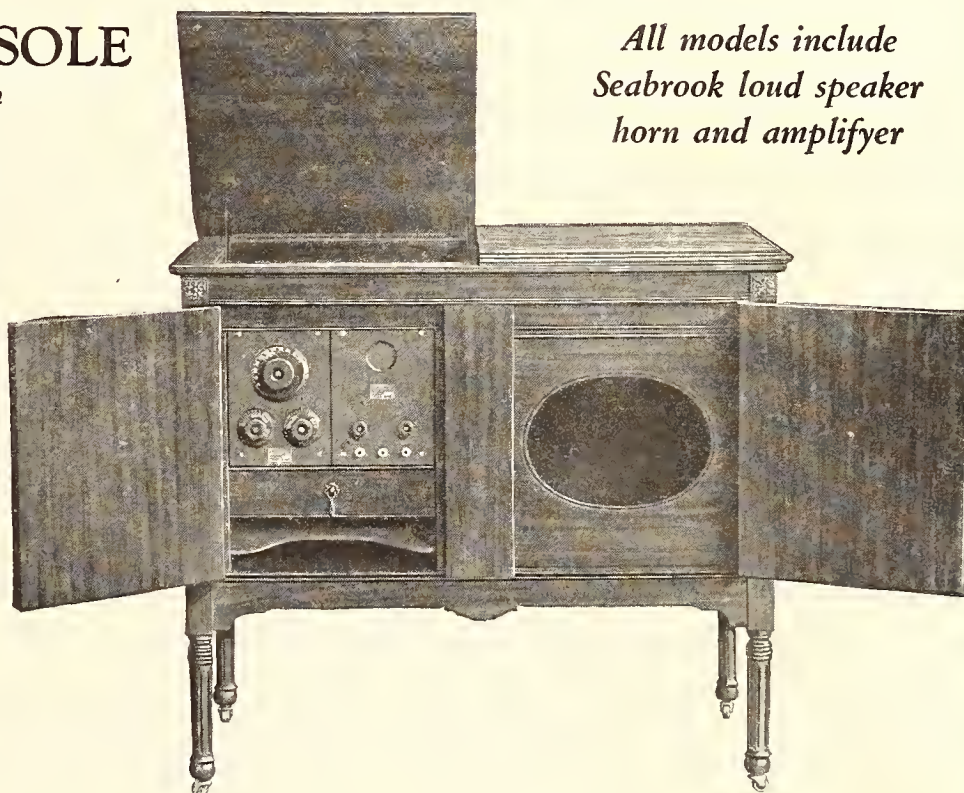
*Models A, B and C*

These radio receiving cabinets are equipped with the famous Seabrook "loud speaker" horn and amplifier. They can be furnished completely wired to house a Westinghouse 2 stage R.C. set or with Lyradion non-regenerative set. Closed compartments for all batteries and wires. Connects to two base plugs same as electric phonograph. These instruments combine beauty with reproducing and amplifying powers which enable a roomful of people to "listen-in" at once. Ready now.

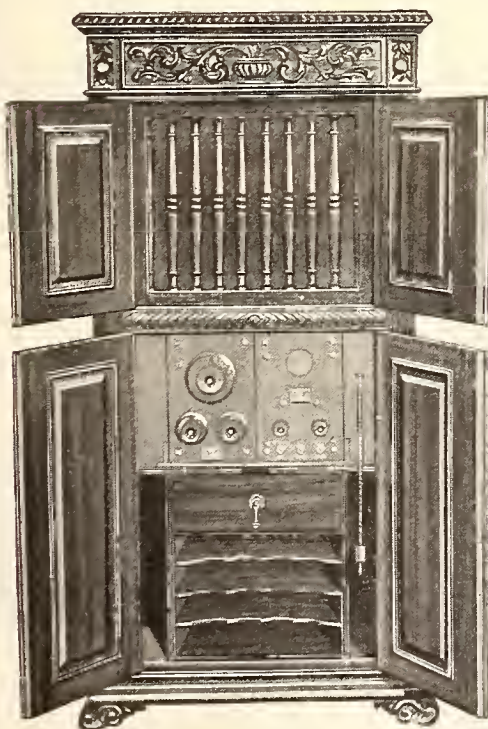
**THE LYRADION CONSOLE**

*Combination Radio and Phonograph*

An attractive model having compartments for completely housing a receiving set. All batteries and wires out of sight. Wired for Westinghouse "set" or furnished complete with Lyradion non-regenerative set. This instrument provides dual entertainment features—radio when it is being broadcast—phonographic music at any time. Equipped with Seabrook horn and amplifier. Ready for delivery in thirty days.



*All models include Seabrook loud speaker horn and amplifier*



**THE LYRADION ART MODEL**

*Italian Renaissance*

A beautiful cabinet, hand carved, polychrome finish for large homes and clubs. Will successfully reproduce radio music in sufficient volume for dancing. All batteries, wires, etc., fully enclosed and out of sight. Wired for Westinghouse "set" or with Lyradion non-regenerative set. This is a combination radio and phonograph and affords a continuous source of entertainment. It is ready for delivery in limited lots now.

**Lyradion Sales & Engineering Co.**

*which is plant No. 5 of Dodge Manufacturing Company*

MISHAWAKA, INDIANA

KENYON W. MIX, Director



# SAN FRANCISCO

*Trade Interest in Radio Growing—Brunswick Line Placed in Emporium—Fresno Dealers Meet—Prepare for Shriners—The News*

SAN FRANCISCO, CAL., May 6.—The talking machine trade of California is showing more interest than ever in radio projects and many firms are featuring radio concerts in connection with their regular business. It is pretty well agreed that the public interest in radio equipment means a stimulated demand for musical merchandise of all classes, though a few hold the opinion that the talking machine business will be but temporarily benefited and that the "radio" is merely a passing fad. Certainly sending music by radio must be greatly improved before it can successfully compare with the excellence of the talking machine in reproducing music.

April business is fair with most houses, though usually April is a busy month. General conditions in all lines of trade are not brisk, however, and the talking machine situation is not exceptional. The radio business is rushing.

#### Sonora Business Improving

The Sonora merchants report increased business since the second price reduction, which went into effect April 1, and the month has averaged well in sales volume. Morely Somers, manager of the San Francisco Phonograph Shop, is at present on the sick list, being confined in the Merritt Hospital of Oakland.

#### Emporium Adds Brunswick Line

Charles Mauzy, manager of the talking machine department of the Emporium, is gratified with the opening business on Brunswick machines and records, which have just been taken on in addition to the Victor line. The department gives two radio concerts daily. Mr. Mauzy is also manager of the radio department of the Emporium, and he is confident that the two departments are mutually beneficial.

#### Music Men Prepare for Shriners

Byron Mauzy is chairman of the Indiana committee for the big Shriner conclave, which will be held in San Francisco shortly, and Clark Wise is another local Shriner who is an active committeeman. The San Francisco music trade has a goodly number of Shriners among its members, and it is assured that visiting delegates in the music trades will be well taken care of. Sherman, Clay & Co. will turn over their entire top floor to the visiting musicians of Islam. The floor will be a club and rest room for the dele-

gates, a place where they can congregate at odd moments and enjoy social intercourse with those of their own profession.

#### G. Q. Chase Returning Home

George Q. Chase, president of Kohler & Chase, who has been East since the middle of March, is on the way home. He left the East with Leon M. Lang, the new manager of the retail piano department, who has arrived here already. The company gave a dinner at the Indian Grill of the "State" café in San Francisco last week in honor of Leon M. Lang, the new manager of the piano department, and the affair was attended by all the sales force. The talking machine department in San Francisco is being remodeled somewhat, both in the display and record departments, in order to provide better facilities for handling the growing business.

#### Will Handle Radio Phonograph

J. M. Abrams, manager of the wholesale and retail talking machine departments, expects to have for sale within two weeks the new Burnham Supertone Radio phonograph, which combines the standard phonograph with a complete unit of a radio receiving station. The receiver will have a radius power of about five hundred miles and the instruments will sell from \$300 up. Mr. Abrams says the call for such a machine is insistent and that the firm expects to make a wide distribution of the innovation, not only in the city, but in the country districts as well.

#### L. S. Giles a Visitor

L. S. Giles, the field sales representative of the General Phonograph Corp., of New York, was a visitor in San Francisco this month. He has been calling on the trade in the Northwest and from San Francisco left for Southern California. The Sophie Tucker selections of the Okeh records promise to have a big sale on the Coast.

#### News Brieflets

Andrew McCarthy, manager of the wholesale Victor department of Sherman, Clay & Co., has gone on a visit to the factories in the East.

Frank Anrys, general manager of the Wiley B. Allen Co., is taking an automobile trip through Southern California. The San Francisco store of the Wiley B. Allen Co. is undergoing a general Spring housecleaning.

All the employees of the Wiley B. Allen Co.

will gather for a picnic and general "jinks" near San Francisco on May 14. Over two hundred are expected to attend the jollification.

I. S. Lesser, of the Blue Bird Phonograph Co., Los Angeles, has been in San Francisco for several weeks on business. His company is now manufacturing radio outfits in addition to phonographs.

#### Dohrmann Co. Opens New Department

The new talking machine department of the Nathan Dohrmann Co. is one of the most artistically appointed in the city, being equipped with four beautiful demonstration rooms and having ample display space on the mezzanine floor.

The Blue Bird phonograph, which is made in Los Angeles, is featured, together with the Vocalion records. Walter McCoy is in charge of the department.

#### Fresno Association Meets

The Fresno Unit of the Music Trades Association of Northern California gathered at an informal dinner at the Commercial Club in Fresno recently, to discuss matters of importance to the trade. The meeting was presided over by S. S. Hockett, second vice-president, of Fresno, and addresses were made by President George R. Hughes and First Vice-president Shirley Walker, both of whom came down from San Francisco to attend the meeting.

#### Remick Song Shop Remodeled

The Remick Song Shop on Market street has been remodeled in order to provide better facilities for the handling of Columbia machines and records. Mr. Adkins, the manager, has his troubles in accommodating his many customers in the limited area of the song shop, but under present conditions it is impossible to acquire more space at the present location.

### SIMPLEX MOTOR POPULAR

**New Electric Motor Being Made in Large Quantities—Company Rapidly Expanding**

MONTREAL, CAN., May 6.—The Simplex Electric Phonograph Motor Co. is now turning out its new electric motor in quantities to fill the orders received from all parts of the United States and Canada. A new catalog is now on the press illustrating the motor in detail and the company is planning to give this catalog wide distribution. The officers state that in every case where the company sent out a Simplex motor on a thirty days' trial basis it received a substantial order, and the reception accorded the motor by the trade is a source of considerable pleasure.

During the past few weeks quite a number of orders have been received from talking machine dealers, but as the company is confining its efforts to manufacturers and jobbers exclusively it is turning these inquiries over to jobbers for their attention.

### PATHE MAKING FAVORABLE PROGRESS

**Expects to Be Able to Discharge All Claims—Business to Go Back to Owners**

The Pathé Frères Phonograph Co., Brooklyn, N. Y., which has been operating under the direction of receivers in equity, is reported to be progressing in a favorable manner. Information emanating from a responsible source would indicate that a reorganization is imminent and that control of the company would soon pass back into the hands of the former management which was responsible for the growth of the Pathé organization. It is also learned from the same source that the company expects to be able to discharge all claims at 100 cents on the dollar.

### LOSE SUIT AGAINST REFLEXO CORP.

The suit of Julius and Nestor Roos against the Reflexo Products Corp. was decided in the Municipal Court, New York City, in favor of the Reflexo Co. Each brother entered suit, asking damages of \$1,000 each for alleged breach of contract between employer and employe. The trial lasted two days and it is reported that the evidence brought out through the trial was overwhelmingly in favor of the Reflexo Products Corp.

## The General Phonograph Mfg. Co. Model "E" Table Phonograph

*The Greatest Value on the Market*

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records

Superior Tone Quality

*Write for our Proposition*

The General Phonograph Mfg. Co., Elyria, Ohio





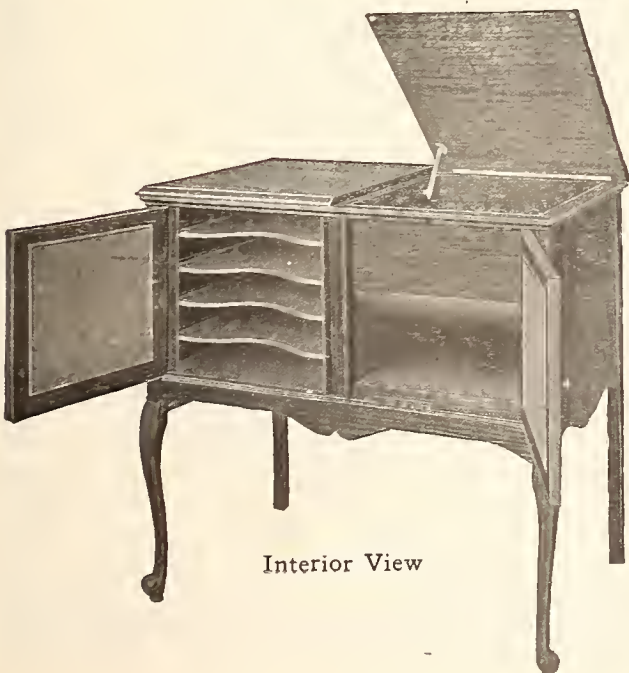
Style 902  
COLONIAL  
\$37.50



Style 904  
LOUIS XVI  
\$92.50



Style 906  
CHIPPENDALE  
\$97.50



Interior View

*Artamola*

ANNOUNCING NEW  
**PERIOD CONSOLES**

Priced to meet the 1922 Business of  
**PHONOGRAPH SALES**

*Consider—*

1. Exclusive Designs.
2. Perfect Cabinet Work and Finish.
3. Unsurpassed Tone Quality.
4. Popular Prices.
5. Exclusive Territory.
6. Liberal Discounts.
7. Big Profits.

*Specifications*

Height 34 Inches  
Width 36 Inches  
Depth 22 Inches

Phillips Universal Tone Arm and Reproducer, Large No. 33 Heineman Motor, 12-Inch Turntable, Automatic Stop, Tone Regulator, Nickel-plated Hardware, Including Automatic Cover Support, Continuous Hinge, Domes of Silence, Needle Rest, All-Wood Sound Chamber, Five Shelves for Records.

Furnished in Mahogany Only.

Finished Dark Brown Dull.

*Write for Catalogue and  
Dealer's Discount*

**Saginaw Sectional Book Case Co.**

Saginaw, Michigan

U. S. A.





Lovers of operatic arias will want this new June record by Charles Hackett, "Ah! So Pure," a tenor solo from *Martha*. Order it for your operatic music customers. 79885.

Columbia Graphophone Co.  
NEW YORK

**BLACKMAN TALKING MACHINE CO. IS TWENTY YEARS OLD**

J. Newcomb Blackman Receives Many Letters and Telegrams of Congratulation From Friends and Business Associates on the Celebration, May 1, of the Twentieth Birthday of His House

On May 1 the Blackman Talking Machine Co., 28 West Twenty-third street, New York, Victor wholesaler, celebrated its twentieth birthday, and J. Newcomb Blackman, president of the company, received letters and telegrams of congratulation from his friends and business associates in all parts of the country. All of these messages conveyed a well-deserved tribute to Mr. Blackman's executive acumen and tireless efforts in behalf of the Victor industry as a whole.

The growth and rise of the Blackman Talking Machine Co. in the past two decades has been steady and impressive, rather than spectacular and flashy. In 1902 the company occupied a small space at 19 Beekman street, moving from there in 1905 to 97 Chambers street, where the foundation was laid for the present Blackman business.

After thirteen years at 97 Chambers street the company disposed of its retail business, concentrating its wholesale activities at 81 Reade street, which it had been occupying as part of its general quarters. This location, however, was very inadequate for the fast growing business, and in 1921 the Blackman Talking Machine Co. moved into its present quarters at 28-30 West Twenty-third street.

In its new home the company has at its disposal 21,000 square feet, and it is occupying one of the finest and most up-to-date wholesale establishments in the country. When the lease was signed for the second floor of the building

at 28 West Twenty-third street Mr. Blackman determined to sponsor a Victor wholesale establishment that would be thoroughly representa-

has also devoted valuable time to civic affairs, and has represented the talking machine industry in numerous activities of nation-wide importance.

Mr. Blackman has three times received the highest honor that may be accorded a Victor jobber by his associates, having been elected president of the National Association of Talking Machine Jobbers at three conventions. At the



tive of Victor prestige, and at the same time offer maximum service and co-operation to the Blackman clientele of Victor dealers. No expense was spared in furnishing or decorating the floor, and it stands to-day a tribute to the Blackman Talking Machine Co.'s twenty years of activity as a Victor distributor.

In 1920 Mr. Blackman inaugurated a profit-sharing plan for his employes that has been an important factor in the success of the company, and which has served as a model for commercial and industrial concerns in all sections of the country. By the provisions of this plan all employes who have been associated with the company for a period of one year or more participate in the profits, and have, therefore, a tangible interest in the success of the company.

The volume of business closed by the Blackman Talking Machine Co. is best represented by the fact that the sales for the last fiscal year were sixty times those of the first year in business, and the figures for December, 1921, alone were approximately ten times the first year's business. During that month there were times when one day's sales equaled those of the entire first year's business. These comparisons are interesting and illuminative.

Although Mr. Blackman has been personally responsible for the success of the Blackman Talking Machine Co., and personally shaped and directed its policies, he has always found time to interest himself in all matters aiming to better the talking machine industry as a whole. He

present time he is a member of the executive committee of this Association, doing everything possible to serve this important body.

As a member of the Board of Directors of the American Fair Trade League, Mr. Blackman represents the talking machine industry as a whole. He is also president of the Brightwaters Holding Corp., Brightwaters, L. I., where he has his Summer home, and where he has been an active figure in all civic matters. Mr. Blackman is also treasurer of the Brightwaters Realty Corp., and president of the Blackman Securities Co. Associated with Mr. Blackman in the executive personnel of the Blackman Talking Machine Co. are Fred P. Oliver, vice-president and general manager of the company; C. L. Johnston, secretary and sales manager; J. F. Ashby, treasurer, and Geo. F. Thau, assistant secretary. They are all in thorough accord with the policies inaugurated by Mr. Blackman, which have shaped and sponsored the success of the company as a Victor wholesaler.

**BETTER HOMES WEEK HELPS TRADE**

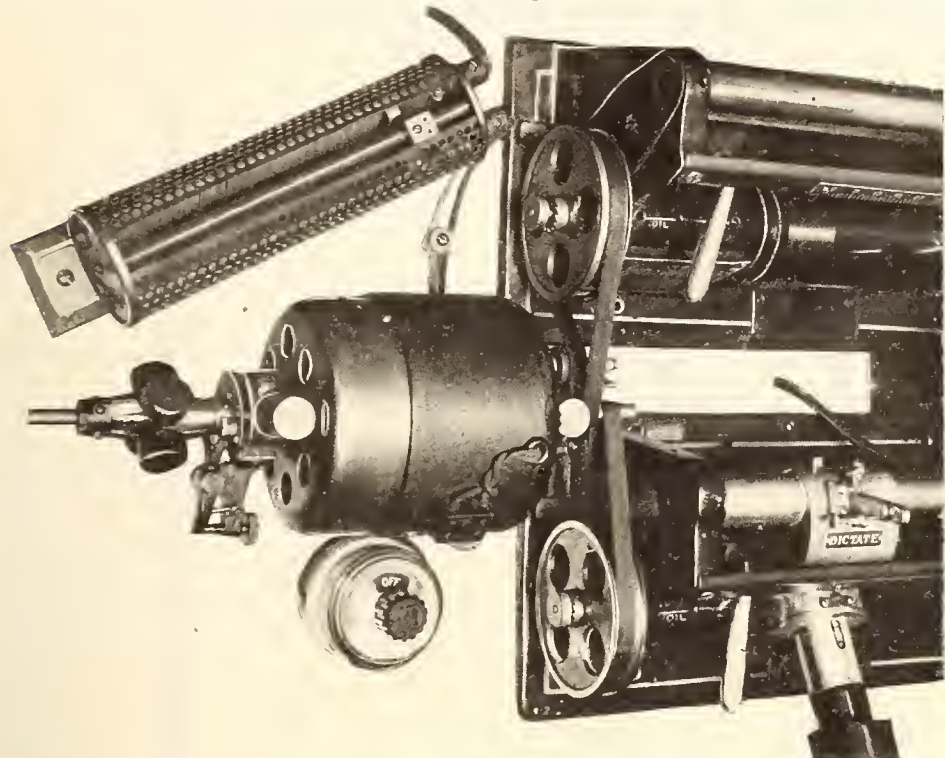
MEMPHIS, TENN., May 6.—The celebration of Better Homes Week here in April had the effect of considerably stimulating all classes of trade, the talking machine trade not excepted. Special window displays, prizes and attractive inducements to the public helped to make the event an unqualified success from the standpoint of increased business.



**DICTAPHONE FOR RADIO MESSAGES**

Special Radio Recording Device of New York Times Receives European News Messages

A special dictaphone recording device has been built for use in connection with the reception of radio signals from Europe, when high-speed transmission is resorted to, according to



Duplex Phonograph Recorder for Radio Signals in Use at the New York Times Radio Station in New York City. The Second Record Can be Started While the First is Still Rotating, so as to Obtain a Continuous Record of Long Incoming Messages. Signals Can Also be Recorded on the Records at High Speed, and Afterwards Transcribed on a Low Speed Phonograph.

an article by Arthur H. Lynch in Science and Invention, to whom we are indebted for the courtesy of the illustration. This device has been built especially for the New York Times, and it is used in that paper's radio-receiving station for copying press dispatches.

As will be seen from the accompanying photograph, there are two recording machines, driven

by the same electric motor. Each machine is fitted with a clutch, which is used to carry the power from the driving motor to the drum, which carries the wax records. When one machine is in operation the other is standing still, with the exception of a short period, when both machines run simultaneously, in order to make certain of continuity of the message from one cylinder to the other. This is effected in the following manner:

The recording devices of both machines are fitted with telephone receivers which operate simultaneously. Blank wax cylinders are placed on the drums of both machines and one of them is put in operation. The recording device is moved along the wax record by a worm-gear and an arm extends from it which engages a small lever shown in the photograph. Pressure on the lever causes the clutch on the first recording machine to disengage and the machine which has been idle to start. The time the two machines run together depends upon the size of the teeth on the clutches.

It will be seen that the governor of the driving motor is quite similar to those found on phonographs and any speed may be had by adjusting it. By running the records at comparatively high speed when the signals are coming in and

then placing them on a reproducing machine which is run at a lower speed it is possible for the operators to decipher messages which otherwise would be unintelligible to them, and this dual system makes certain that none of the incoming signals are lost while the records are being changed.

**HARMS PIANO CO. IN NEW HOME**

Well-known Aberdeen, S. D., Music House Features Victor and Brunswick Machines in Its Specially Constructed Department

ABERDEEN, S. D., May 5.—The George Harms Piano Co., George Harms, proprietor and manager, recently opened its new quarters in the Wells block, this city. The store has been entirely remodeled, and the Victor and Brunswick lines of machines and records are displayed in a specially constructed department, which is considered one of the most attractive in this part of the State. An extensive line of pianos is also handled. The staff includes, besides Mr. Harms, Miss Mildred Reese, in charge of records and sheet music; Henry Stellner, salesman; John Cushman and J. P. Jolin.

**J. G. CORLEY IMPROVED IN HEALTH**

John G. Corley, president of the Corley Co., of Richmond, Va., is reported as showing substantial improvement. His convalescence is now such that he expects to shortly leave the city for a period of rest in the Virginia mountains. Mr. Corley is particularly interested in the coming convention and is most hopeful of being able to attend.

T. J. Shepherd & Son, Orleans, Ind., have installed a radio equipment in their store. They make a practice to hook up the equipment with the Magnavox and enlist plenty of attention and publicity by giving a series of concerts in front of their store.

**WHY—THE HALL FIBRE NEEDLE?**

It is the needle that sells itself—that sells records and prompts the purchase of Talking Machines. It is the needle that satisfies the customer and thereby brings money to the **DEALER**



PACKED IN THIS VERY ATTRACTIVE FOUR-COLORED COUNTER DISPLAY. COMBINATION CARTON } 25 PKGS. NO. 1—100 to Pkg.  
 } 75 PKGS. NO. 5—50 to Pkg.  
 CARTON NO. 1— 50 PACKAGES—100 to Pkg.  
 CARTON NO. 5—100 PACKAGES— 50 to Pkg.

**HALL MANUFACTURING CO.**

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.



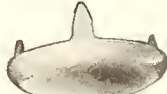
Made of High Grade  
Hardened Steel  
Specially Treated  
to Give  
Frictionless Surface



Extra Heavy  
Size—1 1/8 in.



7/8 in.



3/4 in.



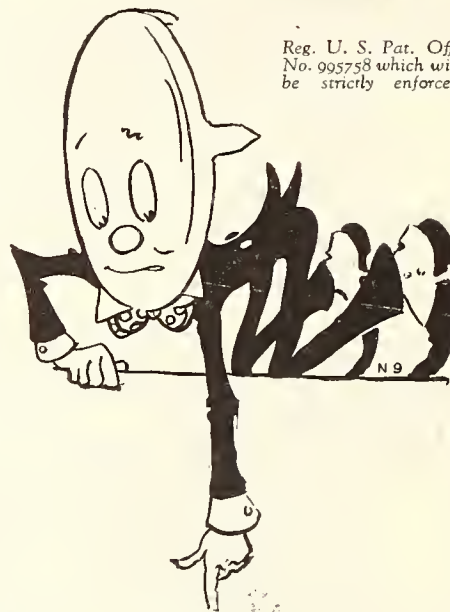
5/8 in.



1/2 in.



3/8 in.



## Are You Selling Finished Furniture?

A complete piece of furniture must have a footwear device.

In selecting that device, what qualities should it embrace?

It should embrace — simplicity — ease of movement — impossibility of getting out of order — invisibility — protection to furniture, floors and rugs.

There is only one device that has all of these qualities PLUS

*Economy*

*Silence*

*Adaptability*—Suitable for covered and uncovered floors alike.

*Service*— Long wear.

The perfect footwear for furniture—

### **DOMES of SILENCE**

*"Better than Casters"*

**Henry W. Peabody & Co.**

DOMES OF SILENCE DIVISION

17 State Street, New York City

*In All Your Talking Machine Orders,*

**Specify DOMES of SILENCE**



# HAPPENINGS IN THE DOMINION OF CANADA

## TORONTO CONTINUES TO BE AN ACTIVE TRADE CENTER

Sound Amplifier Patented by Gerhard Heintzman, Ltd.—Holley to Visit Sonora Dealers—Jewett Phonograph Co. of Canada Incorporated—Vocalion Recordings Please—News of Month

TORONTO, ONT., May 8.—Canadian patent rights have been granted Gerhard Heintzman, Ltd., on a new talking machine sound amplifier, the walls and sides of which are provided with a series of ribs, which may be varied in number, according to the size and area of amplifier. It is claimed these ribs, being placed in a fan shape and in conjunction with the deflector, equally distribute the sound waves to the orifice, taking care of all tones equally, thus making the rendition so that no tone or tones are hidden.

It is also claimed that, being ribbed, the higher-pitched tones receive the rigidity necessary, freeing them from any echo or hollowness sometimes apparent if not used in this manner.

The lower tones, having longer and slower vibrations, are therefore enriched and broadened by the gradual spreading of the fan-shaped principle of the ribs; also the relation of the vibrations or sound waves to the dimensions of the material between the ribs. In other words, high tones are amplified by the rigid portion of the board where it is ribbed and as soon as the distance becomes greater from each rib the board gradually resonates to the accommodation and benefit of the lower tones. The invention is claimed to properly balance all tones to the power value intended by the artist or artists when recording was made.

A new appointment on the staff of I. Montagnes & Co., Canadian Sonora distributors, is J. H. Holley, who will call on the retail dealers in the interests of the Sonora from Winnipeg to Vancouver and Victoria. Mr. Holley is a well-known man in Western Canada. His work will be to cover the Western provinces more minutely than has been possible in the past and is expected to mean the eventual opening of a branch office in this territory.

Edwin A. Stevenson, formerly president of the Regal Phonograph Co., Ltd., has joined the sales force of the Gold Medal Furniture Mfg. Co., Ltd., and will have charge of the talking machine sales department for the Province of Ontario.

When the May list of Brunswick recordings appears dealers will note the addition of some double-face operatic records. These, according to the Musical Merchandise Sales Co., Canadian Brunswick distributor, will be introduced into the Brunswick catalog, retailing in Canada at \$1.75 to \$2.25, and will be followed by others of the same nature from then on. They will bear gold labels and will replace in time the green label series, the single-faced operatic and classic discs, the production of which has been discontinued by the Brunswick organization.

Gordon Chase has become manager of Mason & Risch, Ltd., at Chatham, succeeding the late John Glassford. W. Connor, who has been temporarily in charge since Mr. Glassford's death, will continue as assistant to Mr. Chase.

Announcement is made of the incorporation of the Jewett Phonograph Co., of Canada, Ltd., with headquarters in Windsor, Ont. This new firm is capitalized at \$950,000.

A "Diner" on one of the large Canadian railroad systems was recently equipped with a Brunswick phonograph. The conductor found such a marked appreciation of the music at meal-times that he ran an extra afternoon and evening program in the dining car.

The Robert Simpson Co., Ltd., is conducting a series of recitals by local artists who appear in person during the week in the talking machine department of this firm. They compose the following "His Master's Voice" artists: Frank Old-

field, Miss Vera McLean and R. H. Ruthven McDonald.

A series of musical demonstrations for school and music teachers at the Toronto Conservatory of Music marks an important step in the development of a new method of musical training.

By means of a specially made series of educational records played on a Grafonola children are led to an appreciation of the best music.

The present course, which has been marked by a large attendance of keenly interested Toronto teachers, is being conducted by Miss Mae E. Skilling and Miss Ethel McKee, of the educational department of the Columbia Graphophone Co.

The installation of talking machines with records in the public schools throughout Canada

was urged by Bruce A. Carey, supervisor of music in the Hamilton (Ont.) schools in a talk before the Wentworth County Teachers' Association at Hamilton recently. Mr. Carey classified the benefits derived by the pupils of musical teaching as not only musical, but physical, mental and spiritual as well. It was valuable, he declared, as a developer of intellect, as well as a refining and civilized influence.

The London String Quartet, world-famous musical organization and Vocalion artists, has, at the insistent request of many music lovers, been recalled to Toronto for a second appearance this season.

In addition to several superb recordings the quartet has made exclusively for Vocalion records, Warwick Evans, the distinguished 'cello soloist, has also recorded a number of delightful solos that should be in every music lover's library. Scythes Vocalion Co., Ltd., Toronto, report a good demand among dealers for these particular selections.

## McCORMACK'S RECOVERY PLEASES THE MONTREAL TRADE

Illness of Popular Victor Tenor Aroused Much Attention—Miss Pierce Opens Columbia Store—New Ordinance Prohibits Use of Phonograph Horns Projecting From Stores—Other News

MONTREAL, CAN., May 8.—Widespread interest was evinced in the recent illness of John McCormack, exclusive Victor artist, and the leading Montreal newspapers bulletined at various intervals during the day the progress made by the patient.

The phonograph department of H. P. Labelle, Ltd., now occupies the ground floor of its new building, with J. T. Lemieux in charge. The original "Windsor" phonograph and other makes are handled here.

Miss Pierce, for a number of years assistant to Miss Vezina, manageress of the Columbia Graphophone department of Almy's, Ltd., has opened a store on her own account at 431 Wellington street. For the present she will handle the Stewart phonograph and Columbia records.

V. Sgroi, one of Montreal's leading Columbia and Edison Amberola dealers, was the subject of a very flattering notice in a recent issue of The Standard, of this city. It pointed out how he started with a cash capital of \$50 ten years ago, and now carries stock to the value of \$50,000. Mr. Sgroi has an able assistant in his son.

One of the handsome main show windows of Goodwin's, Ltd., recently contained a number of Brunswick models which attracted considerable attention from passers-by. Manager Norman F. Rowell, of the phonograph department, reports business as fair.

A case has been brought to our attention whereby a firm manufacturing phonographs recently made an assignment for the benefit of its creditors. The trade-mark or transfers were sold to a dealer for a given sum who clapped them on a machine of his own make and sold them in competition with the original machine of the same make, now sold by a dealer who had a large number on hand at the time of the fail-

ure. He says it takes some tall explaining to convince customers that these two makes, while similar in name and sold at different prices, are not one and the same machine.

A new city ordinance has been passed by the City of Montreal prohibiting the use of all phonograph horns projecting from stores into the street, and any person found breaking this law is subject to a fine of \$40. Commenting upon this law, one prominent dealer stated that the transmitting of music by this means netted him around \$20 a month and was, he considered, a valuable asset to his business, as it invariably attracted attention to his store and was the means of having customers or probable buyers enter his place of business, and nine times out of ten converting them into buyers.

Signor Friscoe, xylophone genius, played a week's engagement at the Princess Theatre here quite recently.

For this act Layton Bros. provided from stock an official Edison Diamond Disc Laboratory model phonograph which was used in conjunction with this musical act. Layton Bros. are authority for the statement that this artist's last appearance locally was the means of their selling a number of Edison phonographs.

Arthur Blouin, Sherbrooke, Que., is reorganizing and enlarging his record department. He reports the sale of Columbia Grafonolas and Brunswick phonographs as quite satisfactory.

The promotion and service department of His Master's Voice, Ltd., does not let an opportunity slip by for linking up its records with timely events of general interest to the music-buying public. The latest correlation has been with "School Days," a motion picture featuring Wesley Barry and his famous freckled face, that is

(Continued on page 96)

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 50



**HAPPENINGS IN CANADIAN TRADE**

*(Continued from page 95)*

drawing large audiences in different Canadian centers. His Master's Voice dealers have been circularized with a view to getting them to feature record No. 16526 in this connection. It is a record that brings back to mind school and boyhood days.

**GIVING IMPETUS TO RECORD SALES**

**Winnipeg Dealers Would Like Manufacturers to Carry Advertising the Same Time Their Artists Are on Tour—Oliver With Wray Co.**

WINNIPEG, MAN., May 8.—It has been pointed out before that not enough impetus is given to sales of records by the dealers and record companies when a series of great artists come through the West by the placing of advertising at the same time as the artists are making their tour. This is a matter which should be taken up by the different dealers' associations, who could collaborate with the musical representative of the leading daily newspaper in every town, in order that they may get the benefit. Timeliness in advertising is just as advantageous to the dealer as it is to the writer of newspaper articles and stories. During the past few weeks there has been considerable talk about the interesting musical standard which has been set up in Western communities within the past few years from the widespread influence of the talking machine and player-piano. It has caused many who were formerly content to hear operatic selections and drawing-room ballads sung at intervals by indifferent singers to wake up suddenly to find that they are no longer content with mediocre performances brought here by third-rate opera companies.

The local visit of the eminent pianist, composer and conductor and exclusive Columbia artist, Percy Grainger, to Regina, Sask., was the means of still further increasing the popularity of this artist's recordings and all Columbia dealers renewed activity in this direction.

W. A. Oliver, well known to the music trade of Eastern Canada, has been appointed manager of the new talking machine department of Wray's Music Store here. Victrolas, Brunswick phonographs and "His Master's Voice" records are carried.

**NEW SALES AGENT FOR SPRAYTONE**

**C. D. M. Trading Co. to Look After the Marketing of Spraytone Portable Phonographs**

The Spraytone Phonograph Co., Inc., Ridgewood, N. J., has appointed the C. D. M. Trading Co., 109 Lafayette street, New York, exclusive sales agent for the Spraytone portable. This does not affect the various other models manufactured by the company.

The Spraytone portable is a unique machine with a double-spring motor and full-size universal tone arm. It has, however, folding amplifying horns that act as tone modifiers. It is in mahogany finish, compact and weighs fourteen pounds.

The C. D. M. Trading Co. is already appointing distributors throughout the country. Among these is the Cabinet & Accessories Co., Inc., 135 West Thirty-fourth street, New York City, which has been appointed jobber for the metropolitan district. An intensive sales campaign has been inaugurated by the company.

**DAYTON STARR STORE TO MOVE**

DAYTON, O., May 6.—Following several weeks spent in remodeling its new store at 116 North Main street, this city, the Starr Piano Co. is now prepared to settle in the attractive new quarters, according to A. J. DeHays, local manager. A stock of new phonographs, pianos and player-pianos will be brought from the factory in Richmond, Ind., for the opening.

The White Furniture Co., of Williamsburg, Ky., was very seriously damaged by fire recently. It was partially covered by insurance.

**OKEH RADIO PARTY SCORES**

**Okeh Artists Appear at Bedloe's Island—Nathan Glantz Plays Several Selections**

Another Okeh radio party was held on Wednesday, April 26, at Bedloe's Island broadcasting station under the direction of Fred W. Hager, recording director of the General Phono-



Nathan Glantz

graph Corp. Quite a number of well-known Okeh artists were on the program and William Tilden acted as master of ceremonies. Among the artists who appeared were Nathan Glantz, popular saxophonist; Louis Breau, Nat Sanders, Sibyl Sanderson Fagan, Lydia Rivetti, Billy Tilden and Byron G. Harlan.

Beniamino Gigli, famous Victor artist and Metropolitan tenor, made his first public appearance out of operatic circles in New York on May 2 in a concert at Carnegie Hall.

50c.  
List Price

**Puritan Records**

50c.  
List Price

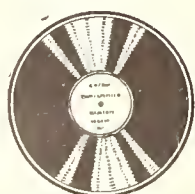
10-INCH DOUBLE DISC

The biggest value in 50-cent records on the market. Large catalogue — A1 recording — immediate release of hits — assures quick turnover.

Increasing numbers of new dealers have added Puritan records during the past month. Large repeat orders are being received from our established agencies.

**LOOK FOR THE PURITAN ON OUR NEW LABEL**

*We are confining our shipments to a territory east of the Ohio and north of the Potomac. Dealers in that territory are invited to write for our proposition.*



**THE BRIDGEPORT DIE AND MACHINE CO.**

170 ELM STREET  
BRIDGEPORT, CONN.





# BUFFALO

*Demand Growing—New Talking Machine Departments in Evidence—Live News Budget*

BUFFALO, May 6.—Talking machine business has been showing a slow, but what many dealers believe is destined to be a permanent, improvement. The medium-priced machines of many makes are moving in increasing volume, while the models at higher prices are also moving fairly well.

One encouraging sign of the times is that the demand seems to be general. Nearly every retailer in the Buffalo district as well as those supplied from the wholesale houses here, has been making favorable reports of sales, and the general tone of business talk is more optimistic than it has been for some time.

Sales of grand opera records have been leaders here during the past few weeks, due to Buffalo's grand opera season. There has also been a gratifying increase in the sale of popular numbers and of standard records. Generally speaking, the trade outlook is better than it has been for some time past.

One of Buffalo's pioneer talking machine dealers retired from business on May 1, when C. E. Siegesmund closed out his store at 632 Main street and discontinued business. Mr. Siegesmund's stock, good-will, fixtures and his Victor franchise were taken over by A. Victor & Co., housefurnishings retailers, who have a retail store at Main and Genesee streets.

Victor & Co. at once began preparations for an elaborate set of quarters for their new Victor department. Opening of this department will take place in the near future. Arthur Victor will take personal charge of this department, which he plans to make one of the chief assets of the company's big department store. A full line of machines and records will be carried.

Mr. Siegesmund's retirement is a source of much regret among the trade, as he has been one of its real leaders for many years. Until very recently he was president of the Victor Dealers' Association of Western New York.

One of the finest talking machine departments in New York State will be found in the new music store which is about to be opened by J. N. Adam & Co. in the building in Washington street directly opposite the firm's six-story department store building. Under direction of Manager Stephen Butler, a talking machine department second to none in the vicinity is being installed as a feature of the new store.

Another fine new talking machine department about to be opened for public inspection is that which has been provided in the new Kurtzmann retail store in the Pierce Building, now nearing completion. Many new ideas in the way of talking machine and record merchandising are incorporated in the Kurtzmann store, it is understood.

Still another recent addition to Buffalo's fine talking machine retail departments is that in the new McClellan Music house in Main street, above Chippewa street.

Talking machine dealers have been giving their time to the Chamber of Commerce membership campaign, through which 1,500 new members are sought for the city's business organization. C. N. Andrews, head of the wholesale Victor house bearing his name, was the active leader of the dealers' campaign to add all of the leading men of the music industries to the Chamber's membership before the campaign closes.

The March meeting of the Victor Dealers' Association of Western New York was featured by a discussion of advertising. It was the consensus of opinion that periods of dull business should be the time for increased, rather than decreased advertising. The meeting followed noon luncheon served in the Hotel Iroquois.

Charles Hoffman, proprietor of one of Buffalo's leading Brunswick stores, has had his sales and showrooms remodeled. His patrons now find

every convenience and facility for trading in the Hoffman establishment.

Lew Berk, who formerly conducted a talking machine store in South Clinton avenue, Rochester, is the manager of the new Song and Gift shop recently opened at 209 East Main street, in that city.

A voluntary petition in bankruptcy was filed in the U. S. District Court here by Daniel R. Rober, talking machine and record dealer of Jamestown, N. Y. Mr. Rober, who conducted his business under the name of the Song Shop, listed assets of \$2,524 and liabilities of \$6,609.

Columbia dealers in the Buffalo territory are giving 100 per cent co-operation in the national advertising campaign and are getting the results which co-operation usually brings. The Columbia branch here has been on the job providing instruments for the new Buffalo radio telephone broadcasting station.

The Victor Dealers Association of Buffalo held a special session on April 19, the occasion being the visit of J. J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave an hour's talk regarding the amount of money a Victor dealer can afford to spend on advertising and the media in which he should use this appropriation. Later Mr. Davin had the pleasure of visiting many of the local retail stores where he discussed matters of vital interest to the sales clerks in the various establishments.

Mamie Smith's records have had a big sale here since her recent appearance in the Broadway Auditorium. Nearly 2,500 persons attended.

Warren R. Truax has closed out his music store at East Rochester and expects to rest this Summer. In the Fall he will probably open a new music store in Canandaigua, N. Y.

The Flexola Phonograph Co., of Jamestown, N. Y., has begun commercial production of instruments.

Walter Mahoney has closed his talking machine store at Niagara Falls and has taken a position in one of Rochester's leading music houses.

**HEADQUARTERS**  
For  
**Single Spring Motors**  
and  
**Mica Diaphragms**  
**WILLIAM BRAND**  
27 East 22nd St., New York City

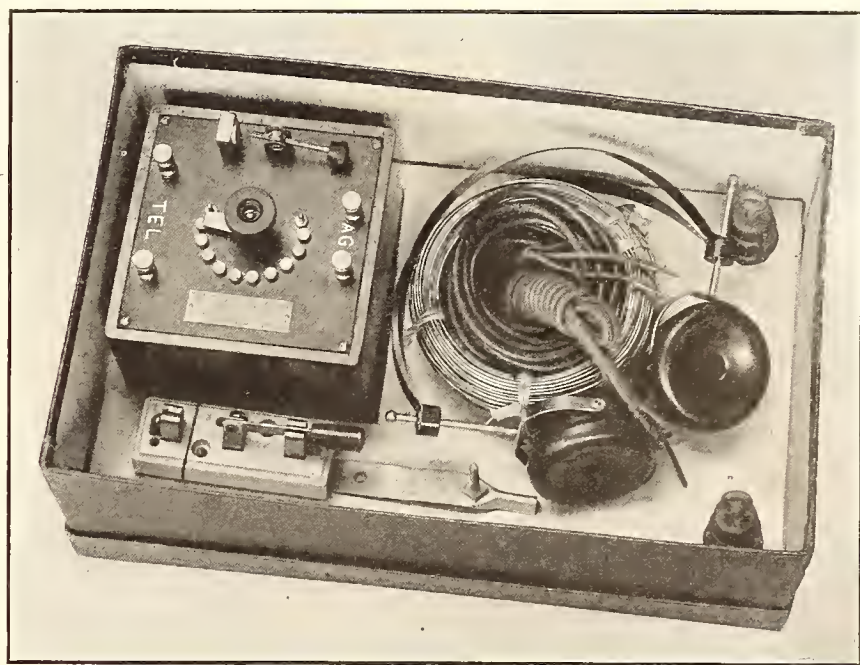
Spalding & Co., one of the oldest accounts of the Columbia Buffalo branch, are preparing for the opening of their newly installed Grafonola department.

H. W. Cardozo, until recently assistant manager of the Columbia Buffalo branch, has resigned.

## TROY DEALERS JOINTLY ADVERTISE

*Fine Display Made During Music Week by Leading Houses in Concerts and Publicity*

TROY, N. Y., May 8.—The piano and talking machine dealers of this city celebrated Music Week with a strikingly arranged joint advertisement in the daily papers of May 3, the center of which consisted of some impressive and interesting disquisitions on the various phases of music and its importance. During the week the various music houses gave a number of entertainments, and Cluett & Sons especially had a Vocalion concert every afternoon from 2 to 4 p.m. On May 3 the Misses Nellie and Sara Kouns, sopranos, appeared with the Troy Vocal Society and the singing of these exclusive Vocalion artists was enthusiastically received. Their appearance in the Cluett store resulted in a greatly increased demand for their records. Troy was certainly placed on the map during Music Week, thanks to the enterprise of its music merchants.



## ATLANTIC Jr.

CRYSTAL RECEIVER

**\$18**

*Ready for Installation*

**RECEIVER; Efficient, Attractive**  
**HEAD PHONES; Double Headset, 2000 Ohms**  
**ANTENNA EQUIPMENT; Complete**

**Unique in Design and Construction**

*Distributors Communicate with*

**ATLANTIC INSTRUMENT CO., Inc.**  
13-21 PARK ROW NEW YORK



# Special Sale for Thirty Days Only

In order to give our customers an opportunity to take full advantage of our special sale offer on LONG CONSOLE CABINETS before permanently closing it, we are extending the date of closing for thirty days from May 20th.

## Sale Closes on June 20th

On all orders for LONG CONSOLE CABINETS received up to and including June 20th, the special prices listed below will be accepted. After that date, our regular prices will prevail.

LONG CONSOLE CABINETS need no introduction to the trade. They are the recognized leaders in the cabinet industry.



Style 601  
Colonial

Regular Price \$31.50

Sale Price  
**\$25.20**



Style 602  
Louis XV

Regular Price \$35.00

Sale Price  
**\$28.00**



Style 603  
Chippendale

Regular Price \$33.50

Sale Price  
**\$26.80**

The quantity is limited. Place your orders today.

**THE GEO. A. LONG CABINET CO.**  
HANOVER, PA.



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., May 6.—One of the features of the month that has been of particular interest to members of the local talking machine trade and which is expected to prove distinctly to their benefit was the Music Week celebration from April 30 to May 7. The celebration was State-wide in scope and the talking machine men gave to it their whole-hearted support and co-operation.

H. A. Weymann & Son, Victor wholesalers, sent out some excellent publicity to their dealers urging participation in Music Week with a view to impressing upon every person, young and old, the importance of good music in community and home life, and of the fact that the Victrola and Victor records were symbolic of the world's best music.

Florence J. Heppe, of C. J. Heppe & Son, also took an active interest in the campaign and it was largely through his efforts that arrangements were made for a course of twelve lectures on music before public school teachers by members of the Educational Department of the Victor Talking Machine department under the direction of Mrs. Frances E. Clark, director of that department.

Another Music Week enthusiast is Louis Buehn, head of the Louis Buehn Co., Victor wholesaler, and president of the National Association of Talking Machine Jobbers, who is confident that real business will result from the interest aroused in music as a result of the many concerts and recitals. Mr. Buehn stated that a number of dealers arranged elaborate programs during the week, among them William F. Lamb, Pottstown, Pa., who, in addition to handling the Victor line, also directs Lamb's Orchestra,

which gave several concerts in Pottstown and neighboring cities.

Mr. Buehn reports that business has been moving along in a normal manner and that a great deal of interest has been manifested by the public in the new Victor machines, horizontal models, which seem to appeal to patrons more than the well-known Victor upright models.

#### An Attractive Window Display

One of the most attractive window displays to be seen in Philadelphia during the last week was that at the Buehn Co. store. In keeping with the season there had been erected in the window a tall May pole covered with white silk ribbon and with streamers leading from the pole to the exhibits of various Victor models and records that were being shown. Large groups of Spring flowers added to the attractive display, which won the approval of the many hundreds of people who pass this window daily.

#### Alterations and Improvements at Penn Co.

Another Arch street house that is displaying its modern and progressive spirit is the Penn Phonograph Co., the Victor wholesaler, located at 913 Arch street. This company is making extensive alterations to its up-to-date four-story building, and the entire second floor has been remodeled in a most attractive way. Half of this floor will, in the future, be used as offices for the officials of the company, while the other half has been decorated most handsomely, and will be used for display purposes for visiting dealers and the public. A number of booths will be included in this section.

It is expected that these alterations will be completed within two weeks, and when they are finished it is certain that this company will have

one of the most beautiful and up-to-date office buildings and display rooms to be found in Philadelphia. The third floor, which now houses the offices, will be used to increase the stock-room space.

Among the interesting visitors at the Penn Phonograph Co. headquarters during the last week was J. H. Hough, of Shenandoah, Pa., who gave an account of business conditions prevailing in his vicinity.

#### T. W. Barnhill a Lover of Art

T. W. Barnhill, of the Penn Co., is an ardent lover of art and takes great pride in the select collection of paintings by noted masters which he has gathered together during his life. Naturally he was greatly interested in the observance of Artists' Week recently. During this period dozens of stores along Chestnut street and a few other thoroughfares exhibited paintings loaned by the Pennsylvania Academy of the Fine Arts. In commenting upon these displays Mr. Barnhill said that he found it very difficult to hurry along Chestnut street when there were so many beautiful paintings to attract his attention.

#### Hopkins Gets the Victor Agency in Chester

Harry W. Weymann, head of H. A. Weymann & Son, Inc., announces that the Hopkins Piano Co., 531 Market street, Chester, has obtained a Victor agency through the purchase of the stock of the Norwood Home Store, located in Norwood, a little town about six miles from Chester. The latter company has discontinued business. The Hopkins Co. plans to open a beautiful store, well equipped to do an extensive business.

"I am glad to be able to say that we have been

(Continued on page 100)

## WILL THERE BE ANOTHER VICTOR HARVEST?

Emphatically yes—But only for the man who works and cultivates his field of prospects. This is *digging* time — but a war-time rake won't do.

Plough deep the prospect field with outside workers — cultivate intensively the record field with strong personal selling and advertising methods.

Your reward should be a summer, fall and winter harvest.

**The Louis Buehn Company**  
**The Victor Wholesalers**  
 of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 99)

doing an excellent business in the new Victrolas, horizontal style," said Mr. Weymann. "It is really remarkable how enthusiastically the public has welcomed these new models. In nearly every instance where our dealers have grouped their display of these handsome instruments separate from the display of the upright models they have shown to much better advantage with the result that they have attracted widespread attention and approval, and we have received many repeat orders from these active Victor dealers.

"According to many reports that we have received, the Victor dealers are experiencing a return to normal business conditions to an extent that is greater than was generally expected. Our dealers assert that the April sales of Victor machines and records have been a decided increase over those made in March and are also well above those made last year during the same period."

#### Meeting of Columbia Dealers

The monthly meeting of the Columbia Grafonola Dealers' Association was held on April 25 at the local Columbia branch, where the latest business developments were discussed at length. One of the chief subjects was the growth of the radio business, and P. C. Cummin, branch manager, told the dealers of the company's views in that connection.

#### Mid-month Suggestion Hanger Popular

The dealers' service department of H. W. Weymann & Son, Inc., under the direction of Charles Paulson, reports the mid-month suggestion hanger with which they supply their dealers is continuing to stimulate business in a remarkable manner. Through the suggestions on these hangers dealers have been completely sold out on otherwise slow-moving numbers and have had to re-order from Weymann. Part of the work of this department is the personal co-operation of the dealer, and Mr. Paulson is giving much of his attention to this end.

#### Economy Co. Buys Hunt's Stock

The Victor talking machine stock of Hunt's Drug Store in Danville, Pa., was recently taken over by the Economy Store Co., of Bloomsberg. The Economy Co. has installed considerable new Unico equipment and it now has one of the most attractive talking machine departments in that section of the State.

#### Pierce With Buehn Co.

The latest addition to the sales staff of the Louis Buehn Co. is H. C. Pierce, who was for-

## H. A. WEYMANN & SON, Inc.

1108 Chestnut Street Philadelphia, Pa.

**VICTOR WHOLESALERS**

Q.R.S. PLAYER ROLLS

WEYMANN 'KEYSTONE STATE' STRING INSTRUMENTS

**Our Organization is constantly alive to the individual requirements of our Victor Dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.**

All Victor Dealers in our territory should be on our mailing list and receive our "Mid-Month Suggestions" Hangers.

This is one of the many features of our Victor Service.



merly with the Geo. D. Ornstein Co. Mr. Pierce takes the place made vacant by the resignation of E. P. Bliss, who has entered the radio field.

#### Marriage of Robert F. Bensinger

There was quite a gathering of talking machine men in the city recently when Miss Dora B. Lovenstein, daughter of Mr. and Mrs. S. D. Lovenstein, of Philadelphia and Jenkintown, was married to Robert F. Bensinger, son of the president of the Brunswick-Balke-Collender Co. Among those attending the ceremony were: C. T. Miller, vice-president; P. L. Deutsch, general sales manager; H. F. Davenport, secretary, and Edward M. Strauss, Eastern district manager, with headquarters in New York.

#### Cheney Phonographs on the Sea

The Cheney phonograph is going to attain quite some prominence on the sea, judging from the

fact that the following ships built by the New York Ship Building Co. at its yards have been equipped with Cheney machines: Old North State, American Legion, Southern Cross, Hoosier State, Blue Hen State, Centennial State, Bay State and Keystone State.

#### Death of August Pleibel

August Pleibel, well known in the talking machine trade through his connection with the Victor department of H. A. Weymann & Son, died the closing week of April after a month's illness. The deceased had been connected with the Weymann house for fifteen years and his death, which followed an operation, has caused quite some regret.

#### Pathé Offices in Philadelphia

The Pathé Co. has opened local offices on the fourth floor at 1209 Arch street, with C. W. Flood in charge. There are some rumors here that the Pathé Co. is going to manufacture a combined phonograph and radio.

#### A Columbia Visitor

Among the recent visitors to the local Columbia Co. branch was H. C. Cox, treasurer of the company, who expressed himself as being well pleased with the progress being made.

#### Victor Horizontal Types Being Featured

In talking with various Victor retailers throughout the city, all reported sales of the various new horizontal types of Victrola. The proportion of sales of this type of machine in comparison with the upright types varies greatly. In some instances the sales of the horizontal type constituted twenty-five per cent of the total machine sales, whereas in a prominent chain of stores located in various parts of the city, the sales of these instruments constituted seventy-

# On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

*Victor Wholesale Only*

## DECALCOMANIA

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

*Write us for further information*

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



CABLE ADDRESS REG'D  
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES  
106-110 W. LAKE ST.,  
CHICAGO, ILL.

MFRS. SALES COMPANY  
339 FIFTH AVENUE  
PITTSBURGH, PA.

V. T. SCHULTZ  
CLEVELAND, OHIO

RAYSOLO SALES CO.  
LANCASTER, PA.

JORDAN & COMPANY  
305 BROADWAY,  
NEW YORK, N. Y.

SAMUEL TOOLE,  
336 BURGESS AVE.,  
INDIANAPOLIS, IND.

WALTER S. GRAY  
SAN FRANCISCO, CAL.

ARTHUR BRAND & CO.  
CINCINNATI, OHIO

FRANK G. SCHOFIELD  
220 KING STREET W.  
TORONTO, CANADA

H. A. BEMISTER  
122 ST. ANTOINE ST.  
MONTREAL, CANADA

STANDARD T. M. SHOP  
VANCOUVER, B. C., CANADA

STEINOLA COMPANY  
KANSAS CITY, MO.

ARTOPHONE COMPANY  
1103 OLIVE STREET  
ST. LOUIS, MO.

PROVIDENCE PHONO. CO.  
95 FOUNTAIN STREET  
PROVIDENCE, R. I.

DAVENPORT ACCESSORY CO.  
DAVENPORT, IOWA

S. RAKUSEN & COMPANY  
SHANGHAI, CHINA

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 100)

five per cent of the total sales. During the first week of the month the general newspaper publicity of the Victor Talking Machine Co. featured these new models, and it is expected this publicity will have a very favorable effect.

### Featured the Phono-Toner

In the newspaper publicity of the Estey Co. it recently featured the Phono-Toner, a device calculated to reduce surface noise and improve the tone of the talking machine. This company has handled this device for some time and has sold a considerable number.

### Edw. P. Bliss Enters Radio Field

Edward P. Bliss, of the sales staff of the Louis Buehn Co., Victor distributor of this city, has entered the radio field, becoming an executive member of the Sayre-Level Co., radio wholesaler, with headquarters in Philadelphia. He has been prominently connected in the Victor field for the past ten years, first as traveler for the Victor Co., then with Lyon & Healy, and for the past five years with the Louis Buehn Co. Mr. Bliss has a host of friends in the Victor trade, and this advancement will be welcome news to them.

## RETURNS FROM TWO MONTHS' TRIP

Harry Beach, Vice-president of the Unit Construction Co., at His Desk After Coast-to-Coast Trip—Reports Average Business Good

Harry A. Beach, vice-president of the Unit Construction Co., manufacturer of Unico ware-room equipment, returned to the headquarters of the company on the first of the month, thereby completing a two months' trip throughout the country, extending as far as the Pacific Coast. Mr. Beach made stops at the principal cities en route. While general business conditions might be termed good, business was found rather spotty in character, according to the locality. While in some cities business was slightly below normal, reports from other cities brought the average up through reports of very good business. The general impression to be found everywhere was that business was on the upward trend and that it was only a matter of a short time before very good business would be experienced everywhere.

## POOR MANAGEMENT HURTING TRADE

J. C. Payne, of the Victor Talking Machine Co., Addresses Sales Managers

PHILADELPHIA, PA., May 3.—Business throughout the country is not as dull as sometimes surmised, according to J. C. Payne, legal adviser of the Victor Talking Machine Co., who spoke at the closing banquet of the Sales Managers' Association at the Bellevue-Stratford in this city recently. "Business is held up," he said, "by fright on the part of the seller and not on the part of the buyer."

## Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street  
225 W. Mulberry St.Philadelphia, Pa.  
Baltimore, Md.

Mr. Payne, who has recently returned from a trip around the country investigating conditions for his company, said business must become less materialistic. Dealers are in a chaotic state, he believes, because of poor co-operation with manufacturers. In many cases where the retailer showed activity his business was doubled, he found.

## COLUMBIA DEALER IN NEW HOME

Starr & Moss Co., of Philadelphia, Occupying Attractive Quarters—Energetic Sales Work Triples Record Sales

PHILADELPHIA, PA., May 4.—The Starr & Moss Co., 3635-37-39 Germantown avenue, this city, has just moved into its new home at this address. The company, which handles Columbia Grafonolas and Columbia records, is now occupying one of the most attractive talking machine establishments in the State, and its new home is a distinct tribute to the able management

of Harry Sommers, who is in charge of the Columbia department.

The Starr & Moss Co. has a novel way of building up Columbia record business, and the plan is worth trying, as it has been instrumental in tripling record sales. Each month the sales force distributes Columbia catalogs and supplements personally to the residents in the surrounding territory, thereby rendering service, creating a feeling of personal good-will and stimulating friendship between the customer and the store.

The members of the sales staff are Miss Low, a very capable saleslady, and El. Walls, who has been identified with the talking machine industry for five years. Mr. Walls is well known on the theatrical stage, having appeared in vaudeville, musical comedies and stock repertoire companies. He numbers among his friends members of the vaudeville profession throughout the country, and he has been exceptionally successful with the Starr & Moss Co.

## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

## THE NEW COLUMBIA MOTOR

The new Columbia motor has been talked about all Winter and now that it has made its appearance in the new table model at \$150, a word about its construction is permissible. The first impression one has in looking it over is the careful thought given to all its details by the designer.

What should prove of utmost importance to the operation of this motor is the oil feed system, whereby oil from a small receptacle at the top of the motor plate is fed to all of the parts which need constant or frequent oiling.

The spring cage, one drum of which contains two main springs, is compact, neat, and easily removed. The ratchet and dog are positive, and so arranged that, should the gears become jammed while the main springs are wound up, the dog or pawl can be released and, with the aid of the winding key as a brake, springs can be unwound and the cage removed. This feature is a great time saver for repairmen and can be appreciated by those men who have repaired many of the Type C Columbia motors, in instances where the intermediate gears have become jammed to their shafts. The main drive gear carries the power to a second gear attached to a shaft, on the other end of which is another gear acting on the turntable spindle, in the spiral drive fashion made familiar to us by the Victor and Edison disc motors.

The circumference of the governor worm drive gear, the depth of the cut of its teeth, and the large cut of the governor spindle all contribute to the smooth and easy running of the motor. The governor balls are smaller than those used on the old style motors.

The automatic stop has been improved to such an extent that the motor is operated in its

starting and stopping features entirely by the movement of the tone arm.

Taken as a whole the motor should prove to be one of the best and one that the repairmen will find pleasure in adjusting and repairing.

### Regarding Spring Repairing Machine

Cleveland, O., April 25, 1922.

Dear Sir: I should like to hear further regarding the machine for repairing broken phonograph springs invented by Dominick Ruff, of Youngstown, O. I fail to see anything further on the subject in the April issue of The World, but am of the opinion that if the machine does the work as you stated in the March issue, it will prove a great saving to all repairmen. Kindly send me Mr. Ruff's address. Yours very truly,

(Signed) J. M. Jones.

Answer—Mr. Ruff's address is 246 West Federal street, Youngstown, O.

Creates New Interest in  
Records and  
Phonographs!

## The Phono-Toner

Renders Softer, Sweeter Music  
and Reduces Surface Noise

It is a very handy, simple, essential device, attractively carded, one dozen assorted.

Retails 35c. in Nickel Finish  
50c. Gold Plated

Distributors' and Dealers' Trade Discounts  
Samples Upon Request

The Phono-Toner (actual size)



ThePhonotone Co.  
310 Lincoln Building  
PHILADELPHIA, PA.

Forms handle  
for needle set  
screw.





**What's that new tantalizing jazz tune? Why, it's "Put and Take," one-step blues; and "Moanful Blues," a fox-trot—played by Johnny Dunn's Original Jazz Hounds. A new June record. A-3579.**

**Columbia Graphophone Co.  
NEW YORK**

## LOS ANGELES

*Speculation About Radio Continues—R. L. Rayner Becomes Cheney and Okeh Jobber—J. R. Pickering in New Post—Trade Activities*

LOS ANGELES, CAL., May 6.—Los Angeles is sharing with the rest of the country an almost overwhelming radio excitement, and speculations are rife with regard to the effect which this interest in radio and radio sets will have upon the talking machine business. It would seem, however, that the future can be assured to the talking machine dealer by his running both with the hare and the hounds; at present, he does not know which will be hare and which will be hounds. In other words, the talking machine dealer might do worse than install radio sets and radio demonstration rooms himself. Some dealers have already done so and are receiving far more orders than they can take care of. This invasion of the electric business has led many observers to remark that the future of sales of radio sets will be between the electric supply store and the music store, with the ultimate triumph and monopoly, if properly developed and intelligently handled, of the latter.

### Sonora Phonograph Equipped With Radio

Sonora period models with radio sets installed in the spaces which were formerly used for records and record albums, have already made their appearance at Barker Bros. and knots of men and women, customers and others, gather every afternoon to listen in and hear concerts and talks which are being received. In addition, separate radio sets are for sale from a regular radio department which has its place in the music section. J. W. Boothe, general manager, states that orders for radio and magnavox sets are far ahead of the present supply.

### Cheney and Okeh Jobber Appointed

C. E. Sanders, of the Cheney Talking Machine Co., and M. O. Giles, of the General Phonograph Corp., spent several days in Los Angeles recently, and announced the appointment of R. L. Rayner as distributor of the Cheney phonograph and Okeh record for this section. Mr.

Rayner is a successful business man and capitalist who has resided in Los Angeles for the past two years. His firm, which will be known as Munson & Rayner, will be engaged in the wholesale business only, and the future policy outlined indicates that no expense will be spared in placing the Cheney and Okeh records among dealers of the highest reputation only, and establishing and maintaining a name which will at all times carry dignity and prestige.

### Parmelee Dohrmann to Enlarge

The phonograph department of the Parmelee Dohrmann Co. will be very much enlarged in the near future, and, in all probability, it will occupy space on the main floor. Mrs. H. P. Howard took over the management of the department some few weeks ago and has succeeded in demonstrating to the firm's satisfaction the wonderful possibilities of this new department which started last Fall. Mrs. Howard is well known in Los Angeles and was perhaps still better known in San Francisco and Oakland; she was successively and successfully engaged as manager of the branch stores in the latter city for the Hauschildt Music Co. and Byron Mauzy. The Blue Bird phonograph and Vocalion records are carried.

### Assistant Manager at Sherman Clay

Charles Ruggles, manager of the Los Angeles branch of Sherman, Clay & Co., has appointed J. R. Pickering as his assistant. The great increase of business as shown last year has necessitated a large increase of the staff, and new and larger quarters will be occupied within the next month or two; Mr. Ruggles has found it necessary to obtain an assistant and selected Mr. Pickering, who is well known among the trade and won a reputation for hard work and helpful co-operation while engaged in a wholesale capacity in this territory by the Aeolian Co.

### Walter S. Gray Obtains Unico Line

H. A. Beach, vice-president of the Unit Construction Co., completed arrangements with the Walter S. Gray Co. whereby his company's products will be handled on the Pacific Coast by that well-known phonograph accessory company. Mr. Beach met Mr. Gray in Los Angeles last month and traveled with him to San Francisco.

### New Radio Manufacturers

The directors of the Blue Bird Talking Machine Co. have formed a company known as the Radio Supply Co. for the manufacture of radio sets, and part of the Blue Bird factory is already being used for this purpose.

### Columbia Manager Covers Territory

William F. Stidham, Los Angeles branch manager of the Columbia Co., has been visiting a large number of towns in his territory by auto.

During one week, recently, he traveled 1,150 miles, calling at a number of cities, including San Diego, Santa Barbara and Bakersfield. Mr. Stidham, who drives a Buick Six, states that an average speed of thirty-five miles an hour, when steadily maintained, will enable one to travel great distances with apparently small effort.

### Addresses Association Meeting

N. B. Seabrook, of the Mutual Service Division of the Dodge Mfg. Co., was an invited guest at the April meeting of the Music Trades Association of Southern California. Mr. Seabrook addressed the members, explaining the purposes intended in the use of the Seabrook instrument in the leading theatres by which new releases of records could be heard by the large crowds of people attending.

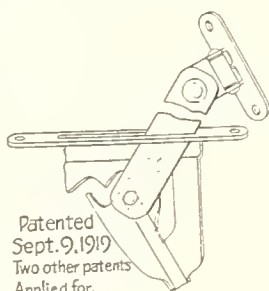
### Bullock's Victrola Department Opens

The opening of the new Victrola department at Bullock's Department Store took place on May 1. The new department is on the sixth floor and is a model of efficiency and is beautifully appointed in every respect. Announcement of the opening of this new section states that "Victor talking machines and records will be exploited in a manner harmonious with the character of the Victor product and the purpose of Bullock's." W. V. Ray has been appointed manager of the Victrola sales, with Miss R. Johnson in charge of the records. Mr. Ray has had eight years of experience in the U. S. and Canada with the Victor line, both in a wholesale and retail capacity.

### Artistic Opera Windows Interest Public

During the recent appearance of the Chicago Opera Association in one week's grand opera, some excellent window displays were shown by Los Angeles music dealers. A number of scenes from the operas were shown and attracted a great deal of attention, enhancing the sale of seats at the opera as well as demand for operatic records. Barker Bros.' showing of a scene from "Thais" was much admired, also the miniature balcony scene from "Romeo and Juliet." Great credit for the arrangements is due to Miss Donzella Cross, special Education Department representative of Sherman, Clay & Co.

Prof. Forest Cheney, inventor of the Cheney phonograph, recently embarked on a transcontinental tour, accompanied by both partners of the Van Korn-Shower Co., Michigan State distributors of the Cheney line.



**The Most Dependable and Inexpensive Lid Support on the Market**

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

**STAR MACHINE & NOVELTY CO.**  
81 MILL STREET BLOOMFIELD, N. J.

**HIGH CLASS PHONOGRAPH RECORDING**

**FOR THE TRADE AT EXCEEDINGLY LOW PRICES**

Estimates furnished on complete records in any quantity

**Newark Recording Laboratory**  
15 West Park St. Newark, N. J.





HOTEL AMBASSADOR, AT ATLANTIC CITY, N. J., CONVENTION HEADQUARTERS

# MAKE YOUR RESERVATIONS NOW

FOR THE BANNER

# CONVENTION

OF THE

*National Association of  
Talking Machine Jobbers*

*At the Hotel Ambassador, Atlantic City, N. J.*

June 12th, 13th, 14th and 15th

THE MOST IMPORTANT PROGRAM EVER PREPARED

**MONDAY, June 12th**

MORNING and } BUSINESS SESSIONS  
AFTERNOON }

NIGHT—Victor Co.'s Entertainment—  
An exceptional program has  
been prepared.

**TUESDAY, June 13th**

MORNING and } BUSINESS SESSIONS  
AFTERNOON }

NIGHT—Old-fashioned Clam Bake, with  
all the trimmings.

**WEDNESDAY, June 14th**

MORNING and } Talks by the Victor T.  
AFTERNOON } M. Co.'s Officials and  
Department Executives.

NIGHT—Annual Association Banquet.

**THURSDAY, June 15th**

Annual Golf Tournament at the Sea View  
Golf Club, Absecon, N. J.

Send your Hotel Reservations NOW direct to the hotel, and a duplicate copy of your reservations to Fred. P. Oliver, Blackman Talking Machine Co., 28 West 23rd Street, New York.





# BIG MONEY in Phonograph Selling for the Dealer

If you are not getting it you either have the wrong machine or the wrong financial plan. In other words, you have not tried the



Style C



Style D

More than a million homes in America have had an instrument from

# KIMBALL

# KIMBALL

## PROPOSITION

WHICH MEANS **The Finest Merchandise Made**

AND THE MOST LIBERAL AND CO-OPERATIVE

**Plan of Financing Sales**

IN THE BUSINESS WORLD

### PLAIN, HARD MONEY FACTS

One dealer in a city of 50,000 actually sold and paid for more than

**SIX HUNDRED KIMBALL PHONOGRAPHS**

in the last six months. Another dealer in a city of 60,000 has sold and paid for one thousand

**KIMBALL PHONOGRAPHS**

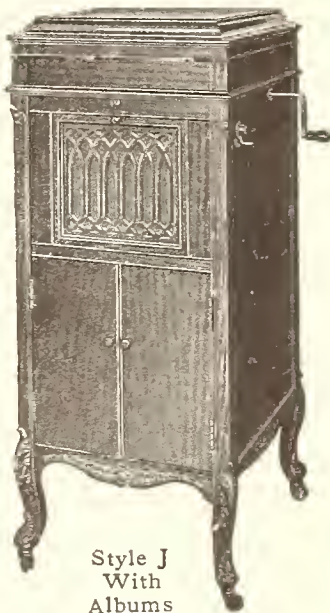
during the ten months just passed. (These are not jobbers.)

**Are You Willing to Make Money?**

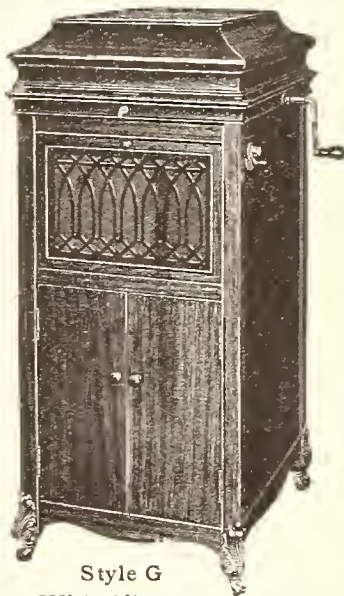
There are many others who are making more real money today on the

**KIMBALL LINE**

than they have at any time in their history. Glad to give you their address if you want to be convinced.



Style J With Albums



Style G With Albums

during the past 60 years of successful manufacturing experience of this great house.

The same knowledge and experience which have made the *Kimball Pianos* and *Pipe Organs* celebrated the world over for

**Tone, Quality and Durability**

and the same

**Unquestioned Financial Resources**

are back of the

# KIMBALL PHONOGRAPH

You Will Be Astonished at the Liberal Discounts to Dealers

The safe and constructive plan of financing and the profits you can make on this

**SUPERB and EASY-SELLING PRODUCT**

*Kimball Dealers* are going to get the money in 1922, because we are going to help them get it. Perhaps your territory is still open. If so, every day you delay writing for our

**Special 60 Day Offer**

is your loss

Come on join the

**PROSPERITY CLUB**

## W. W. KIMBALL CO.

Kimball Building

Wabash and Jackson

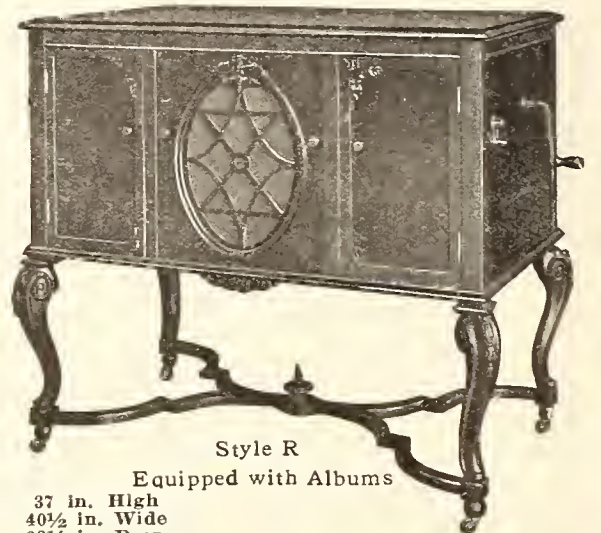
Chicago, U. S. A.



Style M

Equipped with Albums

35 in. High  
39 in. Wide  
23½ in. Deep



Style R

Equipped with Albums

37 in. High  
40½ in. Wide  
23½ in. Deep



# BALTIMORE

*Business Slightly Improved—Columbia Drive—Victor Billboard  
Publicity—Cohen & Hughes Campaign—New Dealers—The News*

BALTIMORE, MD., May 8.—April business, generally speaking, was fair, according to consensus of opinion of the jobbing trade here, and, while "spotty," was above that of last year. The outlook for May is better, judging by the business done so far this month, and will, no doubt, run ahead of May, 1921. If it does not many of the best-posted men in the trade will be very much disappointed. As Manager Roberts, of E. F. Droop & Sons, put it, "If the business of May does not exceed that of last year I will be one of the most disappointed men in the business, and will feel like going into the shoe shining business."

## Close Big Columbia Drive

Very encouraging reports are being received from the South, especially North Carolina, according to W. S. Parks, manager of the local branch of the Columbia Graphophone Co., who has just returned from a trip to Norfolk, Va., where an aggressive two weeks' campaign has just closed. During the campaign 10,000 lines of newspaper advertising were used, and the result was very satisfactory. Salesman Schwartz, working with the firm of McGee & Co. there, sold twelve machines in one day, and the rest of the dealers also did a record-breaking business. O. F. Benz, general sales manager of the Columbia Co., spent several days making an auto trip with Manager Parks through the Eastern Shore and was very well satisfied with the prospects for business in that section, the dealers being encouraged over the outlook for bumper crops this Summer, which means that the farmers will be prosperous again. H. C. Cox, treasurer of the Columbia Co., was another visitor to the local branch this month.

Manager Parks is now on a trip through North Carolina and writes that business is steadily getting better in that territory. Many accounts which have been inactive for some time are taking on new life and collections are considerably better.

## Cohen & Hughes Start Victor Campaign

Cohen & Hughes, Inc., are conducting a very active campaign in the interest of Victor dealers generally, one feature of which includes an offer to multigraph circular letters for the trade

at actual cost. Not only will they multigraph the letters, but will also prepare special copy for dealers to meet local conditions or featuring any machines or records on which the firm should happen to be overstocked. In addition they also will make window displays at actual cost, reproducing the displays made by the Lexington Shop here, which are acknowledged to be the best of any in the city and have also proved their worth in actual business results.

## Plan Victor Billboard Display

The Victor Dealers' Association of Baltimore is now outlining plans for a co-operative billboard display which will be carried out on an extensive scale. While plans so far are still in a tentative stage the move has progressed far enough to assure that it will be carried out. The city will be covered by twenty-two billboards featuring Victor machines and records, but no one dealer's name will appear in the advertisement. The Association at its last meeting at the Southern Hotel, when a luncheon was served, also took up the question of "gyp" dealers, and, while no action was taken, the matter was thoroughly discussed and a committee appointed to bring in a report at the next meeting with some recommendation for stopping this detrimental class of business, which is injurious not only to the dealer but to the manufacturer as well.

## Victor Salesmanship Class

Frank A. Delano, of the Victor Co., will be instructor of a class in salesmanship which will be conducted during the week of the fifteenth at the salesrooms of the Chickering warerooms, Inc., on North Howard street, and to which the trade of this territory has been invited by both the Victor jobbers, E. F. Droop & Sons and Cohen & Hughes. Both of these firms have thoroughly circularized the trade and explained just what the proposition means in the way of getting ideas on salesmanship that it would be impossible to obtain without a special trip to the factory.

## New Victor Accounts

New accounts reported by local jobbers include Smith & Boschen, who will open a store in the old Knabe Building, and who will handle

the Columbia line, and the Talking Machine Shop, of Hagerstown, which handles Victor products exclusively.

## Dealers' Displays at Fair

Talking machine dealers who had a display at the "Better Homes Exposition" at the Fifth Regiment Armory during the week of May 1 included the Hammann & Levin Co., A. Burdwise, Gomprecht & Bensch, Amberg & Jordan and the Phonolamp Co.

## Giving Prospect List to Trade

The firm of Cohen & Hughes, which a short time ago retired from the piano business, has made a list of A No. 1 customers of the old house and will distribute the same as prospects to the trade, giving each dealer as far as possible leads in his immediate vicinity.

## Praise for New Columbia Catalog

Dealers here are complimenting the Columbia Co. on its new 1922 catalog, which has been distributed among the trade and which is one of the most complete and attractive catalogs issued for some time.

The Southern Hotel is the first hostelry in Baltimore to install a radio outfit and is using the Columbia M. V. 1 magnavox with excellent results. The outfit was installed by the Westinghouse Co. and is one of the most complete in this section of the country.

## NEW ORLEANS TRADE MARKING TIME

**Merchants Getting Results by Hard Work—  
Flood Affects Trade—Harris-Loeb Doing Big  
Brunswick Business—Dealers Favor Radio**

NEW ORLEANS, LA., May 6.—The talking machine business here is apparently marking time for the present. While there has been no noticeable move in the direction of a further increase in business, according to local dealers, there has been no backsliding, and despite certain unsatisfactory conditions merchants are courageously bending every effort to take advantage of opportunities for better business. The disastrous flood, which has swept away many levees along the Mississippi River, has inundated a great part of this State. Several dealers report canceled orders as a result of this, one reporting the loss of two piano sales.

The Harris-Loeb Piano Store, which celebrated its formal opening several weeks ago, has been doing a splendid business in Brunswick machines, which it handles exclusively. Sales have been far beyond all expectations, according to President Harris, who has just returned from a trip to Chicago. Sales of records have also been considerably better than expected.

Business at Maison Blanche has also improved decidedly during the past month, according to J. D. Moore. Mr. Moore stated that an order for \$5,000 worth of talking machines for immediate shipment has been placed.

Local music merchants are looking with favor on the increasing popularity of the radio here. It is the consensus of opinion that this rapidly growing fad will not be detrimental to the music business, but on the contrary will be decidedly beneficial to the talking machine trade, particularly in the record line, due to the fact that persons hearing a selection broadcasted by radio which strikes their fancy will be influenced toward buying the recording of that air.

## NEW GERMAN RECORD FILE PATENTED

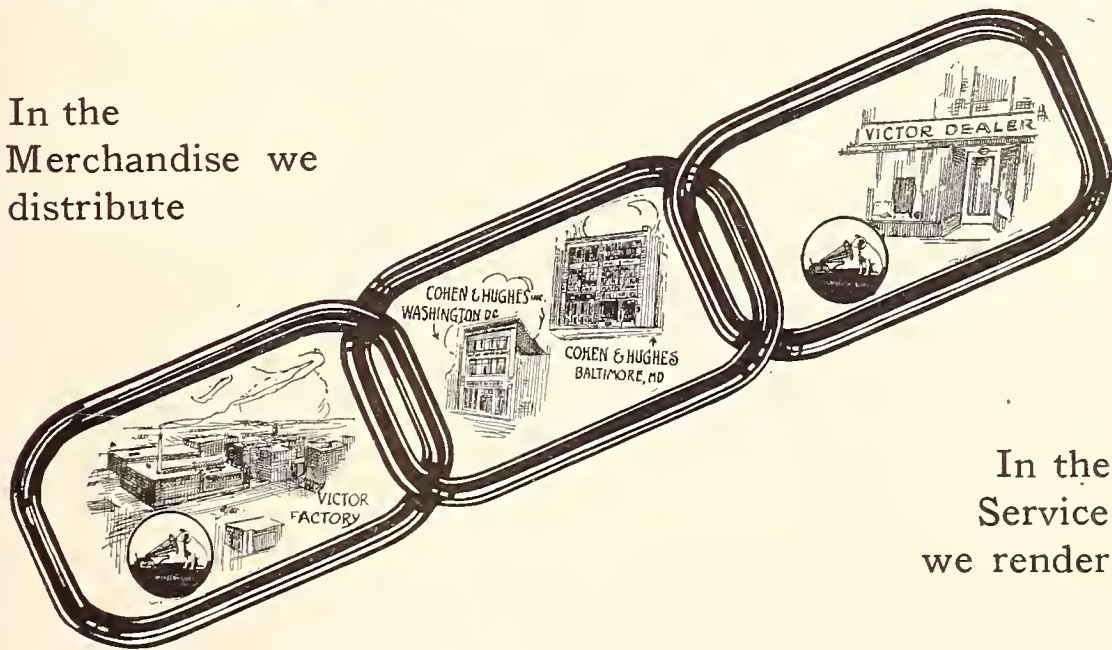
A new device for filing talking machine records has been patented in Germany, according to Popular Mechanics. The device consists of a heavy paper envelope having a cardboard hanger at the top. The bottom edge of the envelope is also of cardboard so formed as to prevent the record from rolling out. Space is provided for indexing on the lower corner of the envelope, so that the figures are plainly visible when the records are hung in the cabinet.

The Hessig-Ellis Drug Co., of Memphis, Tenn., distributor of the Sonora line of phonographs in this vicinity, has added the Vocalion Red records to its stock.

# "SUPREMACY"

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

In the  
Merchandise we  
distribute



In the  
Service  
we render

# COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON



# SIMPLEX

## Electric Phonograph Motors

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

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your  
LEADING  
Line for the  
Coming Season



Sample  
Price **\$19.50**

### GUARANTEE

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

Particulars,  
Quantity Prices, etc.,  
on Application.

TRADE

MARK

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

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

### BETTER BUILT

### BETTER DESIGNED

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

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

Record Stops Automatically on Last Note

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

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

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

*Manufactured in United States and Canada by the*

## Simplex Electric Phonograph Motor Co.

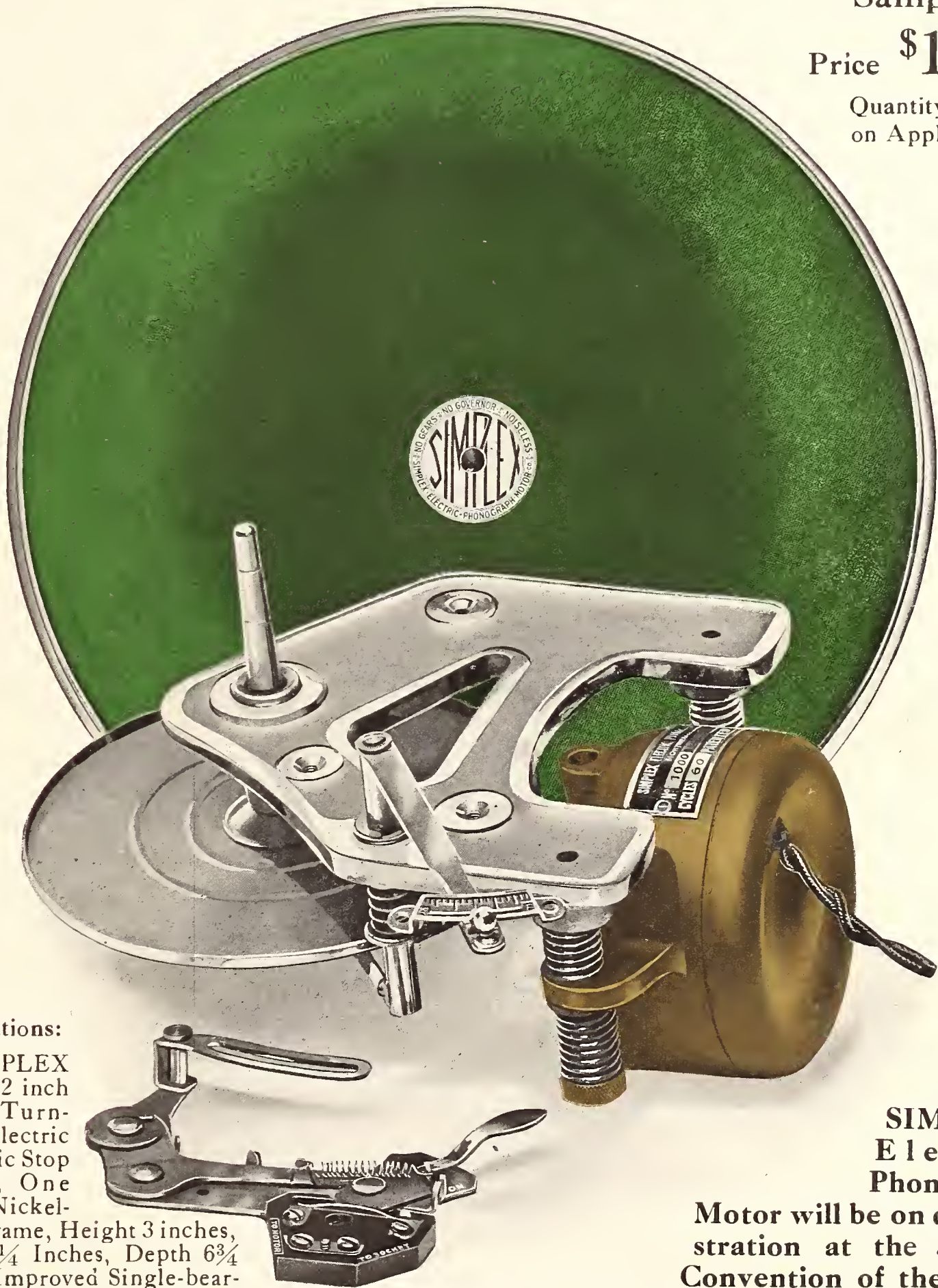
104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.



# SIMPLEX

## Electric Phonograph Motor

Sample  
Price **\$19.50**  
Quantity Prices  
on Application.



**Specifications:**

Gilt SIMPLEX Motor, 12 inch Velvet Turntable, Electric Automatic Stop Switch, One Piece Nickel-plated Frame, Height 3 inches, Width 7 $\frac{1}{4}$  Inches, Depth 6 $\frac{3}{4}$  Inches, Improved Single-bearing Turntable Spindle, 20 Feet Parallel Maroon Silk Cord.

The  
**SIMPLEX**  
Electric  
Phonograph

Motor will be on demonstration at the Jubilee Convention of the Music

Industries Chamber of Commerce, Hotel Commodore, New York, week of June 5th.

# Simplex Electric Phonograph Motor Co.

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







## SPECIAL VOCALION RECORD PREPARED FOR EQUITY SHOW

Several Artists Participating in the Annual Actors' Equity Show Collaborated in Making Unique Record—The First Record of Its Kind Ever Produced—Released on May 7

A distinct novelty in connection with the annual Actors' Equity Show held on Sunday evening, May 7, at the Metropolitan Opera House was the special Vocalion record bearing bits of recording by a number of the stars of the show and which is in every particular unique.

It is the first time that so many different artists of distinction have had a part in the making of a single record, and it is felt that it will be of unusual interest to talking machine owners, not alone for its intrinsic value, but for its significance as a souvenir of the occasion.

On one side of the record Raymond Hitchcock, DeWolf Hopper, Joseph Cawthorne, Florence Moore, introduced by Richard Barthelmess of movie fame, have contributed some of their wittiest lines and songs to "An All-star Comedy." On the reverse side is an Actors' Equity fox-trot record of "Songs of Yesterday by Stars of Today," with the Bar Harbor Society Orchestra snappily playing the accompaniment to old-time choruses sung by Ivy Sawyer and Joseph Santley of "The Music Box Revue," Louise Groody and Oscar Shaw from "Good Morning Dearie," Lillian Lorraine and Douglas Stevenson from "The Blue Kitten," and Olga Cooke and Bertram Peacock, stars of "Blossom Time."

The clever Actors' Equity Vocalion record made its debut at the May 7 performance at the Metropolitan Opera House, and is on sale in theatres, Aeolian Co. stores and at Vocalion dealers.



Artists Who Made Actors' Equity Vocalion Record

Top Row: Joseph Santley, Bertram Peacock, Olga Cook and Douglas Stevenson. Center Row: Ivy Sawyer, Louise Groody, Oscar Shaw and Lillian Lorraine. Bottom Row: Raymond Hitchcock, DeWolf Hopper, Florence Moore, Joseph Cawthorne and Richard Barthelmess.

### NEW CONDON QUARTERS

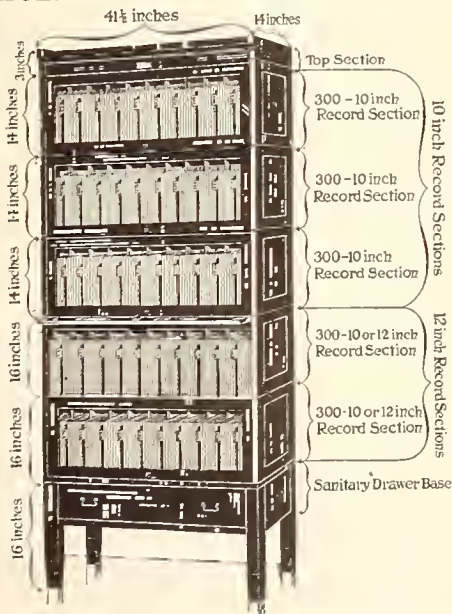
Condon & Co., Inc., manufacturers' agents for steel phonograph needles and "Gliss" cabinet polish, have moved from 200 Fifth avenue to new and larger quarters at 110 West Fortieth street. The company is now carrying a stock of radio apparatus.

Fritz Hauptmann, who is making a walking tour around the world, in the course of which he is calling on famous people, made his visit to Thomas A. Edison at Orange, N. J., on April 28. Mr. Hauptmann, known as the "wandering sailor," recently called on President Harding, ex-President Wilson and other notabilities.

## Improve Your Service AND Increase Your Sales

### By Equipping With The OGDEN "UNIT" or Sectional System

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



Model No. 1 and No. 31 Sectional Cabinet

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

## ORDER PORTABLE VICTROLAS NOW

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

### OGDEN STAND YOU-NITS

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

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

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

#### Positively Rigid and Strong

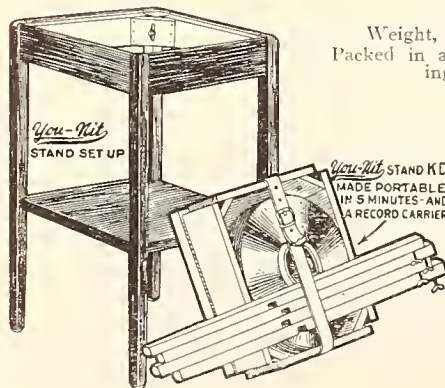
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

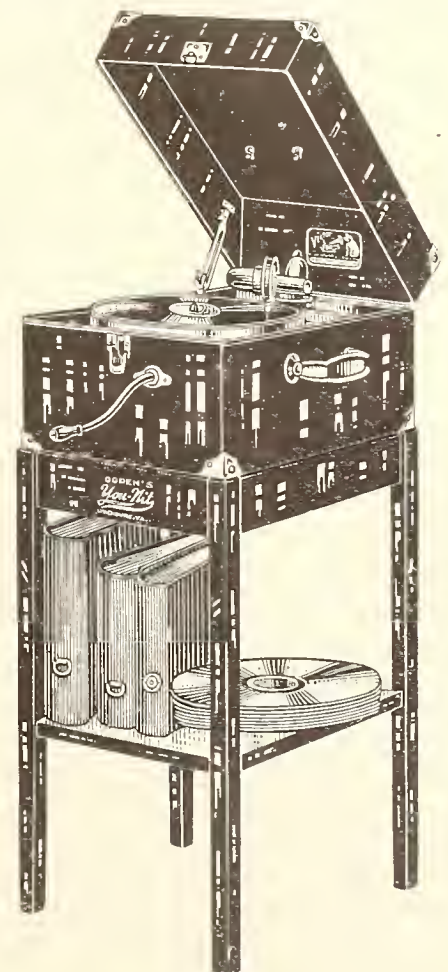
Write for New Catalogue and Cuts free.

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



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

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





# DETROIT

## Review of the Trade—Music Memory Contest Big Success —Store Openings and Changes

DETROIT, MICH., May 9.—“Business is what you make it” was the recent remark made by one of our liveliest talking machine dealers, who has been in the business for about three years and who has built up a very substantial clientele. This man didn't know a great deal about the talking machine industry when he started, but he did know from the success that he made in other lines that the man who hustles is bound to produce no matter in what business he may be engaged. And so when he started to handle talking machines he realized that although a certain amount of trade came to him he could not make real money at the end of the year unless he took on considerable additional business—and to get it he went after it by personal solicitation and advertising. Wherever these principles are put into effect the dealer need have no worry about making a good profit.

### Great Music Memory Contest

By the time this issue of *The World* is in the hands of our readers Detroit will have entered upon a gigantic city-wide Music Memory Contest conducted by the Detroit News, the Detroit Talking Machine Association and the Detroit Music Trades Association. The whole thing started some weeks ago when the Talking Machine Association sent a letter to the owners of the News, asking that publication to sponsor and promote a city-wide music appreciation contest, following the successful completion of the Music Memory Contest held in the public schools. On April 11 the News, after meeting with the committee from the Talking Machine Association and the various dealers, agreed to sponsor and promote the contest by every means in its power. A staff of news-

papermen, headed by Rex G. White, has been placed in charge of the News end of the affair, and they will devote their entire time to its promotion and development for the purpose of popularizing and making the affair a huge success. The committee of the Detroit Talking Machine Association consists of Peter C. Sweeney, the Edison Shop, chairman; Samuel Lind, of Lind & Marks, Aeolian-Vocalion distributors; Phil H. Lang, president of the Association; C. S. Porter, of Grinnell Bros. E. P. Andrews, of the J. L. Hudson Music Co. talking machine department, and Mr. Bowman, of the Janney-Bowman Co., have been added to the committee. Owing to the brief interval of time, the committee felt that the underwriting plan of furnishing prizes was most feasible. On April 24 this proposal was put before the local jobbers, as a result of which prizes aggregating \$12,300 will be offered to the winners. The committee has divided the city into eighteen districts, with the following prizes to be awarded in each district: First prize, \$200 talking machine; second prize, \$100 talking machine, and third prize, \$50 talking machine. This makes a total of \$6,300 in district prizes. In addition there will be three capital prizes offered as follows: First prize, choice of a baby grand model of Mason & Hamlin, Steinway, Chickering and Knabe. This prize is the donation of the Detroit News. A second grand prize is offered by Grinnell Bros. in the shape of their own make of player-piano, valued at \$800. A third grand prize is a Brambach Baby Grand valued at \$635, offered by the J. L. Hudson Music Co. A fourth grand prize is an eighteenth century Adam model of New Edison phonograph, a donation of R. B. Alling, of the Edison Shop, and valued at \$375.

There will be special prizes for professional musicians, who have been asked to participate in the contest. There is a total of four prizes in this grouping, the total value of which is \$1,225. They are as follows: \$500 period model Columbia Grafonola; \$300 Sonora phonograph; \$250 Cheney phonograph and \$175 Pathé phonograph.

There will be junior prizes for children up to eighteen years of age, which will be aside from the prizes already mentioned. The four prizes offered in this grouping are a \$400 Brunswick phonograph, a \$250 Manophone, a \$225 Jewett Queen Anne console phonograph and a \$175 Pathé phonograph.

In order to encourage competition among the Women's Clubs the members of such organizations are asked to participate, and there will be three prizes for the winners, as follows: \$300 Vocalion, \$250 Brunswick and a \$45 Columbia with \$5 worth of records.

Even the clerks in the retail stores in the downtown section are asked to take part in the contest, and so four prizes will be awarded to this grouping as follows: \$295 Chippendale Edison phonograph, \$145 Cheney talking machine, \$100 Victrola and \$50 Sonora phonograph.

Last, but not least, the Sunday schools are invited to have their pupils enter the contest, and four prizes are offered in this grouping: \$200 Sheraton model New Edison phonograph, \$150 Pathé phonograph, \$145 Cheney talking machine and \$60 Sonora phonograph.

Fifty themes from fifty famous compositions will be featured. It is planned to have hotels, restaurants, cabaret orchestras play them, and the News will broadcast them over its own radio. Music dealers will also play them and explain them at stated hours of the day in their establishments. The downtown stores will feature them during the day, while the outskirt dealers will feature them in the evenings.

All leading musical organizations of the city are being urged to co-operate in making the Music Memory Contest the greatest musical event ever staged in Detroit from a standpoint of interesting young and old, rich and poor alike, and especially the masses. While some of the smaller cities have had Music Memory Contests, never has any contest been planned so carefully and so extensively. The primary reason why the talking machine dealers are anxious for it is that it will stimulate interest in music during the usual slack Summer months, in addition to



SPRAYTONE  
PHONOGRAPH CORP.  
RIDGWOOD, N.J.

MAKERS OF

5

DISTINCT TYPES

\$15

\$25

\$35

\$45

\$55

EACH A  
MUSIC MASTER.

NOW ready for the MARKET:

\$ 25 \$ retail

SPRAYTONE  
PORTABLE

For JOBBING TERRITORY apply to

C. D. M. TRADING CO.

109 Lafayette Street

New York City





familiarizing the general public with the works of the best composers, which ultimately will result in the sale of higher-priced musical merchandise. And it is true that unless people have some understanding and appreciation of better music they will not be so apt to invest heavily in anything but the cheaper priced pianos, players, talking machines and records.

In the recent contest conducted by the Detroit public schools the News distributed a number of talking machines, while special prizes were offered by The Edison Shop and Grinnell Bros.

C. A. Grinnell, president of Grinnell Bros., has returned from Sea Breeze, Florida, where he spent a good part of the Winter.

#### First Prize for Charles Roat

Charles Roat, well-known talking machine dealer of Battle Creek, Mich., was awarded first prize in the Michigan composers competition, conducted under the auspices of the Michigan Federation of Music Clubs, which was the first contest of its kind ever held in this State. His prize was for the best song with piano and string accompaniment entitled "Regrets."

#### Saginaw Cabinet Co. Reorganization

After having been under a receivership in the United States Court for the past eighteen months, the business and property of the Saginaw Cabinet Co. was turned back to that company on April 25 and the Security Trust Co., of Detroit, was discharged as receiver. The cabinet company is to be reorganized and will resume operations. The company formerly made phonograph cabinets for the Vitanola Talking Machine Co., of Chicago.

#### Budget of Columbia News

H. E. Gardiner, manager of the Detroit branch of the Columbia Graphophone Co., returned recently from a visit to a number of towns in Ohio and Michigan, calling upon Columbia dealers who have been participating in the mammoth Columbia advertising campaign which is going over so successfully. Mr. Gardiner states that the business at the branch is substantially ahead of the same period last year, and believes

that the Columbia advertising campaign is responsible for a great deal of the increase. Mr. Gardiner finds that many of the larger dealers are developing every detail of their service in order to give their customers satisfaction.

Herman C. Schultz is a new member of the Columbia sales staff at Detroit, bringing with him many years of experience, including a previous connection in the Columbia organization. Another recent addition to the sales force is Robert Tilford, who has been visiting the trade in the northern part of Michigan and who has closed a number of desirable accounts.

Among the Columbia dealers who have secured splendid results from the Columbia advertising campaign are the following: Charles S. Ferrin Co., Mt. Clemens, Mich.; Stern Furniture Co., Jackson, Mich.; Budd's Music House, Lansing, Mich.; A. H. Van Doran, Gaylord, Mich.; C. F. Allan, Wyandotte, Mich.; Hubble Talking Machine Shop, Monroe, Mich.; Summerfield & Hecht, Detroit, Mich.; City Music Co., Detroit, Mich.; Detroit Music Co., Detroit, Mich.; Banner Furniture Co., Toledo, O., and Wauseon Music Shoppe, Wauseon, O.

#### Exhibitors at the Radio Show

When the Radio Show was held recently in the General Motors Building there were three displays of combination phonograph and radio. The companies exhibiting were: Lyradion Sales & Engineering Co., of Mishawaka, Ind.; the Jewett Phonograph Co. and the Detroit Radio & Talking Machine Co. Kenyon W. Mix was in charge of the Lyradion display, which was very complete, necessitating the use of three booths to show the entire line of uprights and consoles. Mr. Mix was more than pleased with the friendly reception by the public and states that there is certain to be a big demand for the combination radio and phonograph. The Jewett display was in charge of C. Fred Underwood, general manager of the company, who has been manifesting considerable personal interest in this new type of machine, and who, like Mr. Mix, believes that with the development and growth of the radio will come an increased de-

mand for the combination machine. The Detroit Radio & Talking Machine Co. displayed cabinets of period designs.

#### Installs Victor Department

The Robinson-Cohen Co., a high-grade retail furniture dealer, at the corner of High and Hastings streets, has installed a complete department for handling Victrolas and Victor records. It has put in the entire line and is making a city-wide bid for business. "We feel that we are indeed fortunate in securing the Victor line, and we are going to make it one of the most important adjuncts of our business," said one of the members of the firm.

#### Brisk Business With Grinnell

Charles H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., reports that business has been very brisk for the past six weeks and at present he is having a shortage on some of the models. He states that both machine and record business is showing a splendid increase over last year for the months of April and May.

#### Enthusiastic Over Trade Outlook

Sam Lind, of Lind & Marks Co., Aeolian-Vocalion distributors, was in New York recently on business. He is extremely enthusiastic about business for the balance of the year and says that even if business should slump in the Summer months, which is the usual thing, business in the Fall should be very brisk for the retailer.

#### L. W. COLLINGS GOING AFTER TRADE

Victor Wholesaler Carrying on Special Drive in Northern Pennsylvania Territory

L. W. Collings, general manager of Collings & Co., the Victor distributors, of Newark, N. J., made an extended trade trip into northeastern Pennsylvania territory during the early part of this month. Mr. Collings is making a sales drive on the new horizontal types of Victrolas, which he accompanies with an educational campaign outlining to dealers successful methods of placing these models before the public.



Size 16 $\frac{3}{4}$  x 7 x 10 $\frac{1}{2}$  inches. Weight 14 lbs. complete. Carried like a grip.

**C. D. M. Trading Company**  
*Exclusive Representatives*  
**SPRAYTONE PORTABLE**  
 Retails at \$25.00  
 An "outdoor" phonograph  
 With "indoor" tonality.



In playing position. Plays any and all Records brilliantly.

#### First Class Equipment :

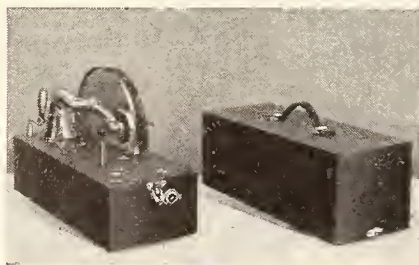
Full Size UNIVERSAL permanently attached tonearm with superior large soundbox. Double Spring Motor playing 2 $\frac{1}{2}$ -10" selections at even speed with one winding. 8-10-inch records are safely carried in compartment next to removable turntable. Location of needlecup so arranged as to prevent spilling. Heavy pressed 10" turntable. Standard finish, exquisite Mahogany. **RETAILS AT \$25**

*Note:* Folding-in Horns act as modifiers.

Practically a VIOLIN - BODY construction accounting for the PERFECT REPRODUCTION of all that's in a record.

### Truly a Music Master

*Jobbers Metropolitan District:*  
 The Cabinet & Accessories Co.,  
 145 W. 34th Street, New York.



### C. D. M. Trading Company

109 LAFAYETTE STREET  
 NEW YORK CITY

Tel. Franklin 2251

Correspondence invited regarding  
 jobbing territory



# C I N C I N N A T I

## Flag System of Classification for Records—Dealers Are Using Broadcasting to Advantage—Columbia Activities—Month's News

CINCINNATI, O., May 2.—Believing that the old standard records—those popular ballads, classics, band records, etc.—which sold so well three or four years ago, must be the basis of any permanent large sale of records, A. H. Bates, of the Ohio Talking Machine Co., wholesale dealer in Victrolas, has planned out an extensive "flag system" of classification, more comprehensive than any of its kind heretofore attempted.

It is Mr. Bates' plan—a plan now progressing well toward completion—to employ the 1,000 best sellers among these standard records which sold so well some time ago, but which retailers recently have ignored in the effort to sell up-to-the-minute jazz music. This list of "standard" records would include such perennial sellers as "Carry Me Back to Old Virginia," and others of that unfailingly popular type, as well as band music, violin, voice, in fact, just what Mr. Bates specifies—the 1,000 best sellers of diversified types of instrumental and vocal music.

Mr. Bates plans to list these thousand records in various broad classifications: Band, Artists, Christmas, Accordion and many others. Opposite each classification on this prepared list will appear a small square of color—red, blue, green, red and green, black and yellow, etc., denoting the "flag" by means of which envelopes containing records in that classification may be found. One of these lists will be always at hand, so that when a customer asks for a good band number, a good violin solo, or any other sort of record, all the salesman is required to do is to consult his list, slip out of his cabinets the envelopes bearing the flags of like color and hand to the customer twenty or so of the best records of the type desired.

Mr. Bates has outlined his idea to a number of retail dealers in Cincinnati and most of them have been favorably impressed, and it is his intention to see personally to the installation of these systems, with a cost to the retailer only of the very little material needed for flags, etc. In this way, Mr. Bates believes, he will be able to put over the entire idea. He wishes to avoid the possibility of seeing any dealer cut down the scope of the system to one or perhaps two classifications and thereby limit its chance to demonstrate its usefulness, of which Mr. Bates is convinced.

Mr. Bates said: "The memory of the best salesman is too short to hold the best of everything. I believe that if a customer has an opportunity to select from a large number of records which he recognizes as good, he will buy more, naturally, than if his opportunity for selection is limited. The records I am classifying, moreover, are records which themselves sell more records. There are many of them old, but not one of them is worn out. They are not the sort of records of which one tires. Nowadays many talking machine owners think they are tired of their instruments. The fact is that they are tired of the popular music which they buy from month to month, play a few times and put away in the dark. Dealers, too, are putting too much importance upon the sale of the monthly list of records, especially dance records. These really popular records which I am listing are still greatly in favor. Dealers are not trying to sell them, and they could easily be made to be the basis of a greatly increased record trade, I am sure. It is my plan to make the very best of them accessible on a moment's notice to both buyer and salesman."

### To Cover the Stewart Territory

The Stewart Talking Machine Co., of Indianapolis, dealer in Victrolas, has gone out of business. The territory, however, has not been allowed to go to seed, and the Ohio Talking Machine Co., represented by J. R. Jones, who will cover southern Indiana, and W. S. Barringer, northern Indiana, is going into the field. There will be no branch established in Indianapolis. The business will be conducted from the Cincinnati end.

### New Victor Accounts Opened

New Victor accounts opened by the Ohio Talking Machine Co. are: E. L. White, Columbus, O.; Alfred Wiley Piano Co., Huntington, W. Va.; W. F. Bertall Co., Logan, W. Va., and Pearson Piano Co., Columbus, Ind. The Ohio Talking Machine Co. also took care of the transfer of the goods held by the Werner Industries Co. to the Widener Grafonola Shop, West Fourth street.

### Radio Broadcasting by Otto Grau

Trade in Victrolas and Brunswick products, both of which are handled, was rather quiet at the Otto Grau Piano Co. during April. In general, however, said J. F. Van Court, business was

fair—satisfactory in view of conditions. A publicity feature which has aroused some interest for the Otto Grau Co. is a weekly radio concert, conducted from the company's sending station on Pleasant Ridge. These concerts consist of broadcasting Victrola and Brunswick records, and an announcer broadcasts the fact that the records come from "Otto Grau." The announcer at the same time solicits inquiries and comment, with surprising numbers of responses by mail or telephone.

### Business of Average Volume

According to Mr. Oelman, of the New Edison Co., West Fourth street, business with that company during April was neither much better nor much worse than in preceding months. Sales both of machines and records held up well.

### April Showed an Increase in Sales

Mr. Craig, who has succeeded Mr. Rowbotham as permanent manager of the Victrola department of the Baldwin Piano Co., reports a material increase—\$700, to be exact—over March business. Mr. Craig is an energetic worker and probably will do good things for his company.

### Handsome Steinway Department

While the talking machine department of Steinway & Sons, which recently took over Brunswick products for trade in its seven stores in this district, is not yet completed, enough is finished to give an impression that all equipment is to be the last word in equipment—in convenience, in artistic appearance, and all other attributes of a thoroughly up-to-date talking machine business. Mr. Browning, former manager of the Victrola department of the H. & S. Pogue Co., and now manager of the Steinway Brunswick department, said: "It is too early now to make any definite statements. We feel, however, that everything has gone forward encouragingly so far, and that in the very near future we will be doing a satisfactory business."

### Columbia Gleanings

Exclusive arrangements have been made by the Crosley Mfg. Co., of this city, for the broadcasting of Columbia records by radio. D. G. Israel, the operator of the wireless station, played a concert of Columbia records that were released on April 20, and the following day received a letter from Ann Arbor, Mich., stating that the reproduction was perfect, and in this connection the names of the artists and the records played were given.

R. H. Woodford, Columbia branch manager, recently made a trip to Ohio with C. E. Kraner, the salesman, stopping off at Springfield to look over the Grafonola advertising campaign.

W. S. Samuels, of the Samuels Bittel Co., Owensboro, Ky., was given a hearty welcome on

*The*  
**ECLIPSE  
MUSICAL CO.**  
VICTOR WHOLESALE ONLY  
  
**CLEVELAND  
OHIO**

**Have You  
Sales Foresight?**

Have you the ability to determine coming successes? Can you foresee the popular? Can you pick them out from the vast flow of new things which issue from the manufacturing plants of this country? What do you think of the new horizontal-type Victrolas? Do you know where and how to sell them? If you don't know—call on us. We can help you.





his recent visit to the Columbia branch in this city. He had been seriously ill with influenza for two weeks, but is now rapidly gaining the fullest measure of health.

L. J. Cox has succeeded H. P. Williams as manager of the Pearson Piano Co., Columbia City, Ind. The former comes from Muncie, Ind., where his record for progressiveness is one to be proud of. Mr. Williams, by the way, has become manager of the Baldwin Piano Co.'s store in Muncie, Ind.

In the Music Memory Contest conducted by the various city organizations in Vincennes, Ind., twenty-one of the twenty-four records selected by a committee composed of music teachers and professors of the local schools were those of the Columbia Co.

#### Miss Yates Succeeds Browning

Mr. Browning has been succeeded at the H. & S. Pogue Co. by Miss Yates, who has had long experience in this department.

#### Starr Record Plant Working Overtime

"Sales both in records and machines fell off somewhat during April," said E. I. Pauling, of

the Starr Piano Co. "Last month—March—we were working overtime at our factory at Richmond, Ind., to turn out records. There has not been such a great demand during April."

#### Business Somewhat Slow

The same condition is in evidence in the Victrola department of the John Shillito Co., according to F. X. Donovan, manager. Mr. Donovan said: "Sales of radio equipment also figured in this slump. Just now it is bound to affect record sales, though we believe there will be little interference between the two departments. Radio is the thing just now, and for a time will hold the spotlight. But no matter how it may be developed, talking machines and records will continue to sell. In view of this belief we are working hard to boost both departments."

#### Columbia Publicity Campaign

The local branch office of the Columbia interests expects to see increased sales following the announcement of additional features of a publicity campaign backing up the Columbia Gramophones. Details of this campaign have just been received at the Cincinnati office. In the publicity

drive being put on by the Columbia people the local branch stands second in points earned in the national campaign. New York is first with sixty-two, Cincinnati second with thirty-seven, Chicago third with thirty-three, Kansas City fourth with thirty-two.

R. H. Woodford, Cincinnati branch manager of the Columbia Co., went last week to New York.

Harry Weil, representative of the Baer Manufacturing Co., Chicago, cabinet maker, and E. L. Deming, of the Lyradion Sales & Manufacturing Co., Mishawaka, Ind., called on the Cincinnati trade last week.

S. Reis, Cincinnati district manager for Brunswick products, is making a trip through cities in the district for the purpose of pushing Brunswick products. Communications from him reveal considerable success.

#### A Novel Window Display

A combination window display including a radio set and a "Victor dog" boosted the sales of a dance record, "Bow Wow Blues," for the Chubb-Steinberg Music Shop. This record went big. Business generally has been slow.

## RADIO TO BE DISCUSSED BY THE MUSIC INDUSTRY

This Will Constitute One of Many Important Subjects to Be Taken Up at the Coming Convention of Music Industries Chamber of Commerce to Be Held in New York in June

In view of the interest that is being shown in wireless telephony at the present time, particularly on the part of music merchants, a number of whom have installed radio departments, the Music Industries Chamber of Commerce has taken up an investigation of the marketing possibilities of radio, toward the end of giving it a prominent place in the convention programs of the National Association of Music Merchants and the National Piano Manufacturers' Association beginning June 5, so that every branch of the industry will have an opportunity to judge of its importance to each individual business. In a statement issued this week the Chamber says:

"The connection between radio development and the music industry is becoming more and more evident as the newer science becomes an important factor in home entertainment. Without music the wireless programs are very limited in their appeal.

"The distribution of music by radio, therefore, becomes a vital consideration for the music trade. So far the distribution of radio equipment has developed along haphazard lines, with the demand far exceeding the supply, and several lines of distribution competing for the limited production. The electric supply houses, department stores, sporting goods dealers, drug and hardware stores and a number of other retail sales outlets are competing for the equipment as it is manufactured. The radio manufacturers do not seem to be giving music merchants as much consideration as important factors in their plans for distribution as they should, although a number of music merchants have taken it up.

"The permanency of the business and the dependability of sources of supply must be considered by the music trade. The patent situation is so chaotic as to make it impossible to say now which manufacturers will survive.

"The question of improvements which might make current equipment obsolete and various problems of merchandising service and policies will arise.

"The Music Industries Chamber of Commerce expects to bring the facts before the national convention in June, and will endeavor to bring about a solution of many of the problems now confronting the trade."

#### REMOVES PLANT TO JERSEY CITY

The DeForest Radio Telephone & Telegraph Co. has moved its plant from 1391 Sedgwick avenue, New York City, to a much larger factory in Jersey City, N. J.

# More Radio Sales— and an Added Profit on the Cabinet Sale

We have anticipated developments in the radio field by bringing out a modern, flat-top, Queen Anne Period cabinet designed to contain wireless receiving equipment, batteries, etc., and with all-wood amplifying horn. This new cabinet makes the radio as attractive as it is useful.

We carry *in stock* cabinets for the Westinghouse R. C. Sets finished in brown mahogany and American walnut. The capacity of our factory—the third largest case factory in the world—assures quick delivery. On account of certain ingenious features of installation in this style of cabinet there is great convenience in inspection and attention to batteries; and a compact, short "hook-up."



This cabinet can be adapted to any apparatus you sell. Can be sold with or without a radio outfit. Our price to dealers—\$50—allows a satisfactory profit.

*For complete details address*

**M A N U F A C T U R E R S  
PHONOGRAPH COMPANY, Inc.**

**95 Madison Avenue**

**New York**

**GEO. W. LYLE, President**



# Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

## VAN VEEN & COMPANY, Inc.

Office, Factory and Warerooms

413-417 East 109th Street - - New York City

### SOUTHERN VICTOR DEALERS TO MEET

Annual Convention to Be Held in Mobile, Ala., May 17 and 18—Constructive Program Planned—Some Notable Speakers to Be Heard

MOBILE, ALA., May 7.—Plans are under way here for the annual convention of the Southern Victor Dealers' Association, which is scheduled for the 17th and 18th of May. The plans are wide in scope and a special endeavor is being made to arrange a program that will be of a constructive and beneficial character.

Among the speakers who have been secured to date is M. L. Pierce, manager of the Hoover Suction Sweeper Co., Canton, O., who will make an address on "Outside Selling." Also, it is very probable that James J. Davin, secretary of the Reincke-Ellis Co., will be present, as well as a representative from the Victor Talking Machine Co. Papers will be prepared and read by talking machine men of wide experience covering the important subjects of "Advertising," "Window Displays," "Competition," "Interest Charges," "Victor Service," "Record Stocks," "The Problem of Trade-ins," "The New Horizontal Types of Victrolas as a Stimulant to Victrola Sales," etc. In addition to this, French Nestor, of the French Nestor Co., Jacksonville, Fla.; W. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga.; A. R. Boone, of the Talking Machine Co., Birmingham, Ala.; Jessie Houck, of the O. K. Houck Co., Memphis, Tenn.; J. A. Hofeinz, of the Philip Werlein Co., New Orleans, and W. H. Reynolds, all Victor distributors, will make addresses.

In view of the program, and the well-known members of the trade who will attend, this meeting promises to be one of great moment for better merchandising in the Southern States.

Some fellows are like a postage stamp, they never need more than one good licking—after that they deliver the goods.

### AN EDISON RECORD COLLECTOR

O. R. Hunter, of San Francisco, Proud Possessor of 2,200 Edison Re-creations—Some Record

ORANGE, N. J., May 6.—Thomas A. Edison, Inc., recently received a letter from W. J. Carson, manager of the Edison Shop, in San Francisco, which conveyed some very interesting information pertaining to the re-creation collection of a resident of that city. The letter read:

"Like other Edison dealers, I have always been very interested in 'Diamond Points,' and I recall that occasionally in the past some dealer has called attention to a particularly enthusiastic Edison re-creation collector. We have a customer whose ledger account would indicate that he is a headliner, so I asked our service man, when he called to give service on the instrument the other day, to get a report on Mr. O. R. Hunter's re-creation collection. He reports that he has on hand 1,251 Edison discs (so-called records), which would make him the proud possessor of something like 2,200 separate Edison re-creations. I submit the figures to see if any other dealer has a more enthusiastic collector.

"On the theory that we are enabled to catch more flies with honey than vinegar, might I suggest that an acknowledgment to Mr. O. R. Hunter, 2927 Laguna street, San Francisco, on Edison stationery, would not be amiss, for I believe that he would prize this communication possibly higher than any one re-creation itself."

### NEW EDISON CHIPPENDALE MODEL

ORANGE, N. J., May 10.—The new Chippendale console model of the New Edison has met with a very enthusiastic reception on the part of the trade and the public. This model, which retails at \$295.00 and is an official laboratory model, is made in brown mahogany and is designed in strict accordance with the Chippendale school.

### EDWARD F. CARSON'S NEW POST

Resigns from Granby Co. to Become Advertising Manager of Randall-Faichney Co., Inc.

Edward F. Carson, formerly assistant general manager of the Granby Phonograph Corp., has resigned his position with that company to become advertising manager of the Randall-Faichney Co., Inc., of Boston, which is a manufacturer of products outside of the talking machine industry. His reasons for making the change were solely personal.

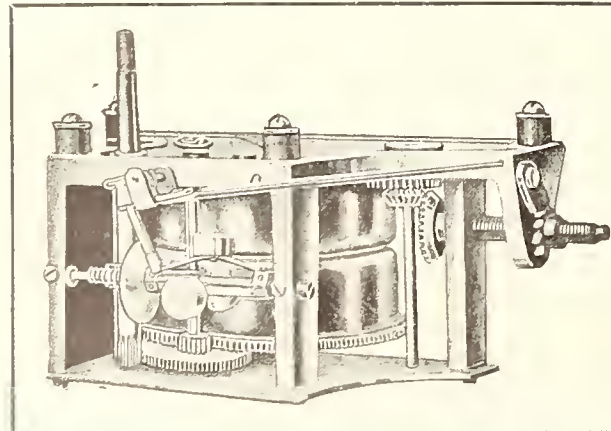
Mr. Carson stated: "My relations with the Granby Phonograph Corp. were most cordial. The future plans of the Granby Phonograph Corp. contemplate bigger things than the past and a determined sales campaign is to be undertaken. It is with real regret that I am severing my connection with the phonograph industry, in which I have made many friends. I am very enthusiastic over the Granby product, and the improvements that have been made in it during the last year have, I firmly believe, made it a far better talking machine than ever before. The firm is determined that it shall succeed and it has the ability to do so."

### TONE TEST IN FULL SWING

ORANGE, N. J., May 9.—The Spring season of Edison tone tests is now in full swing and operating on an extensive and successful schedule. Several hundred dealers gave, or will give, tone test concerts in the first half of the year, and a large number of bookings have already been made for the Fall season.

### LARGER QUARTERS FOR SCHWARZ

Louis A. Schwarz, well known throughout the talking machine trade as manufacturers' agent and resident buyer for distributors, has taken larger quarters in the Herald Building, to take care of constantly increasing business.



### LIBERTY MOTOR COMPLETE

Price \$6.00

### Double Spring Motor Complete

Suitable for Portable Machines

Price \$3.25

Write for Repair Part Catalog

Jobbing Territories Open

### Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

204 East 113th Street New York City

## RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

### Manhattan Recording Laboratories

48 West 39th St. New York



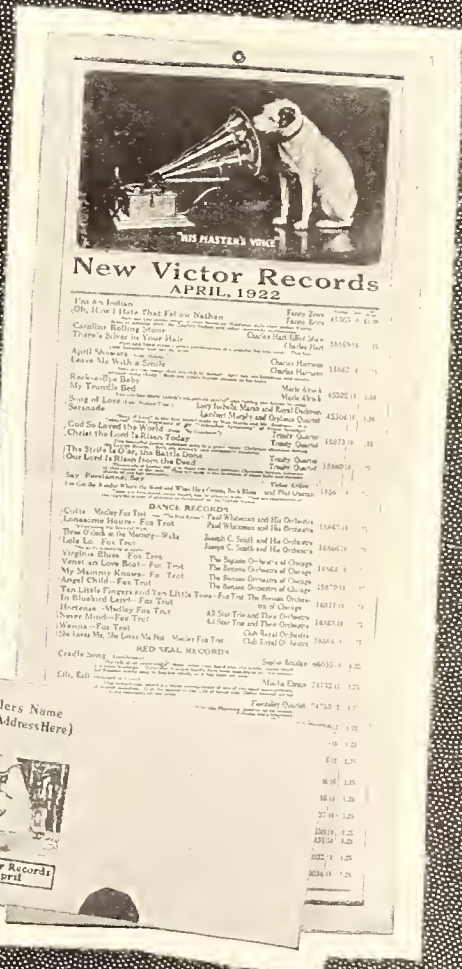
**W**E are glad to give our hearty endorsement to the use of the two selling-helps pictured below—in the interest of bigger record business for our dealers.



**NEW YORK**  
**TALKING MACHINE CO**  
 521 West 57th Street  
**CHICAGO**  
**TALKING MACHINE CO**  
 12 North Michigan Ave  
*Victor Wholesalers*  
*Exclusively*



A mid-month magazine, containing fascinating stories each month about many selected old favorites, and, in addition, a descriptive listing of 85 Popular Catalog Records.



AN attractive self-mailer, arranged like the Victor Hanger in miniature, with which you can reach your entire mailinglist at slight expense. Procurable from us, with or without your imprint.



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MAY 10, 1922. NO WISE man, of course, will overrate the importance of casual signs; but, on the other hand, no wise man will underrate them. In the

Some  
Significant  
Signs

course of a walk through the "Loop" of Chicago this week an observer was suddenly struck, more forcibly than he has been for many weeks, with the signs of sudden resumption of building. The great building of the First Methodist Church, which for so many years has occupied the block between Washington, Randolph, Clark and Dearborn streets, is in process of demolition, and upon its site is to rise a much greater building combining church, offices, stores and a thousand and one new accommodations for the business and religious worlds. The old Stratford Hotel, at Michigan and Jackson, is closed, and demolition is beginning. In place of the ramshackle hostelry so dear to the hearts of music trade men is to rise a lofty modern office building. The old offices of the American Express Co. on Monroe street, together with the obsolete buildings which occupy the State street corner, are already in the hands of the wreckers, and great signs at the corner windows tell how the famous Song Shop has already moved a few doors west. A great addition is being made to the building of the Chicago Musical College next to the Blackstone Hotel. The buildings next door to the Fair department store are being razed to afford room for further expansion of that great retail institution. A great new office building is coming to completion on Clark street near Washington. And so on. For five years these sights have been unknown in Chicago's business center. The resumption of building downtown comes as a literal surprise. Then as one leaves the Loop and travels north, south or west into the residential districts, the impression of activity is confirmed. Apartments and bungalows are beginning to raise their heads wherever one goes. It is an inspiring sight. It is particularly inspiring to the talking machine trade. For this trade is a home trade. New office buildings, for instance, mean to our trade that general business is becoming busier. When to this we add the cheering sight of new apartments and bungalows it simply means that more homes for those who spend their working hours in the office buildings are beginning to spring up, and that therefore there will be more weddings this Summer and more taking up of housekeeping by wedded folks who have had to board or live with their parents. All this means more talking machines, does it not? If not, why not?

THE Illinois Music Merchants' Association has organized itself in Springfield and has decided, as a starter, to admit to membership

The I.M.M.A.  
and Our  
Trade

dealers in talking machines and records. The move is not only wise but significant. By this time, indeed, every talking machine man ought to know, even if he does not yet know, that he is in the *music business*. The talking machine business is a music business and the talking machine store is a music store. There is no getting away from this fact. But the need for emphasizing it is none the less immediate and important. The piano store of to-day is usually a talking machine store too, and piano merchants naturally think of themselves as *music men* first and foremost. On the other hand, the man who simply runs a talking machine store and nothing else is likely to forget that he is a *music man* first and a *machine man* second. It is a way of looking at things rather than anything else. Every merchant who sells talking machines ought constantly to key all his merchandising ideas by the "note" of music. That is to say, in all his advertising, in all his salesmanship of any kind, he ought to keep in mind always the idea that the machines and discs he sells are not more than media towards the expression of music, towards providing music for the masses in their homes. The talking machine merchant is a *music merchant*, a dealer in *music-means*. The Illinois Music Merchants' Association begins its career in the recognition of this fact. It is the duty—as it will be to the advantage—of every talking machine man in the State of Illinois to join the I. M. M. A. at once. The secretary is J. F. McDermott. Get in touch with him, gentlemen!

WE are never, we hope, too grouchy to appreciate and applaud when good things are being done, good ideas embodied in good selling talks, good advertising worked out into good sales results. Therefore, readers will take us seriously when we ask them to study carefully the advertising which the Cheney Talking Machine Co. has been doing lately, some of the best of which has appeared, and is appearing, in *The Talking Machine World*. We were particularly intrigued with the idea of giving publicity to the "man with a flashlight," who goes around the factory looking at the finished machines and who has the power summarily to reject any one and send it back to the finishing department for further attention. The whole idea of "super-efficiency" in the process of inspection is most cleverly worked out, not only cleverly but truthfully, as any one knows who has ever visited the great Cheney factories. The identical "man with the flashlight," the man who "snaps his fingers at the whole Cheney factory," may there be seen, examining every machine that is due to leave the factory, and assuring himself that it is beyond criticism. To tie up the activities of this so important department with the interests of the merchants who sell Cheney machines at retail is to display admirable good advertising sense. We congratulate the Cheney Co. on its excellent publicity.

He Who  
Snaps His  
Fingers

THE inquiring visitor to Chicago always finds much to wonder at in the behavior of the crowds, who seem to have plenty of time always

Window  
Displays  
Interest

to mess around in front of every store-window demonstration that sets up in the Loop. Well, during the last week or so there has really been some good excuse for lounging in front of some windows at least. That excuse has been the real originality of certain displays, namely, the demonstrations of gym-suit-clothed feminine persons of the Wallace "get-thin-to-music" exercises and records. Crowds have blocked the sidewalks wherever these unique demonstrations have been put on, and both men and women have taken the utmost interest in the novel idea. By this time every reader of this paper ought to know the basic principle of the Wallace reducing system. It is embodied in a set of records, each containing a full lesson, by Wallace himself, in the motions, exercises and drill devised for the man or woman who wishes to reduce weight and improve strength. The exercises are explained and counted through by the voice of Wallace on the record, and the music is given by orchestra throughout. The combination is irresistible, and wherever the window demonstrations have been made the sales results have been immediate and gratifying. There is a big future for this general idea, it should seem, and all goes to show how many hitherto unsuspected possibilities the talking machine game is likely to develop as time goes on.

"DEAR Friend Talking Machine Dealer: Do not be scared of Radio. Radio is so far one of the best friends you ever had for your business. Here in Chicago Morgan Eastman is broadcasting programs which are stirring up more interest in good music than anything short of our own great Symphony Orchestra ever could do. Samuel Insull is heading our opera, and that means, we guess, that opera will be broadcasted this Winter. And that means still more interest in talking machines and records. The more music is heard, the more records will be sold. It is a perfect logical circle, and there is no getting away from the conclusion. Radio helps. It does not hinder. Make use of it and advertise harder than ever all the records you hear of as being broadcasted. Then watch for results."

Your  
Friend  
Radio

MANY record salesmen fail to appreciate the fact that a violin record or similar number which is soft in tone volume cannot be heard to advantage when in the next booth some loud popular or band records are being played. When your store is crowded this cannot be avoided—but if there are plenty of booths never take your customer into the next adjoining booth to the "popular" music fiend; leave a vacant booth between them.



# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., May 9.—Chicago dealers who looked through the Sunday papers recently were given something to think about in the matter of the housing situation in Chicago. For over a year a Sunday paper advertisement announcing a flat for rent has been a very rare sight, but, beginning with Sunday, April 23, the rarity ceased. In one Chicago paper alone on this date were printed seventeen full agate column advertisements advertising flats for rent. Now, what does this mean? It merely means that building has at last begun in Chicago. This, of course, is giving employment to thousands of workers about Chicago, which fact, when coupled up with the activities in the steel districts, means that industry on the South Side is going along at a fairly normal rate. On the West Side the big factories are rehiring help. Many of these institutions are spinning the wheels of their machinery once again after a rest period of several months. Chicago's building activity is even more in evidence on the North Side. The realty men on the North Shore are all wearing big smiles. There are more home sites being sold in that district than has been the case for a number of years.

Now, to get back to the dealers. We find that great numbers of them are doing an exceptionally good business in small portable machines, and it looks as though the people of Chicago are surely going to enjoy themselves during the coming vacation season.

But the activities of the dealers are not confined solely to small portable machines. Lots of them are reporting the sale of high-priced period consoles. One dealer that we know of recently sold two period type instruments in the space

of a half-hour, and the total amount of these was nearly \$800. The surprising part about this was that the man is in an ordinary manufacturing district, which is the first one to be hit by industrial depression. The general business situation in Chicago was, up to about the middle of April, what might be considered "spotty"; that is to say, some dealers reported business was going fine one day and not so good the next; but the last two weeks of April and the first week of May brought out the report that business, as a whole, was fairly satisfactory and that the buying public was beginning to erase this spottiness from the map. This spottiness was confined mainly to machines. The record situation was very good and all dealers were reporting good sales in this commodity. Not only are the talking machine dealers reporting an increase in business, but merchants handling pianos are unanimous in their assertion that high-grade pianos are moving at a good rate.

Talking machine merchants handling small goods, such as band instruments, are doing very well. The number of dance orchestras that have sprung up in Chicago in the last few months is surprising. It seems that nearly every second fellow or girl in Chicago is, or contemplates being, the owner of a saxophone. Just why they picked on this instrument was more or less puzzling until the real reason was discovered, namely, that the dealers began letting the public know they had saxophones for sale. Some very elaborate windows were decorated with these instruments and this, in all probability, is the real reason for the outbreak of popularity. The record companies putting out saxophone records must be very busy nowadays supplying the Chi-

cago trade. The dealers are reporting that these records are going very fast.

Another interesting condition around Chicago is found in the banks, both national and State, which are reporting that their deposits are keeping them busy. However, the noticeable thing about it is that the depositors are not salting their money as heretofore, but are keeping it circulated.

The money dealers, who make a practice of doing a loan business on salaries, etc., are reporting that their clients have met all obligations and have cleared up their accounts and that the number of new accounts coming in is very small, indeed.

So, taking the business situation of Chicago as a whole into consideration, it is plain to see that the music industry is up against nothing at present that should worry it.

#### Gets Vocalion Agency

William H. Grosvenor, who conducts the Grosvenor Music House at Wilson and Montrose, has secured the representation for the Aeolian Co.'s well-known line of Vocalion talking machines and records. This shop was opened up a few months ago by Mr. Grosvenor, who was formerly in charge of the Chicago sales for Kranich & Bach's Loop store.

#### W. H. Wade Moves

The first of May brought about quite a bit of moving this year, and among those who spent some busy moments doing this kind of work was the Wade Talking Machine Co., 14 North Michigan avenue. As announced in these columns in March of this year, the Wade Co. purchased the interests of the J. O. Twichell Piano Co., at which time announcement was also made

(Continued on page 117)

# JUST OUT

# STERLING BULLETIN

No. 10

## GET IT BY ALL MEANS

*It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.*



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

Ask for prices and information on the new No. 82 Sterling Throw-Back Tone Arm. Ready for delivery about June 1st.

## Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois



# WALLACE REDUCING RECORDS

## They Sell All Summer Long

*'Get Thin to Music' knows no dull season. Reduction by this delightful melody method is easiest in hot weather. These records in demand the year 'round.*

The character of stores selling Wallace reducing records is significant. Music dealers like Lyon & Healy; department stores like Marshall Field's, and Lord & Taylor's; it's the *leaders* who are featuring this famous reduction course—in towns and cities of every size.

Nationally advertised by pages in the largest magazines; compelling window and store material; printed matter for your monthly mailings. Write us today.

Set of five 10-in. reducing records, chart for each, complete and interesting instruction all in compact, attractive box. Sells at \$15; nets you \$6.00 to \$7.50 each unit sale. *Good summer business!*

List price \$15 with discounts to dealers as follows:

6 sets	- -	40%	- -	\$9.00
12 sets	- -	40%-5%	-	8.55
25 sets	- -	40%-10%	-	8.10
100 sets	- -	50%	- -	7.50

*Less TWO percent 10 days,  
net 30, FOB Chicago*

**Complete sales helps shipped gratis with first order to—**

## WALLACE INSTITUTE

**630 S. Wabash Ave., Dept. 2, Chicago, Ill., U. S. A.**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

that there would be a consolidation of both companies. The stocks of both were brought together in the new place of business, which is the entire building formerly occupied by the Smith Piano Co., located on the east side of Wabash avenue, near Jackson Boulevard. Not all the alterations have been completed at this writing, but from present indications it is safe to assume that when the carpenters and decorators finish their jobs the new store will be one of the most elaborate to be found on Chicago's famous Piano Row.

**Waterson, Berlin & Snyder in New Quarters**

Waterson, Berlin & Snyder, who have for years conducted the famous Ted Snyder Song Shop on the second floor of the building on the northwest corner of State and Monroe streets, are now located in their new and elaborate store next to the Majestic Theatre, which is just across the street from the old site. The move was made necessary by the fact that the Fair Department Store has acquired the property rights for the entire building bounded by Adams and State streets, Monroe and Dearborn, and before the first of June rolls around all the property in this block other than the present Fair Building will be torn down for the purpose of erecting an addition to the department store.

Snyder's Song Shop now occupies a main floor store which measures approximately 100 feet in width and 150 feet in depth. It is elaborately fitted out with Unico equipment, and its talking machine department, which is exclusively Columbia, boasts of twenty hearing rooms of regulation size, with one big soundproof reception room some thirty by thirty feet square.

On the opening day Frank Clark, Western manager for both the wholesale and retail interests of Waterson, Berlin & Snyder, put on a series of jolly entertainments which lasted an entire week and were the talk of the town. Ted Snyder himself and other officials of the organization, together with their whole staff of song-writers, were on hand for the big event.

**Walter Magill Returns**

Walter Magill, Western representative of the Silent Motor Corp., of Brooklyn, has returned to his Chicago headquarters from an extensive visit throughout the West. He reports that throughout the section he visited the Silent motor is doing very nicely, far better than he had anticipated. While in the West Mr. Magill succeeded in making quite a number of important connections with manufacturers to whom he had previously sent samples of the Silent motor.

**Roy Bargy Kept Busy**

The management of the Tivoli Theatre, at Sixty-third street and Cottage Grove avenue, recently secured the services of Benson's Orchestra, Roy Bargy, director, to appear as a special number on the weekly program. Announcements to the public were that Mr. Bargy would only appear for one week. However, theatregoers who attend the beautiful Tivoli evidently do not believe in signs and simply compelled the management of the theatre, as well as Messrs. Benson and Bargy, to give them a week more of that famous Victor organization's melody. Director Roy Bargy, who had been planning to take the organization on a tour of the Central West, complied with the request of the South Side movie fans and for the past six weeks has been jazzing it up to the queen's taste at the Tivoli.

Another Victor artist who is proving quite an attraction on the South Side is Mario Carboni, the celebrated baritone, who at one time sang with the late Enrico Caruso.

**Chicago's First Radio Show**

Announcement has been given out that Chicago's first big annual international radio show will be held at the Coliseum, October 14 to 22. It will be an exhibition of everything connected with wireless, a get-together show for buyer, seller, novice and expert. The Coliseum is the largest exposition building in Chicago, with a floor space of over 70,000 square feet. Details for the show are now being perfected and a floor plan

will soon be ready. The advertising campaign for this show has already started and will be continued consistently right up to the time of the show, thereby assuring a large attendance. Special representatives of the Annual Chicago Radio Show, whose headquarters are at 126 North Dearborn street, are already on their way to Europe to investigate international developments and to bring the latest developments in radio from all parts of the world.

**New Columbia Iowa Traveler**

Chas. Beisel has taken over the Iowa territory for the Columbia Graphophone Co. He has had many years' experience in selling merchandise on the road, and his connection with the Columbia Co. will be welcomed by his many friends throughout the Middle West.

**Goes After Foreign Trade Right**

The most recent addition to the Columbia list of representatives is J. K. Foder, 24 Island avenue, Aurora, Ill. There is a very heavy foreign population throughout the Aurora and Elgin dis-

tricts, including 8,000 to 10,000 Roumanians. Up until the present time no effort was made by any one music dealer to play directly to these nationalities for their record business and it has been necessary for them to make their purchases in Chicago.

Mr. Foder is now putting in a complete line of Columbia Grafonolas and foreign records. He is Hungarian by birth and speaks the Roumanian, Russian, Polish, Slovak and Bohemian languages, as well as his mother tongue. He is a good American, was wounded in the World War and is now pensioned by the Government.

The location in Aurora is very desirable. The store is 90 feet deep, one-half of which will be devoted to the Columbia line. Four modern hearing rooms will be installed to handle the record business.


**Opening New Shop**

The Armitage Music Shop, of 4148 Armitage avenue, is opening a new talking machine shop


(Continued on page 118)

# THE GEER REPEATER

Patented November 10, 1914—September 29, 1916—Infringements will be vigorously prosecuted.



REG. U.S. PAT. OFF.



MANUFACTURERS, IMPORTERS, WHOLESALE AND RETAIL DEALERS IN

**EVERYTHING MUSICAL**

CHICAGO, ILL.

March 28, 1922.

Walbert Manufacturing Company,  
925 Wrightwood Avenue,  
Chicago, Illinois.

Gentlemen:

Just a word regarding our success in selling the Geer Repeater.

We have found it an accessory in exceptional demand, as you know from the large reorder that we have just given you. The public seems to have been waiting for a successful, simple repeating device, after the many failures, that have been on the market in the last few years. We find that purchasers of the Repeater are very well satisfied and are buying them for their friends and for gifts.

We have found that a very successful means of introducing the Repeater is the window display, with one or more Repeaters in operation, and our dealers report that they have used the window method to good advantage. We have small Victrolas on our record counter and have our saleswoman in demonstrating records for purchasers, use a Repeater, causing an inquiry from every customer, and leading up to a great many sales.

You are assured of success with the Geer Repeater and we wish to compliment you for bringing out one of the few articles accessory to the Talking Machine Business that are worth while.

Yours very truly,  
THE RUDOLPH WURLITZER CO.  
For *Roster E. Noke*  
Manager Victrolas Department.

LER:MAH

## Our Guarantee to Dealers

THE Geer Record Repeater is a proved product. It is as near perfect and fool-proof as mechanical ingenuity and long experimentation can make it. There is nothing to break or get out of order. It will fit any phonograph with free-swinging tone arm. We guarantee these claims and will immediately accept the return of any repeaters that prove defective. In addition we co-operate with you in every way possible—furnishing without charge sales helps and our special demonstrating record.

## Walbert Manufacturing Company

### Reasons Why Geer Repeaters Sell Quickly

1. They are as easy to put on and take off as a record. You simply lay the repeater on the record. They can even be put on or taken off while the record is playing.
2. They will repeat instantly and as often as desired and are adjustable for records of varying lengths.
3. They cannot possibly break or get out of order.
4. They fit any phonograph with free-swinging tone arm.
5. They come packed in a beautiful, durable box and can be laid away with the records when not in use.
6. When dancing, entertaining, dining or when music is wanted while working or resting, the Geer Record Repeater will prove its remarkable usefulness. A child can put it on or take it off.
7. There is a big demand for repeaters during the summer months. Ideal for use while camping or at summer resort.
8. The Geer Repeater will last a lifetime. It needs no attention and no repairs.
9. Full directions for use are given with each repeater. Read directions carefully.

### Our Unique Window Display Will Help You to Build Business

"SALES tripled immediately upon installation of a Geer Repeater Window Display," writes the Brunswick Phonograph Shop, Chicago. "It is keeping large crowds of people before our show windows continuously," says the Wade Talking Machine Co., Chicago. The above Wurlitzer letter is further proof of the unusually rapid turnover in Geer Repeaters secured by means of our new window display record which plays through in eighteen seconds. With this record in your window turnovers will run from 12 to 52 times a year. Sales of records and machines will also be considerably stimulated.

### Send for Our Demonstrating Record—NOW READY

To dealers wishing to install a Geer Repeater Window Display and share in the large number of sales now being realized all over the country, we will supply our Special Window Demonstrating Record—FREE. We also supply sales helps and beautifully colored window cards.

WALBERT MANUFACTURING COMPANY, New York Office,  
925-41 Wrightwood Avenue, Chicago, Ill. 200 Fifth Avenue.

Please send by return mail your "Demonstration Package" containing twelve Geer Repeaters—price to be 40% off list—retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record and sales helps.

Name .....  
Address .....  
Jobber .....

Terms: C. O. D. to firms not rated.

## DOUBLES THE JOY OF OWNING A PHONOGRAPH



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

further up on the same street, near Crawford avenue. At its present shop it is handling both the Edison and Brunswick lines, but the plans are to separate these two lines. The present place will devote its activities to Edisons exclusively and the new shop will be exclusively Brunswick.

**Good Musical Merchandise Business**

The Dixie Melody Shop, at 5314 Broadway, reports an exceptionally good business on harmonicas and ukuleles. R. M. Nall, proprietor of this shop, cannot account for the increased demand in this type of small goods, but nevertheless he is keeping the supply men busy shipping him goods of this sort. The shop handles a full line of Kimball instruments and Okeh and Gennett records.

**Full Speed Ahead for Turek**

S. K. Turek, of 2313 West Twenty-second street, recently decided to go out and do some business. By this is not meant that Mr. Turek had not been doing business. He actually was, but he just wanted to show a few brothers of

his in the trade who had been complaining of bad business what real salesmanship was like. He got out his prospect list, selected a few names and then went out and spent a half-day calling on these prospects. He called on quite a number and made appointments for the next morning. The next morning three prospects showed up and in less than an hour it was all over, the results being one Pathé Actuelle, retail value \$450, and one Starr, retail value \$250, sold for cash. The third customer was not sold at the time, but Mr. Turek went back the next day and effected the sale. Mr. Turek is planning at present to open two other stores around Chicago and is looking for some good locations.

**They "Liked" the Line**

The show window of the Oriole Phonograph Shop, 2204 South Kedzie avenue, was recently smashed with a padded brick. When William Cepak, the owner, came in next morning he found that the large number of Aeolian records, as well as a small-size Aeolian machine, were missing from the show window. When the work

of cleaning up the broken glass was completed a small piece of newspaper was found, whereon was scribbled in pencil, "We like the line."

**New Fair Manager**

Miss Gertrude Matlack, formerly in charge of the record department at the Song and Gift Shop, is now in charge of the record department at the Fair, succeeding former Manager Irvine.

**Opens in Rogers Park**

Z. Ganis, who for the past fifteen years has conducted a retail Columbia establishment at 326 South State street, has sold out his interests in this location and on May 1 opened a new store in Rogers Park. The new shop is located on Howard avenue, near the "1" and is fortunate in being situated in one of the busiest localities in Chicago's far north side.

**Rialto Music Shop Opens**

Rudolph Fractman, who formerly managed the Columbia store for Z. Ganis, at 326 S. State street, has purchased the entire good-will and stock of that business. The deal was consummated on May 1st. Workmen were immediately put on the job of remodeling the store, which will be closed for some six weeks, and when opened again it will be known as the Rialto Music Shop, and will carry a complete line of small goods, sheet music, rolls and records.

**Emerald Shop Opens**

The Brady Drug Co., at Forty-seventh and Emerald avenue, has just opened up a new store, which will be known as the Emerald Music Shop. The new shop will carry the Columbia line exclusively and will be managed by Miss Marie Collier, who was formerly cashier of the Chicago branch of the Columbia Co.

**Take on Banner Record**

The Song and Gift Shop, one of the biggest music shops in the loop on State street, has just taken on the Banner record line and is reporting excellent sales. Another line that this company has taken on recently is small crystal radio sets. The first week that they had these sets on sale was set off by a window display wherein a beautiful young lady was in the show window demonstrating the simplicity of the sets. She attracted much attention.

**Dolling Up**

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, is being completely redecorated. The plans call for some very elaborate fittings for this store and the proprietors are of the opinion that when the work of redecorating is completed they will have one of the handsomest little shops on that avenue.

**Adding New Booths**

The Greenstone Furniture Co., at 1315 Milwaukee avenue, has enlarged its talking machine department and opened what is known as "The Subway." It has equipped this new department with many booths and has also installed a complete set of the most up-to-date record racks as well as island counters.

**Columbia Recorders in Chicago**

L. Hausman and R. F. Bolton, of the New York Recording Laboratory of the Columbia Co., visited the Chicago branch recently, and during their stay there recorded Paul Biese's Orchestra and Frank Westphal's Rainbo Orchestra. Several personal records were also made at this time.

H. L. Pratt and Seymour Soule of the New York executive offices of the Columbia Graphophone Co., visited the Chicago branch recently.

**Specializes in Italian Records**

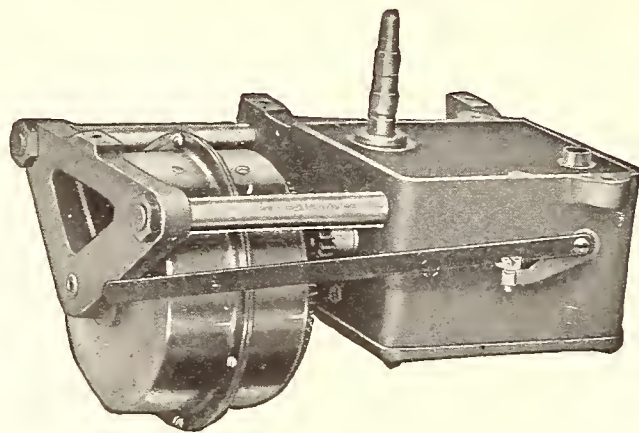
Jos. Cardinal has opened a new Columbia shop at 254 Howland avenue, Kenosha, Wis. A complete stock of Italian records will be carried and a special effort will be directed towards the portable model Grafonola business. Considerable business in Lithuanian records is expected because of the large colony located near his store.

**Sonora Activities**

L. Golder, sales manager of the Sonora department of Van Houten & Zoon, in discussing general business conditions, said:

"The latter part of February and the first of

# The Best Motor Money Can Buy



1. The **wick lubricating system**, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be **perfectly lubricated**. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

## REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

March showed somewhat of a depression in business, which for a while looked as though the trade were sliding down-hill, but towards the latter part of March and the first of April and up until May the talking machine business came back considerably. The Sonora dealers have been reporting progress for the past six weeks, and from present indications we are inclined to believe that the balance of the year is going to show the Chicago trade some very good business.

"A couple of weeks ago we received from the Sonora Co. the first lot of Lafayette models listed at \$165. These instruments have met with much favor by the Sonora dealers throughout our territory. Another little Sonora instrument that has proven extremely popular is the new leather covered portable. This is something the like of which has never been offered to the public before, and is so constructed that it readily appeals to the public."

**J. J. Davin Returns from Interesting Trip**

J. J. Davin, secretary of the Reincke-Ellis Co., of this city, just returned from a trip which included a visit to Toledo, Cleveland, Buffalo, New York, Baltimore, Washington and Pittsburgh, where he not only called on the Victor jobbers but the dealers as well. In many of these cities Mr. Davin spoke at informal meetings, where he urged the Victor dealers to cash in on the tremendous advertising now being done by the Victor Co., stating that if they tied

up with this publicity their dollar would be worth a third again as much, on account of the increased appropriation and activity now manifested in Victor advertising.

Mr. Davin also pointed out that there should be increased activity on the part of Victor jobbers and Victor dealers on sales promotion work, especially in view of the fact that the complete line of horizontal types is now available. Many of the Victor dealers are planning Victrola shows in their own stores and others are planning to display the Victor line at Spring exhibitions and county fairs.

**New Assistant Manager**

R. J. Mueller, Columbia salesman covering Iowa territory out of the Chicago branch, has just been appointed assistant manager of the Omaha branch. Mr. Mueller will be missed by many Columbia dealers throughout the Chicago branch territory.

**Ed. H. Uhl Resigns From R. Wurlitzer Co.**

Chicago and the music trade in general has lost one of its most aggressive and successful men. Ed. H. Uhl, head of the Chicago office and vice-president of the Rudolph Wurlitzer Co., has resigned his position. It is rumored that he intends going in the real estate and banking business. His business associates held a meeting on Saturday afternoon, April 29, at which time they expressed their deep regret at losing so capable and well loved an executive. But it is not only his business associates who regret

the resignation of Mr. Uhl, for his many friends in the trade deplore the loss of a personality who has done much to boost the music business in Chicago and, for that matter, throughout the country.

The Chicago Piano Club has adopted a resolution regarding the resignation of Mr. Uhl which reads as follows: "Resolved, that the Piano Club of Chicago in session at a regular meeting on May 1, 1922, extends to Ed. H. Uhl the following resolution as our mark of friendship: As you leave us in your capacity as vice-president of the Rudolph Wurlitzer Co. we want you to know that a thought goes with you, which is even greater than the building up of the great business of this company, and that is the thought of love. We congratulate you, our former president and charter member of the Chicago Piano Club, that you have been spared in your active life until this moment, and we know that although you have surrendered the 'key' here, another 'key' symbolic of the one you have used all these years, the key of right principle, will open the door for still greater, happier and more beneficent success."

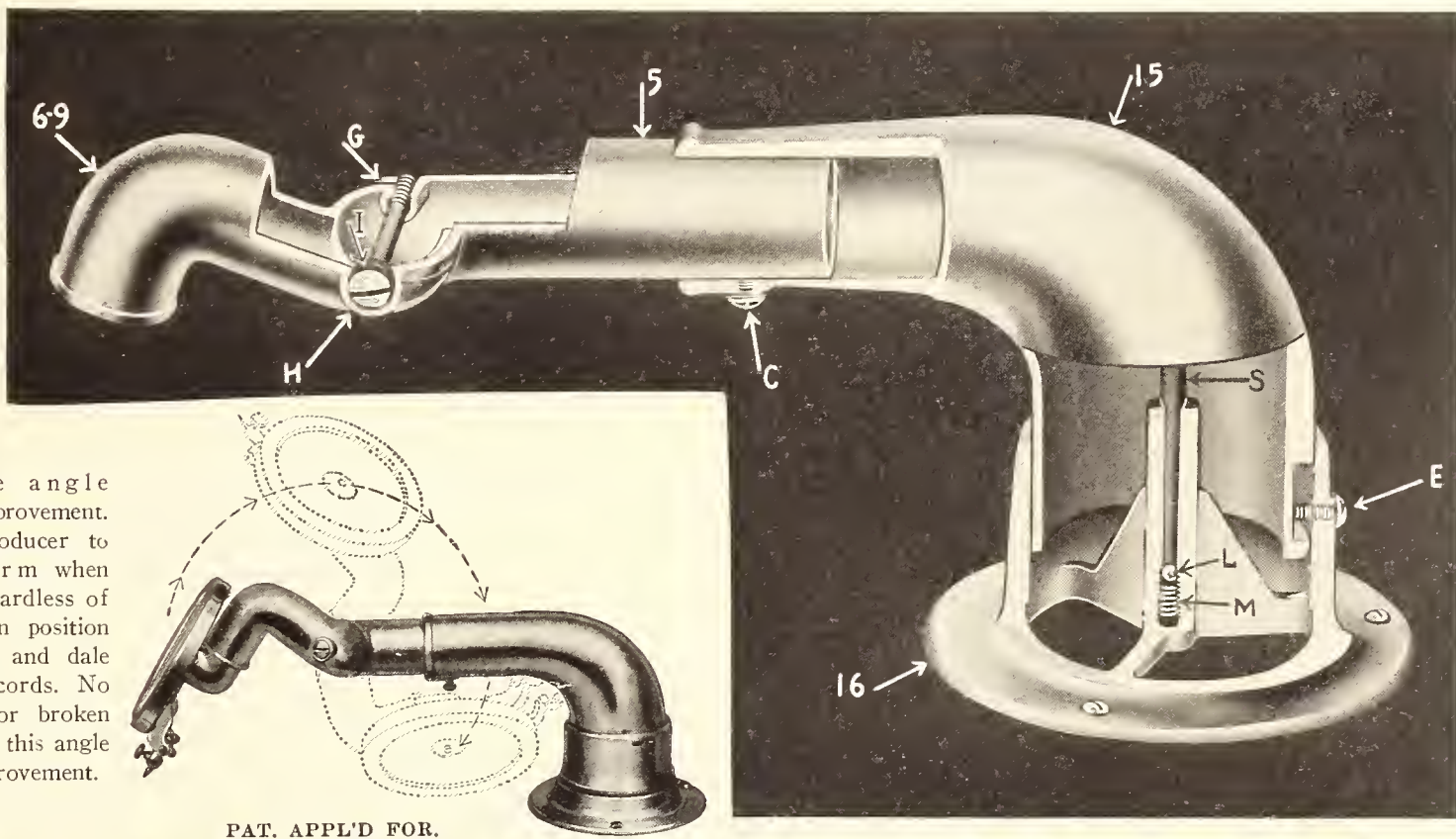
**Handy Record Tray**

The General Phonograph Corp., of Illinois, is experiencing quite a demand for its latest product, known as the handy needle tray. Officers of the company have learned from their dealers that this tray fills a long-felt want. It is a little  
(Continued on page 120)

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.

Illustrating the angle throw back improvement. Permits reproducer to clear tone arm when thrown back, regardless of whether it is in position for playing hill and dale or lateral cut records. No marred covers or broken reproducers with this angle throw back improvement.



PAT. APPL'D FOR.

**A NEW LARGE SIZE ORO-TONE ARM GRACEFULLY PROPORTIONED AND SCIENTIFICALLY CONSTRUCTED. POSITIVELY NOTHING TO GET OUT OF ORDER. THIS ARM ON YOUR PHONOGRAPH WILL INSURE CONTINUOUS SERVICE FREE FROM COMPLAINTS.**

BUILT LIKE A WATCH WITH THE STRENGTH OF A HERCULES

**DESCRIPTION OF MODEL O. G. TONE ARM**

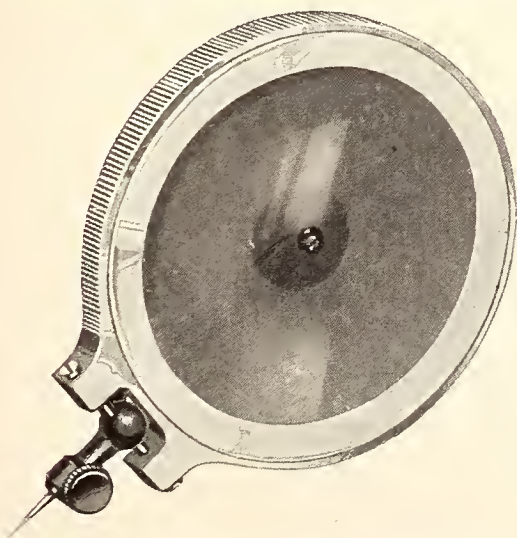
No. 16 Base. No. 15 Large Elbow. No. 5 Adjustable Extension. No. 6-9 Floating Elbow.

M. Height adjustment screw. L. Ball Bearing. S. Fixed Stud in large elbow. E. Stop screw for swing or arc of arm, also holds base to large elbow. C. Length adjustment screw. H. Assembly screw for No. 5 extension and No. 6-9 elbow. I. Hard fibre washer to insure perfect joint and alignment and prevent shake or rattle. G. Lock screw to prevent assembling screw H. from working loose.

**Permit us to send you sample of this new Large Arm and the O-1 Concert Reproducer for your inspection**

YOURS FOR THE ASKING

Lower left cut illustrates our Model O-1 concert reproducer. A wonderful reproducer with powerful, deep, rich tone quality.



Model O-1 Concert Size Reproducer. A wonderful reproducer with a powerful, deep, rich tone quality

**THE ORO-TONE COMPANY**

1000 to 1010 George Street

Chicago, Illinois



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

box about six inches long, one inch in width and one-half inch in depth. It contains five small receptacles, each capable of holding two hundred and fifty steel needles. These needles are assorted and packed so that the tray holds a total of 1,000 needles. The assortment consists of five types of needles, soft, opera, medium, loud and extra loud. This handy tray has been given the name of "Trutone" and retails at seventy-five cents. Packed in the box is a small cardboard strip, which is printed on both sides, one side showing a diagram of the box and what needle is contained in each compartment. On the reverse side of the card are printed suggestions as regards the use of needles and what kind of records should be used with soft, operatic, or any other kind of needles.

**In New Headquarters**

The General Phonograph Corp., of Illinois, has moved its headquarters from 19 West Jackson Boulevard, to the fourth floor of 216 North Michigan avenue. The new location overlooks

Chicago's famous boulevard link. The entire floor has been taken over by the company and gives them a space of approximately 5,000 square feet to be utilized for their offices and demonstration rooms. Besides this, a large amount of space has been taken up for storage purposes in the rear of the building wherefrom the Chicago trade will be supplied.

The demonstration room is about twenty-five feet square and contains record racks holding the entire Okeh library. Herein can be found a sample of everything Okeh has ever pressed, beginning with record No. 1 and continuing up to the very latest number.

**Bummel Petrus Goes Good**

With no reference towards prohibition, now and then things happen which are like a breath of the olden days. The Columbia Graphophone Co. recently released a popular German record, "Bummel Petrus," which is a melody well known among the Germans in America. The melody was imported from Germany only re-

cently and is going big throughout the Middle West. The number was recently released by two other companies successfully, so that on Saturday, April 22, when the Chicago branch received its initial shipment of this record it was in the dealers' hands within two hours' time. A. Schlesinger, one of the largest German dealers in the country, located at 644 West North avenue, took a very substantial initial shipment. Early Monday morning Mr. Schlesinger phoned the Chicago branch, asking for more of the selection. His entire initial shipment was sold out Saturday and Sunday, simply by playing the selection on a Grafonola at the entrance to his store. Although there was no extreme effort placed behind the sale of this record by Mr. Schlesinger, nevertheless a little moral can be gained from his experience. So many dealers, upon receipt of a new release, are prone to immediately place it in their record ranks and wait for calls to bring it out. If a special release will only be given an opportunity, invariably its sales will be very gratifying.

**Hall Advertising Service**

H. J. Fiddelke, sales manager for the Hall Mfg. Co., is receiving numerous requests from Hall fibre needle dealers all over the country asking for supplies of their large Kreisler wall hanger. This hanger is a very attractive affair, printed on cream paper, the lettering and design being done in black, with a likeness of Kreisler in sepia. This same attractive layout is printed in miniature 5½ inches in length and 3½ inches in width, to be used as an envelope stuffer. Large quantities of these stuffers are also being supplied to dealers on request.

This company has also brought out a cleverly gotten up order blank with the jobber's name imprinted thereon, which they are also sending to the jobbing trade. The new counter display carton, which was recently offered to the trade by the Hall Mfg. Co., has made a tremendous hit with the retail jobbers all over the country. A great number of these have written in to Mr. Fiddelke complimenting the Hall Mfg. Co. on them.

**The Raymond Music Corp.**

Raymond J. Healy, president of the Raymond Music Corp., makes the announcement this month that his company has taken over the retail business of the Edison Shop, at 229 South Wabash avenue. This shop was formerly conducted by the Phonograph Co., Edison jobbers of Chicago. In conjunction with a full line of Edison phonographs, the new company will handle a small grand piano manufactured by Behr Bros., as well as several other lines.

The Central Piano Co., which was formerly conducted by Mr. Healy, is being closed out and Mr. Healy will hereafter give his entire time to the interests of the Raymond Music Corp. In the new location extensive alterations have been made and Mr. Healy is planning to make his new shop one of the most attractive along Piano Row, if not in the entire city of Chicago. The new shop will utilize the main and second floors of the building and will be arranged with the machine display and demonstration booths on the first floor, and the second floor will be given over to offices and record demonstration booths. The third and fourth floors of the building will continue to be occupied by the Phonograph Co., with C. E. Goodwin as the governing head.

**The Oro-Tone Amplifier**

The Oro-Tone Co., of this city, has just placed on the market a new method of amplification for radio telephony. Several other companies are putting out horns and other things for the purpose of amplification, but the Oro-Tone Co. is making use of an amplifier manufactured by nature. It is none other than a conch shell, which, as everyone knows, from the earliest history has been used by man as an amplifying horn or trumpet, and was adapted to its present purpose by cutting off one end. The Oro-Tone Co. is taking this conch shell, trimming off the bottom and mounting it on a base or support of turned mahogany. In the bottom of this base are a



**Let Them Know You're in Business—**

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

**12 MONTHS TO PAY**

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

Store Frontage.....No. of Floors.....

T. M. W. No. 5

*Federal Electric Signs are the cause of a busy street; not the result.*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

receptacle and clamp for holding the telephone receiver of the radio head set. The finished article shows up very neatly and the amplification attained is very pleasing.

**Open New Display Salon**

One of the most elaborate display rooms in Chicago was recently thrown open to the public at 720 South Michigan avenue by the firm of C. J. Van Houten & Zoon, Sonora distributors. The purpose of this new display room, according to L. Golder, sales manager, is to have a place in Chicago wherein Sonora dealers, either local or out of town, may have a place to make their headquarters when in the business section. Another purpose that it will serve will

his working capital, whereas in this idea we are endeavoring to let the Sonora dealers utilize every available cent of their working capital for business purposes. We will carry a complete line and at the same time offer them the advantages of our very high-grade salesmen."

One of the features of this new display room is a beautiful show window which is brilliantly lighted at night. Immediately above the show window is a large illuminated sign, bearing the word "Sonora." The window itself is beautifully decorated with heavy velvet portieres and valances.

**New Oro-Tone Arm**

Another new arm, known as Model O G, has been added to the Oro-Tone line of talking machine equipment. This new arm is built along entirely different lines for the purpose of allowing height adjustment as well as stability. Heretofore the base of the arm has been manufactured in two parts, being a base proper and a ring or collar, setting between this base and the tone arm. In the new, both the base and collar are made in one piece, and this combination permits an adjusting screw for either raising or lowering to be placed in the center stud. The center stud in turn is hollowed out so as to accept a single ball bearing, upon which rests a pivot coming down through the center of the arm. This single ball bearing does away with all other ball bearing rollers, upon which the arm formerly swung. To adjust, one merely needs take a screw-driver and either turn in or turn out a single screw which is placed in the bottom of the stud and this in turn either raises or lowers the height of the tone arm.

**Installs Laboratory**

The Chicago office of the Columbia Graphophone Co. has the distinction of being one of the few in Chicago's talking machine trade which can boast of a permanent recording laboratory. This laboratory was recently installed under the supervision of Al Houseman, recording chief for the Columbia Co., who comes here from New



**MELODY CONSOLE**

Height 36½, Width 36, Depth 20½. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer, Genuine Mahogany. List Price \$125.00. Write for discount.

**MELODY NATIONAL SALES CO.**

190 N. State Street, Chicago, Ill.

Manufacturer

**MELODY PORTABLE PHONOGRAPH**



The Show Window at Night

be for dealers to bring prospects for high-priced Sonora period models. This is an idea being put forth by Manager Golder, who believes that a great many dealers do not push the sale of high-grade instruments because they cannot show them to a prospect.

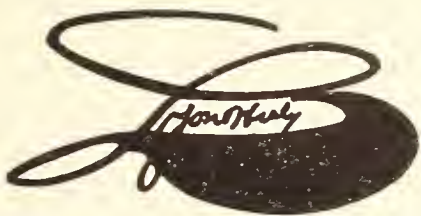
"It is out of the question to ask any dealer to carry a complete complement of high-priced period models," said Mr. Golder, "for in order to do so it is necessary that he tie up a lot of

York to make special recordings for Western artists, such as Frank Westphal and Paul Biese.

**Lakeside on Piano Row**

The Lakeside Supply Co. has at last settled down in its new home at 339 South Wabash avenue, having found its old headquarters at 416 South Dearborn inadequate. The new location is on the second floor of the building. Two years ago, when it moved from Clark street to Dearborn, the Fricke brothers thought the place would be entirely too large for them, but business has progressed steadily until it has come to pass that the Dearborn street location has been found entirely too small. It was this fact

(Continued on page 122)



**—The Sign of Service**

VICTOR DEALERS:—For real Victor Service come to Lyon & Healy.

**OUR STOCKS ARE COMPLETE**

- When you want Victrolas —  
We have them!
- When you want Victor Records —  
We have them!
- When you want Victor Supplies —  
We have them!

**TRY OUR SERVICE**

**LYON & HEALY**

*Victrola Distributors*

**CHICAGO**



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

alone, therefore, which necessitated the move to Wabash avenue.

**Lyon & Healy Indiana Traveler**

E. T. Huller, who was formerly connected with the traveling department of the Stewart Talking Machine Co., of Indianapolis, Ind., has taken up Indiana traveling for Lyon & Healy. He assumed his new duties for Lyon & Healy on May 1, when he established his headquarters in Indianapolis.

**Ernest John Visits**

Ernest John, manager of the Victor Talking Machine Co.'s advertising department, spent several days in Chicago recently. Quite a number of men in the trade representing Victor jobbers and dealers got together and tendered Mr. John a little welcome dinner at one of the large hotels.

**Wallace Women Demonstrators**

The Wallace Institute has created quite a bit of interest in the trade throughout Chicago in the past month by reason of its trade-stimulating activity. The advertising department is busily engaged in supplying dealers with window trims and seeing that attractive windows are put in.

In some of the big department stores of the Loop, as well as a great number of talking machine stores, the Wallace Institute has been making use of women demonstrators of the reducing records. The ladies appear in regulation outfits and go through the exercises. Many of the stores have reported that this method of demonstration has made strong appeal to the women of Chicago and is directly responsible for the sale of quite a number of talking machines purchased by women who came to look at the demonstration merely out of curiosity.

In the short month that the Wallace reducing records have been offered to the talking machine trade this company has received requests from dealers in all parts of the country asking for sample shipments of six sets of records. In numerous instances large repeat orders have

resulted. Many dealers have also taken advantage of their demonstrating possibilities. The company has been swamped with requests from numerous dealers asking that the Wallace Institute supply them with women demonstrators, as they realize that they are great drawing cards and stimulate the sales not only of records but of machines as well. Quite a few of the dealers handling Wallace records at present have even gone so far as to borrow demonstrators from local gymnasiums.

**Hartman's New Store**

The Hartman Furniture Co., of this city, famous all over the country for its trade slogan, "Let Hartman Feather Your Nest," has just come into possession of a large building at 2500 West North avenue. In this new location the plans of the company call for the establishment of one of the largest home-furnishing companies on the northwest side. The company has not announced at this time what line of talking machines it will handle, but plans are for a very large talking machine shop.

**New Talking Machine Department**

Wieboldt & Co., one of the largest department stores on the west side, has just finished moving its talking machine department from the seventh floor of the building on Milwaukee avenue to the second floor. H. L. Freedman, who looks after the talking machine department, announced that the new talking machine section will occupy more space than heretofore. Plans are now under way for increasing the sales force.

**Brunswick Dealer Dresses Up**

Frank Naese, exclusive Brunswick dealer, at 4803 West Lake street, is now the proud possessor of one of the most elaborate talking machine establishments in his part of the city. The transformation was made through the agency of the Unit Construction Co., who went through Mr. Naese's place of business and completely overhauled the fixtures and furnishings. This store is now graced by six beautiful demonstration rooms in white ivory finish which are

absolutely sound-proof and of double construction. This double construction feature as advocated by the Unit Construction Co. gives a maximum sound-proof quality.

The lobby of the store has also been wainscoted in white ivory finish, and the record shelves, also of this finish, have a capacity of 4,500 records, in front of which is placed a twelve-foot counter. The lighting effect is carried out by Unico illuminating units. The demonstration booths are equipped with the latest type record stimulating shelves, which match the finish.

**Unico Visitors**

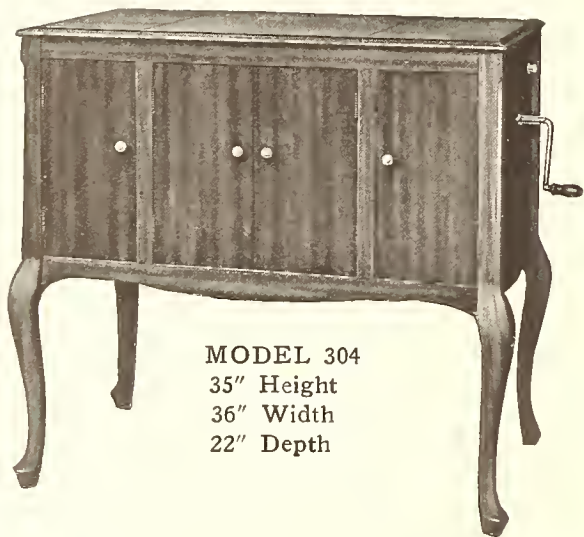
Rayburn Clark Smith, president of the Unit Construction Co., was a visitor to Chicago recently. The purpose of his visit was to hold conference with A. T. Beach, vice-president of the company, who was returning from a trip to the Coast. These gentlemen spent several days going over the trade with D. D. Montgomery, the new district manager for the Unico's Chicago branch. Immediately after this conference Mr. Montgomery left on a three weeks' trip to call on the trade in Kansas City, Omaha and other central Western cities.

**Some Recent Visitors**

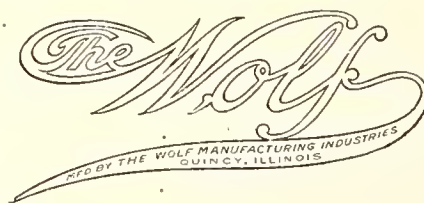
E. R. Luebe and John H. Throgmorton are two of the out-of-town dealers who visited the Chicago trade during the past week. Mr. Throgmorton conducts a Victor retail shop at Flora, Ill. He said that business was very good in his section and that he has added another Unico demonstration booth to his already fine equipment. Mr. Luebe conducts a retail establishment in Collinsville, Ill., and says that he has also equipped his place of business with a complete installation of Unico retail fixtures and counters.

**Record Stimulators**

The Victor publicity department of Lyon & Healy has just brought out a new monthly hanger for the purpose of stimulating record sales. The idea behind this is to select from



MODEL 304  
35" Height  
36" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

**OUR JOBBERS FACTORY PLAN**  
QUALITY      VALUE      SERVICE

*We operate a plan that makes*

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT      NO HANDLING      QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

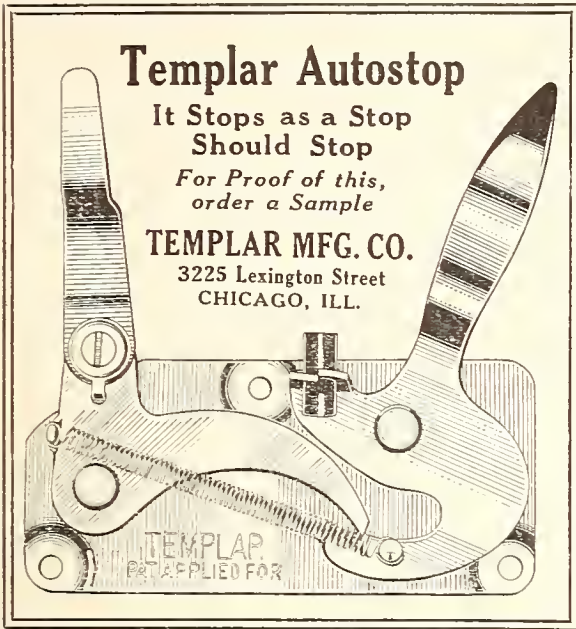
**WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES**

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
110-126 WEST 3rd STREET  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)



the numerous stimulators which have been published and place them in the demonstration booths. There is quite a selection of these little hangers to pick from, and all the dealer does is to look through his record list, find out the type of record he wants to push and accordingly hand up one of these little announcements which contains that list.

The first one off the press is entitled "Let's Laugh" and shows a small sketch of two laughing little youngsters before a Victor talking machine. Immediately under this sketch is a list of Victor records calculated to cheer the hours. The list contains such numbers as "That's the Kind of a Baby for Me," "Goldstein Behind the Bars," "Uncle Josh in a Chinese Laundry," "Bake Dat Chicken Pie," etc.

**Chicago Radio Ties Up With Talker Trade**

Who is the logical man to handle the retail sales of wireless telephone receiving apparatus for home entertainment; and why? The Chicago Radio Laboratory, of 332 South Michigan avenue, Chicago, has come to the conclusion that this man is none other than the retail talking machine merchant for the reason that there is such a close alliance between wireless telephony and the talking machine. Both are instruments to be used in the home as a means of entertainment; in fact, some people try to bring out a distinct relationship between the talking machine and the radio receiving set, by referring to the latter as a first cousin to the talking machine.

As stated above, the Chicago Radio Laboratory, after coming to this conclusion, decided to concentrate a great deal of effort in order to secure high-class representation throughout the retail music trade. The instruments being put out by the Chicago Radio Laboratory are all equipped with the Armstrong regenerative circuits and with Audion detectors capable of working at wave lengths ranging from 180 to 1,200 meters, and of receiving good strong signals up to a 3,000-mile radius.

One of the strong features which this company has incorporated in its sales department is to be found in its efficient service. The men who care for the correspondence are able to be of great help to music dealers in solving the problems pertaining to radio which may be brought up by purchasers. They are giving some good, sensible advice to dealers as to the best way to handle radio sets. One suggestion is that the dealer should not sit up burning midnight oil trying to study out what radio is and to solve its mysteries. To get right down to it, no one knows what it is. A whole lot of theories have been advanced, but they have all followed the same route and left the eternal question at the same place.

Another thing that this company is advising dealers very strongly is not to attempt to make a junk shop out of the store by handling parts. They are seeing to it that all dealers are supplied with instruments complete as to every detail, from the antennae, through the machine to the ground wire. Of course, they expect the dealer to give service and are supplying him, therefore, with accessories, such as are needed only for Chicago Radio Laboratory instruments.

This company is the holder of the second license ever issued under the patent rights of Major Edwin H. Armstrong, the inventor of the feedback regenerative circuit, which made wireless telephony practicable.

As announced in the news columns of the April issue of The Talking Machine World, the Q R S Co., manufacturers of the famous Q R S music rolls, have been appointed by the Chicago Radio Laboratory as manufacturing agents.

**Dealers Honor Frank Westphal**

On the evening of April 17 nearly every Columbia dealer in Chicago was present at the Rainbo Garden to pay homage to Frank Westphal and his Rainbo Orchestra. This newest of Columbia's exclusive artists was present in person to meet the dealers and to give them his own inimitable classics of dance music. "If You Knew" and "She's a Mean Job" are the first selections to be recorded by the Columbia Co.

In presenting these numbers to Columbia dealers, Mr. Westphal first played them on a Columbia Grafonola, and then repeated the numbers with the orchestra itself. Judging by the vociferous applause that greeted Mr. Westphal's offering, this gentleman is due for unprecedented popularity. He is an artist who

puts his every ounce of energy and enthusiasm into his work with results plainly evident.

Besides the musical offerings presented by Mr. Westphal, Jack Kapp, of the Chicago branch of the Columbia Co., and Sam Lemberg, Columbia's North Side salesman, came together and offered an impersonation of Gallagher and Shean. It was a very clever piece of work on the part of the Columbia boys, and quite a number of the dealers present requested Messrs. Kapp and Lemberg to have a record made of the act.

**Manages Radio Department**

Charles Hindringer has been appointed manager of Lyon & Healy's new retail radio department. At present his headquarters are on the sixth floor of the big Lyon & Healy Building. It is expected by June 1 these quarters will be removed to the first floor. Mr. Hindringer comes to Lyon & Healy with a vast amount of expert knowledge pertaining to radio, and since his installation as manager of this department has been a great help to Lyon & Healy dealers who have taken on these goods.

**New Columbia Attachment**

The Jewel Phonoparts Co. has come out with an exceptionally clever little attachment for use on Columbia machines for playing Edison rec-

(Continued on page 124)



**YOU**

will never be able to appreciate the appearance, finish, operation and wonderful tone quality of ORO-TONE attachments until you order sample.

**YOUR CUSTOMERS**

will want ORO-TONE attachments when they hear the rich tone quality.

**OTHER DEALERS**

are selling ORO-TONE attachments with great success. Once heard, the desire for possession makes the sale easy.

**WHY DON'T YOU ORDER SAMPLES TODAY?**

# The Oro Tone

QUALITY FIRST

Just Say—

## "Send Samples on Approval"

For the EDISON



**No. 1E ORO-TONE**  
For Playing All Records on the Edison  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Full, rich and glowing with great carrying power and absence of metallic shrillness and surface noises.  
Retail price, Nickel Plated \$7.50.  
Highest Grade Gold Plate \$10.50.

For the VICTOR



**No. LS-V ORO-TONE**  
For Playing All Records on the Victor  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
Retail price, Nickel Plated \$6.50.  
Highest Grade Gold Plate \$9.50.

For the COLUMBIA



**No. 1C ORO-TONE**  
For Playing All Records on the Columbia  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
Retail price, Nickel Plated \$6.50.  
Highest Grade Gold Plate \$9.50.

ASK FOR COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

**The Oro Tone Co.**  
QUALITY FIRST  
1006 GEORGE STREET  
CHICAGO, ILL.



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

ords. Attachments such as these, according to A. B. Cornell, sales manager of the Jewel Phonoparts Co., have heretofore proved unsatisfactory, owing to the extra weight of these attachments. "We have been figuring out the possibilities for attachments such as this for quite a number of months," said Mr. Cornell, "and are happy to say that we have finally hit upon a plan which has proved very successful."

**Harry Bibb Entertains**

Harry Bibb, Chicago sales manager for the Brunswick Co., was chairman of the entertainment committee of the Piano Club on Monday, April 17. The program put on by Mr. Bibb was considered by the Club members as one of the best entertainments of the year. The leading light of Mr. Bibb's program was none other than Isham Jones, Brunswick exclusive artist, who, together with his orchestra, rendered a lengthy list of popular numbers. So invigorating was Mr. Jones' brand of playing that even the strictest adherents of classical music joined in with the followers of the more popular type in cheering the boys.

After the entertainment the question "Is it any wonder that popular music holds its sway when one hears melody like that?" was frequently heard.

Besides Mr. Jones there was quite an attendance of prominent songwriters, among whom were Gus Kahn, Walter Donelson and Joe Lyons, who came purposely to hear the College Inn boys deliver their best wares.

**Zax Home From Trip**

S. L. Zax, sales manager of the International Talking Machine Co., Chicago, has just returned from a trip through the East and South. Mr. Zax states that his trip was a very successful one, and that dealers are optimistic regarding conditions.

**Wiggins Succeeds C. O. Miller**

C. O. Miller, who for the past two years has been district manager for the Chicago branch of the Starr Piano Co., has announced his resignation

from that company. He is now traveling the State of Ohio, representing the New York Recording Laboratories. In the Chicago office of the Starr Co. he is succeeded by F. D. Wiggins, who takes the post of district manager, both wholesale and retail. The latter is an experienced man in the music industry.

**Boston Book Co.'s New Album**

The Boston Book Co. is offering to the trade this month the latest addition to its famous line. The new album is a combination affair built to hold ten records of either ten or twelve-inch size. The envelopes or leaves for holding the records in place are built along entirely novel lines. They are made in two pockets, one of which is built to receive ten-inch and the other twelve-inch records. The backs of these envelopes embody the wooden construction feature. In place of solid wood the back is made

up of a number of thin laminations, with the envelopes secured by insertion between them, and held securely in place by small nails. This method of construction, on which the Boston Book Co. claims patent rights, keeps the record albums from ever becoming wabby or allowing the leaves to drop out.

**Returns From Florida Trip**

G. H. Wickman, Columbia dealer at St. Ignace, Mich., stopped at the Chicago office of the Columbia Co. as he passed through on his way back from Florida, where in Winter he runs a music store on the West Coast.

**Blood Tone Arm Co. Chartered**

The Blood Tone Arm Co., 326 River street, has been incorporated under the laws of Illinois to manufacture and deal in talking machine tone arms, talking machines, etc. Incorporators are: B. B. Blood, E. Koetsch and Oscar J. Kloer.

**VITANOLA CO. HAS BEEN RELEASED FROM BANKRUPTCY**

Difficulties of a Year and a Half Ago All Cleared Up and Company Is Once More Solvent and, According to Its Officers, Is Ready to Do Business—To Concentrate in Saginaw

CHICAGO, ILL., May 6.—Sam S. Schiff, vice-president and general manager of the Vitonola Talking Machine Co., of this city, has just made the announcement that the difficulties which necessitated the appointment of a receiver for them in October, 1920, have all been cleared up, and the company is once again on a firm financial basis. The Vitonola Talking Machine Co. was one of the first institutions in the West to be formed for the purpose of manufacturing talking machines for the trade. The company was organized many years ago and up to a year and a half ago was doing well in its field. Due to little difficulties which frightened a number of creditors the company was placed in the hands of receivers. The receivership has now been lifted, owing to the good work of Sam Schiff, and the organization is already producing complete instruments in its Saginaw

plant. This plant is still owned and controlled by the Vitonola Co., as is the million-dollar structure which it was building in Cicero at the time of its trouble. It is now going ahead and producing an entirely new line of up-to-date models, including some exceptionally fine console machines.

The plans at present call for the moving within sixty days of the general offices as well as all other activities to the factory in Saginaw, where the plant contains 180,000 square feet of floor space. The main section is a building three stories in height by 500 feet long, which is devoted exclusively to shipping and finishing departments. Coming off this main structure is a three-story wing, 350 feet long, where the new work and cabinet assembling are done. In addition to this wing there is also a four-story warehouse.

# *The* PORTOPHONE



Open

## The Biggest Value in the Talking Machine Industry Today

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

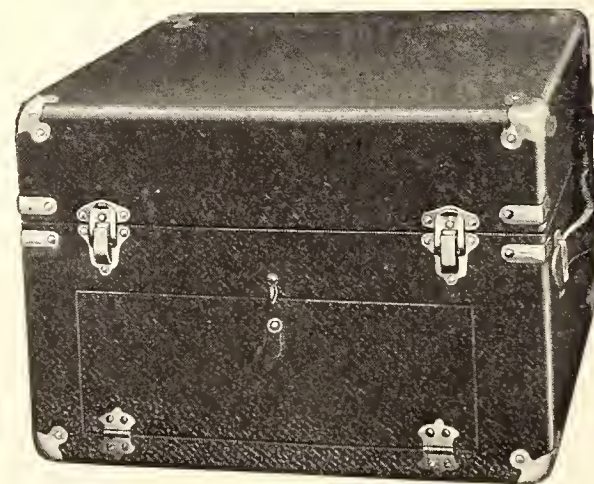
The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

**The CONSOLIDATED  
Talking Machine  
Company**  
229 West Washington St.  
CHICAGO

Branch, 2957 Gratiot Ave., Detroit, Mich.



Closed



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

The plant is well favored with shipping facilities, having a four-track spur, with track connections to the Michigan Central lines. Mr. Schiff expects that within sixty days this plant will be working to capacity, using day and night shifts and turning out no less than 200 complete instruments every twenty-four hours.

Just what disposition will be made of the big million-dollar plant at Cicero has not been announced at this time, although it is owned and controlled exclusively by the Vitanola Talking Machine Co. and at present is burdened by no encumbrances whatsoever. Further plans for the company as announced by Mr. Schiff include the establishment of a Chicago headquarters, such as a display room and office to be occupied by M. C. Schiff, president of the company, who will remain in Chicago. S. S. Schiff will take up his headquarters in Saginaw.

CAST PARTS FOR RADIO IN DEMAND

Barnhart Bros. & Spindler Are Coping With Demand and Die-Casting Department Is Working Overtime to Supply Trade Needs

CHICAGO, ILL., May 9.—That the sudden growth in the popularity of the radio is asserting itself throughout the talking machine trade is vouched for by Advertising Manager W. R. McArthur,



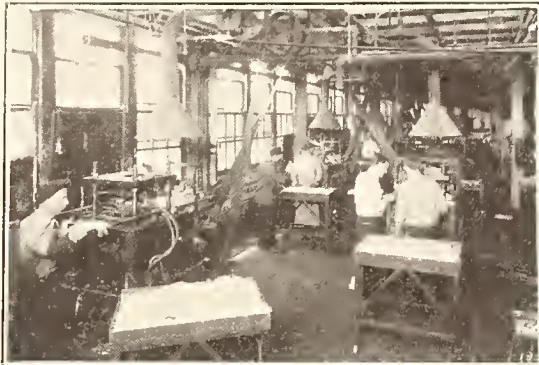
View in Phonograph Specialties Dept.

of Barnhart Bros. & Spindler, who believes that the interest in radio is at present reflecting itself in an increased demand for talking machines. Indications are that a public which becomes habituated to the radio form of home entertainment learns also to appreciate the modern talking machine as an always available entertainer, capable of rendering selections that exactly

please the taste of its owner whenever he so desires.

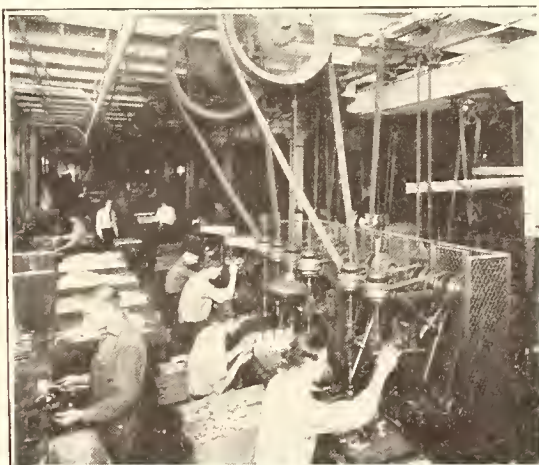
Mr. McArthur is urging all talking machine manufacturers, jobbers and dealers with whom he comes in contact to take cognizance of the importance of radio, telling them that the talking machine trade should take organized measures to become the main distributing channel of radio equipment.

Barnhart Bros. & Spindler are at present doing a great amount of radio die-casting in conjunc-



Casting Machine Room, Die Casting Dept.

tion with their large talking machine die-casting business and are planning to announce to both the talking machine and radio trade the adaptability of their new Scottford tone arm and Superior reproducer for radio receiving. This well-known tone arm and sound box is being constructed in such a way that it is now capable of being adopted as a radio amplifying device. This company is one of the largest producers of

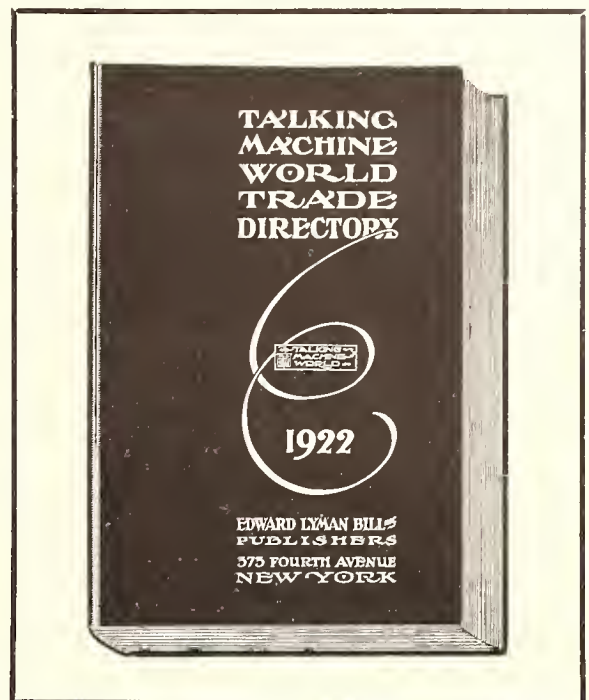


View in Die Casting Finishing Section

die-castings in the country, and has been for years die-casting for numerous trades which re-

(Continued on page 127)

BRAND NEW



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc., 373 Fourth Ave., New York City.

Gentlemen: Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name ..... Firm ..... Street ..... City and State.....

W.W. KIMBALL CO.

Wholesale Distributors

Okéh Records

Popular Records; Latest "Hits of the Hour;" beautiful artists records by celebrated singers; will play on any standard disc machine.

Okéh Records are assured sellers.

Build up your Trade. Ask for Agency Terms and avail yourself of our quick service.

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., at Jackson Blvd. Kimball Bldg. CHICAGO.

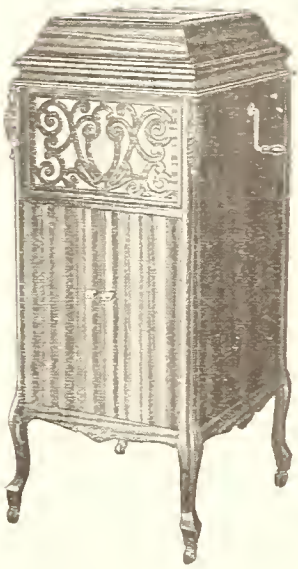




# The Phonograph of Marvelous Tone

## VITANOLA

Plays ALL Records - Natural as Life



No. 12

## Dealers—Attention!

Now is the time for all good dealers to come to the aid of their pocketbooks.

Feature the Vitanoia and reap the profits you are entitled to.

Thousands of dealers have made good profits selling the Vitanoia—why not join this fraternity?

We are now opening new agencies—write and inquire if your territory is still open.



No. 10

New Console models, at prices that will sell them quickly, will be ready for delivery soon. Write today for catalog and prices

*Send orders and inquiries direct to*

## VITANOIA TALKING MACHINE COMPANY

1920 South 52nd Avenue

Phone: Lawndale 0460

CICERO, ILLINOIS



quire great quantities of small finished metal parts.

As attested by the activities now being carried on by their die-casting department, the volume of business has been steadily increasing since early in the year. Talking machine manufacturers have been keeping this department very

busy, but now that the demand for radio equipment has come and the newcomers are beginning to order die castings, it may be said that the "grand rush" is really on in earnest, simulating to a great extent the strenuously active times of 1916 and 1920, and an even greater demand is expected in the near future.

# CANTON

*Business on Upward Trend—  
P. Q. Shrake in Important  
Post—News of the Month*

CANTON, O., May 8.—Improvement in the talking machine industry in the Canton district is evidenced in reports gleaned from the score or more dealers in the district following a survey made by a representative of The World.

"In my opinion the improvement in the talking machine industry since April 1 has been very marked," said P. Q. Shrake, head of the music department of the Klein-Heffelman-Zollars Co. "Our store sold more talking machines in April than the previous month and we expect to double last month's sales during May," he said. According to Mr. Shrake collections are showing a gain and record sales are holding up well. He said that on last Saturday the store disposed of more talking machines than on any previous day in many months, which is an indication that the people of Canton are again on their feet financially and looking for entertainment for their homes.

"Business in the store during the month of April was very slow compared to previous months and the majority of our sales were made by the men on the outside," said Manager Rutledge, of Rhines Edison Shop. "However, we are not discouraged and believe that the month of May will be a big one from the standpoint of sales," he said.

P. Q. Shrake was named vice-president of the Klein-Heffelman-Zollars Co. at the annual meeting of stockholders held last week. He is in complete charge of the sheet music, talking machine and piano departments, which require one whole floor of the big store. The business of the company for the fiscal year just ended was very satisfactory.

The new storage and salesroom building of the Alford & Fryar Piano Co. will be completed within a few days. A large portion of

the floor space will be devoted to the sale, display and storage of talking machines. Cheney and Starr sales during April, according to Mr. Alford, averaged well with previous months.

George C. Wille, of the George C. Wille Co., Victor dealer here, said that, while business during April was nothing to boast of, record sales held up well during the month. Mr. Wille has returned from the East, where he made large purchases for his music store and for his new radio store recently opened on Cleveland avenue.

W. E. Pyle, manager of the music department at the store of William R. Zollinger, and who recently assumed charge of the music department at this store, having come here from the May Co., Cleveland, announces his department completely remodeled and rearranged and that he now has one of the most complete music departments in this city.

Thomas Brosky, formerly with the Davis, Burkham & Tyler Co., East Liverpool, O., is now identified with the music store of the D. W. Lerch Co., this city.

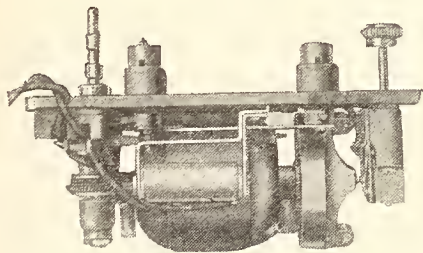
Roy Vaughn, until recently with the Drake & Moninger Co., Alliance, O., Victor dealers, is now connected with the Betty Furniture Co., this city.

## PUBLISH HISTORY OF L. C. PENN

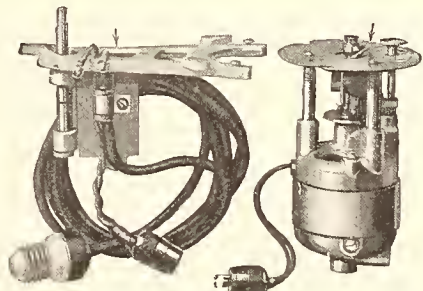
MT. VERNON, O., May 8.—The L. C. Penn Co., prominent musical instrument dealer of this city, was recently honored by having the history of the company appear in the leading local newspaper. This concern is one of the oldest music houses in this part of the State and features the Cheney line of talking machines, wholesale and retail; the Stradivara and American talking machines are also handled.

## SOUND WAVE CORP. CHARTERED

The Sound Wave Corp., of Jersey City, N. J., was recently granted a charter of incorporation under the laws of that State for the manufacture of sound reproducing machines, with a capital of \$100,000.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

## Motors, Tone Arms, Hardware and Accessories

### Wireless Equipment

- Head Sets
- Lamp Sockets (Not Porcelain)
- Panels
- Variometers
- Adjustable Jacks

- Vario-Couplers
- Aerial Wire
- Insulators
- Knobs
- Variable Condensers

## LAKESIDE SUPPLY COMPANY

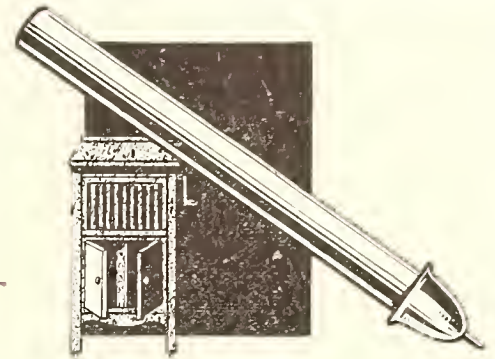
339 SO. WABASH AVENUE

CHICAGO, ILL.

## Why Musicians and Careful People Use

# Tonofone

Flexible Point Phonograph Needles



**Because—**They reproduce accurately Original Tone.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

**Because—**One needle is sufficient for all Tones, be they "loud," "medium" or "soft."

**Because—**They are convenient and economical.—One needle is sufficient for several evenings.



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

**Because—**They positively do not scratch or injure records.

**Because—**They eliminate metallic and surface noise.

Write for samples and revised price list showing **Big Profits to Dealers.**

*The Tonofone Company*

Makers

110 S. Wabash Ave., Chicago, Ill.

## REMOVES TO NEW QUARTERS

PITTSBURGH, PA., May 8.—The Starr Phonograph Co., of Pennsylvania, has moved from 811 Liberty avenue to 634 Grant street. The firm is the western Pennsylvania and adjacent territory representative of Starr phonographs and Gennett records. H. C. Niles, the secretary-treasurer, reports trade conditions as showing an improvement.

## TO RECORD FOR EDISON CO.

ORANGE, N. J., May 6.—Thomas A. Edison, Inc., recently announced the securing of the Atlantic Dance Orchestra as an Edison re-creation feature. This orchestra, which will record exclusively for the Edison Co., has as its leader Dave Kaplan, nationally famous as an orchestrator.

Loafing on the job is a form of thievery. It is stealing time. A time thief not only does himself an injustice but he is harming his employer.



Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a - way,

# WAKE UP LITTLE GIRL

## YOU'RE JUST DREAMING

HEAR IT NOW

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

**FRIEDL ENTERS THE RADIO FIELD**

Well-known Talking Machine Man Forms the Triangle Radio Supply Co. in New York

Lambert Friedl, who has long been connected with sales organizations of some of the leading talking machine companies, recently organized the Triangle Radio Supply Co., Inc., and has opened up offices and warerooms at 122 Fifth avenue, New York City.

Mr. Friedl recently resigned as manager of the Okeh wholesale division of the General Phonograph Corp. Prior to that time he was connected in an executive capacity with the Columbia Graphophone Co.

Associated with Mr. Friedl is H. A. Linde, who for over five years was with Stanley & Patterson, the well-known New York electrical supply house. Mr. Linde has many qualifications for his field of activities. He was, during the war, an instructor of radio for the United States Navy at Harvard University.

The Triangle Radio Supply Co., Inc., will act as jobber of radio apparatus and its component parts. These goods, however, are to be specially selected and of proven worth, the object being to place in the hands of the trade products having a ready sale and requiring little or no technical knowledge. However, the company will carry out an educational campaign for the dealer and is equipped, if necessary, to give technical advice.

Among the products to be handled by the new company are the radiophones of the De Forest Radio Telephone & Telegraph Co.; equipment of the Stromberg-Carlson Co.; the Brach Electric Co., the Atlantic & Pacific Vacuum Tubes, and products of De Veau Electric Works and Cutting & Washington.

**TWO VISITORS FROM THE SOUTH**

F. S. Hemenway and A. W. Berdon, of New Orleans, Optimistic Over the Outlook

ORANGE, N. J., May 10.—Two important visitors to the Edison Laboratories during the first week of May were F. S. Hemenway, president of the Diamond Music Co., New Orleans, and A. W. Berdon, vice-president of the same concern. These proprietors of Edison wholesale and retail interests in the South, in a chat with The World, displayed great enthusiasm over the recent increases in the price of cotton. They made it clear that the future prosperity of the phonograph industry throughout the South depends, in a basic way, on the value of the agricultural products raised by the South, and that every slight rise in price of such commodities as cotton increases the purchasing power of the Southern States by many millions of dollars.

Both Mr. Berdon and Mr. Hemenway look for a substantial improvement in general business and in the phonograph business through the agricultural sections of the South for the Fall.

**FINE NEW STORE IN CHARLESTON**

The Music Box Opens in West Virginia City With Full Brunswick and Aeolian Lines

CHARLESTON, W. Va., May 8.—The opening of the Music Box on Quarrier street, this city, recently adds one of the finest equipped establishments of its kind to the music stores in this part of the State. The new store is owned and operated by Julius Boiarsky, well known throughout the city. Brunswick and Aeolian machines and records are handled, as well as a stock of orchestra and band instruments. Dan Nicholson has been made manager of the record department.

**JOHN STEEL ON MID-WEST TOUR**

Popular Victor Artist Giving Concerts Throughout Ohio and Pennsylvania

John Steel, celebrated American tenor and Victor artist, is booked for an extensive Spring concert tour throughout Ohio and Pennsylvania, according to Bradford Mills, concert manager for the artist. Mr. Steel opened with an appearance in Fort Wayne, Ind., followed by a concert in Toledo, O., on May 9. On July 4 he is scheduled to appear in concert at Hershey Park, Hershey, Pa. Geraldine Farrar and Galli-Curci will also sing here on Decoration Day and Labor Day respectively.

Mr. Steel has been booked for more than one hundred concerts throughout the country and Canada next season.

**NEW BROOKLYN VICTOR SHOP OPENED**

The Bay Ridge Temple of Music, 5116 Fifth avenue, Brooklyn, N. Y., S. Kjelsen, proprietor, was recently opened at the above address, following extensive alterations to the building. A full line of Victor talking machines and records and Wissner pianos are handled.

**HAWLEY VISITS EDISON FACTORY**

ORANGE, N. J., May 9.—A recent visitor to the Edison Laboratory was P. R. Hawley, manager of the Girard Phonograph Co., of Philadelphia. Mr. Hawley reported an excellent outlook and satisfactory current conditions. Incidentally, the Girard Co. has already inaugurated an extensive sales promotion campaign which will continue for several months.

*The following have been appointed*

## JOBBERS

of

# BLACK SWAN RECORDS

Records by ETHEL WATERS, TRIXIE SMITH, LUCILLE HEGAMIN and ALBERTA HUNTER

Crown Music Co.....	1437 Broadway, New York
Central Phonograph Co.....	127 N. 11th St., Philadelphia, Pa.
Black Swan Sales Co. of N. E.....	798 Tremont St., Boston, Mass.
Pace Phonograph Corp. of Virginia.....	501 N. 3rd St., Richmond, Va.
Darnell & Thomas.....	118 Fayetteville St., Raleigh, N. C.
Southern Sonora Co.....	310 Marietta St., Atlanta, Ga.
Jesse French & Sons Piano Co.....	110 Montgomery St., Montgomery, Ala.
Black Swan Music Co.....	806 Wylie Ave., Pittsburgh, Pa.
Favorite Music & Producing Co.....	914 E. Long St., Columbus, O.
Northwestern Phonograph Sup. Co.....	Ryan Building, St. Paul, Minn.
Spikes Bros.....	1203 Central Ave., Los Angeles, Cal.

**BLACK SWAN RECORDS SELL !!**

*Order from your nearest distributor*

**Pace Phonograph Corporation**

2289 SEVENTH AVE. NEW YORK, N. Y

# MOTORS

(Swiss)

## DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

**MERMOD & CO.,** 874 Broadway  
N. Y.



# GLEANINGS *from the* WORLD *of* MUSIC

## HOW ORCHESTRAS CAN HELP RECORDS AND MUSIC SALES

If Orchestras Will Announce or Display the Title of the Number They Are Rendering It Will Be Received With Favor by Hearers—Co-operation That Will Be Appreciated

A not entirely new idea of making orchestras more effective as exploiters of song and instrumental numbers and an idea which, if successfully carried out, should meet the approval of all talking machine dealers and wherever possible receive their co-operation, has been evolved.

The plan is one whereby all orchestras will in some manner announce or display the title of the number that they are rendering. By this method it will be possible for those who attend a dance, cabaret, hotel, concert, etc., to know the title of the work the orchestra is playing and if received favorably make a note of it or carry it away in their minds.

This, undoubtedly, will help the sale of talking machine records, sheet music and player rolls. At the present time it is only when a number becomes exceptionally popular that the average audience, through the aid of the orchestra, is able to carry away the title and much lost motion and time in creating sales for these goods result.

Some of the orchestras are already carrying out this idea and with proper encouragement, no doubt, the majority of the orchestras throughout the country will follow suit. In a short time, under such a plan, much business should result.

This should not be confined, and probably will not, to popular numbers only. As a matter of fact, it will be more effective in creating sales for the classics. By constant plugging a popular song of merit is bound to receive its just returns, but this is not so true of some of the standard numbers, which while meeting the approval of those who hear them, are invariably harder to distinguish by title. When the audience at a particular performance takes kindly to a selection and takes note of the name there should be a response that will be felt by the record, player roll and sheet music dealer.

Undoubtedly, many sales have been lost in the past that were actually created, but were not closed, through the failure to announce what was being played.

While the publishers and some few orchestra leaders have agreed to the plans as outlined above, they need the aid of everyone who will be interested in the result. The talking machine dealer can, by becoming acquainted with his local orchestras, do much to aid in carrying out this work. We think that the orchestras will readily respond.

Paul Whiteman's Orchestra during its three weeks at the Palace Theatre, New York City,

used this method in placing before the audience the titles of the songs being played. That the atreagoers approved of this we think was shown by the applause that often greeted the mere announcement of a number prior to rendition.

It might be added here that there seems to be somewhat more dignity to the orchestra using such methods. Particularly is this true where classical numbers are rendered. It adds to the prestige and standing of the organization and gives it a public acknowledgment of merit that might be otherwise overlooked.

### ROYALTIES FOR RADIO

Publishers Seeking Royalty Payments for Songs Used by Radio Concerns

At a recent meeting the American Society of Authors, Composers and Publishers adopted a resolution prohibiting radio broadcasting stations from sending out copyrighted music belonging to members of the society without the payment of a performing license fee.

It is said that there are over 200 broadcasting stations in the United States. Most of these are controlled by three very large companies and these latter have expressed a willingness to pay the society an equitable fee for the rights of performing copyrighted musical compositions.

No specific plan has yet been arranged to set royalty figures, etc., and it is thought that it will take a short time to work out a simple plan. It might be possible to give certain broadcasting companies exclusive right to send out radio concerts of copyrighted music over a certain territory. Other ideas are under discussion.

### FEATURING "IN MAYTIME"

Among the leading professionals programming the Jack Snyder, Inc., song, "In Maytime (When I Learned to Love)," are John Steel, Vaughn Comfort, Wilson Brothers, Henry Stremmel, who is with the Jimmy Hussey Revue; Lillian Herlein, who sailed early this month for Paris; Lucille DuBoiss, prima donna with Creator's Band, and Mildred Haywood, now playing on the Pantages Circuit.

Jerome H. Remick & Co. opened a new retail store in the Forrest Theatre Building, Philadelphia, Pa., last week. Sheet music, talking machine records, player rolls and novelties comprise the stock.

THE SONG of  
A MILLION HOMES

MO  
NA  
LU

BELWIN 701 SEVENTH AVE.  
INC. New York, N. Y.

"SOME SUNNY DAY" A HIT

New Irving Berlin Number Proving Very Popular in Vaudeville

Just before Irving Berlin sailed for Europe his publishing company, Irving Berlin, Inc., released a new song called "Some Sunny Day." Its release stirred the professional band and orchestra and sales departments of the company as has no song in recent years. The professional department immediately got in contact with a number of headline vaudeville performers who have achieved more than usual success with the Berlin type of songs. The result is that in the short space of time since its release it has been heard frequently, particularly around New York and Chicago, and evidently will gain like results elsewhere.

The number has much to commend it; it is in fox-trot form and its theme carries those attractive and appropriate oddities that stamp it as a Berlin offering. No doubt we shall soon hear of a campaign on this number.

As announced in these columns some time ago, Charles K. Harris sang over the radio to thousands of listeners one of his late songs, "My Mother's Melodies." At the same time "My Swanee Home," from the Harris catalog, was sung by the author, J. Duryea.

MR. DEALER! *These Numbers Are Advertised From Coast to Coast*

**LONESOME MAMA BLUES**

By the Composer who wrote "Dangerous Blues."  
The feature song of the biggest Blues and Jazz singers, and the orchestra favorite Fox Trot.

**SUPPOSE THE ROSE WERE YOU**

By Lucien Denni. He wrote "Starlight Love."  
Kitty Gordon's knock-out Hit.  
Hundreds of other acts using it.

*Make Your Profit—Have Them in Stock!*

OTHER BIG SELLERS

12TH STREET RAG—Song  
12TH STREET RAG—Instrumental  
KISS ME DEAR

DANGEROUS BLUES  
MANILA MEMORIES

J. W. JENKINS' SONS MUSIC CO.

Kansas City, Mo.



**BERNSTEIN MAKES ADDRESS**

Prominent Publisher Talks Before Meeting of Talking Machine Men, Inc.

Louis Bernstein, of Shapiro, Bernstein & Co., Inc., addressed the monthly meeting of the Talking Machine Men, Inc., which was held at the Café Boulevard, New York City, recently.

Mr. Bernstein addressed the gathering at about the same season in 1921 and at that time he impressed the Association with the advisability of stocking popular sheet music as a retail proposition. In his talk at the meeting this year he stated that he was glad to see that to-day the average talking machine store is handling such goods.

Several members of the professional department of Shapiro, Bernstein & Co., Inc., were present and demonstrated a number of new songs in the catalog, all of which will be campaigned on during the Summer and early Fall. These include: "On the 'Gin, 'Gin, 'Ginny Shore," which has already achieved some success; "Gee, But I Hate to Go Home," a ballad which was received with enthusiasm; "Ohio Shore" and the novelty comic song, "Who Tied the Can to the Old Dog's Tail?"

**NEW FEIST NUMBER**

Paul Whiteman Featuring "Oriental Eyes" at His Various Concerts

"Oriental Eyes" is the title of a new fox-trot with words by Leo Wood and Irving Bibo and music by Paul Whiteman and Freddy Grofe. The number has been accepted for publication by Leo Feist, Inc., and is being featured by the Paul Whiteman's Orchestra.

Henry Welling, composer of a new song entitled "While You Are Smiling," and Miss Mary Switsky, who has been connected with other New York publishing houses, have joined the professional staff of S. C. Caine, Inc.

**SITE FOR NATIONAL CONSERVATORY**

Representative Husted, of New York, Introduces Bill With That Object in View

WASHINGTON, D. C., May 8.—The allocation of an appropriate site in Washington on which shall be erected a building for the use of the National Conservatory of Music of America is sought by Representative Husted, of New York, in a bill which he has introduced in Congress.

The measure provides that the Fine Arts Commission shall select the site and set it apart for the use of the National Conservatory. Such ground is to be used only as a site for the buildings of the conservatory, and any structures erected thereon are to be first approved by the Fine Arts Commission.

**ROSSITER SONGS ON RADIO**

Special Program of Rossiter Numbers to Be Featured This Month

Will Rossiter, Chicago publisher, who some time ago programmed several of his songs on the radio for the Westinghouse broadcasting station, has been induced by that organization to put on another show to take place on May 17. Among the songs which will be featured are "In Bluebird Land," "Love Days," "If Winter Comes" and "Longing for You Blues."

**GOLDMAN CONCERTS PLANNED**

Famous Band Will Play During the Summer at Columbia University

Edwin Franko Goldman, whose band has been called "A Symphony in Brass," has just completed arrangements for this season's series of concerts at Columbia University, New York. Two of his new compositions which are to be extensively featured in the Summer programs are "In the Springtime" and "Chimes of Liberty." Both are published by Leo Feist, Inc.

**"MAKE IT SNAPPY" OPENS**

New Eddie Cantor Show Well Received—Several Numbers That Promise to Become Hits

The new Eddie Cantor show, "Make It Snappy," opened recently at the Winter Garden. It is in two acts and twenty-seven scenes, with book and lyric by Harold Atteridge and music by Jean Schwartz. Besides Cantor himself the other principals include Nan Halperin, Marie Burke, Lillian Fitzgerald, Teddy Webb, Tot Qualters, Lew Hearn and others.

The show is of the type that has in recent years played New York throughout the Summer, and arrives after a seventy-five weeks' tour of the country by Cantor. The following songs of the score are published by Jerome H. Remick & Co.: "Lovable Eyes," "Blossom Time," "Desert Rose," "My Vision in Vermilion," "Hootch Rhythm," "My Fragonard Girl," "Gay Butterfly on the Wheel." In addition several other publishers have numbers that have been interpolated, including Fred Fisher, Inc., "The Ring Don't Mean Anything When You're Married"; Harms, Inc., "I Love Her"; the song by William Friedlander, sung by Nan Halperin, called "Cheeky-Coo," and "Don't" (Don't Stop Loving Me Now), published by Shapiro, Bernstein & Co. In addition to these songs should be mentioned M. Witmark & Sons' "My Yiddish Mamma," sung by Eddie Cantor himself, and "Pick Me Up and Lay Me Down in Dear Old Dixie Land," and "Waikiki, I Hear You Calling Me," published by Waterson, Berlin & Snyder, and also sung by Cantor.

Leo Feist, Inc., has accepted for publication a new song by Joe Burke and Lou Herscher, entitled "Wake Up, Little Girl, You're Dreaming." The number is of the ballad type and, it is said, lends itself readily to harmony combinations—duets, trios and quartets.

Harry Becker has opened a music store at 955 Fifth street, San Diego, Cal.



John Steel

THE  
SONG  
OF  
SONGS



Vaughn Comfort

# 'In Maytime I Learned to Love'

Jack Snyder, who wrote this wonderful vocal Waltz Ballad, has had the honor of having HEADLINERS sing it to a SENSATIONAL SUCCESS

Two consecutive weeks at B. F. KEITH'S PALACE THEATRE  
By JOHN STEEL and VAUGHN COMFORT

Both singing "IN MAYTIME I LEARNED TO LOVE" to baffling applause, with the entire PRESS OF NEW YORK mentioning it week after week as the SONG HIT OF THE SEASON.

"IN MAYTIME I LEARNED TO LOVE" Is Just the Kind of a Heart Song That Gives a Stamp of Merit to an Artist Who Can Sing It.

"The Song That Can Make an Act"

"The Headline Song for Headliners"

1658 BROADWAY **Jack Snyder Publishing Co.** NEW YORK N. Y.



TWO BIG SUCCESSES—WATCH THEM GROW!

Irving Berlin's Latest and Greatest Song Hit

# SOME SUNNY DAY

The Song Everybody's Talking About

KICKY KOO

# YOU FOR ME—ME FOR YOU

A Real Song Hit

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

### ATTRACTIVE FEIST DISPLAY

Kresge Store in Chicago Features Feist Hits During Two Weeks' Campaign

The S. S. Kresge store No. 8, on State street,



Feist Hits Displayed at Kresge Music Counter

Chicago, Ill., has one of the largest music departments in the United States. It is particularly noted for the length of its counter, which allows unusual displays of title pages and poster mate-

rial. Early this month the store ran a two weeks' campaign on several numbers from the catalog of Leo Feist, Inc. Particular sales concentration was placed upon "Swanee River Moon" and "Stealing," and a more limited display was given to the Feist song, "Ty-tee." The result of this

special campaign was that the sales for the period far exceeded those of last year's mark at this time. Chris Holzworth, manager of the store, and Earl Haubrick, manager of the sheet music department, were much gratified at the record-breaking total in point of sales achieved by the department. It is, naturally, particularly pleasing to have the result of a special drive exceed expectations and in these days when channels productive of sales are not to be overlooked, the successful carrying out of a plan as outlined above, after all, encourages such special attention to the sheet music department.

As can be seen from the reproduction shown herewith, the display of the title pages on the counters and the large multi-colored posters showing the titles do, indeed, attract attention.

### VINCENT LOPEZ SIGNS WITH OKEH

Hotel Pennsylvania Orchestra Will Make Okeh Records Exclusively—The First Recordings Are Now Ready for Trade and Public

The General Phonograph Corp., New York, manufacturer of Okeh records, announced this week that Vincent Lopez and his Hotel Pennsylvania Orchestra had signed a contract to make Okeh records exclusively. This organization is one of the most popular dance orchestras in the East, and Okeh dealers will undoubtedly welcome this addition to the Okeh library. Vincent Lopez is an artist of unusual attainments, and his orchestra has made the ballroom and roof of the Hotel Pennsylvania two of the most popular dance places in New York.

The first records by Vincent Lopez and his Hotel Pennsylvania Orchestra have already been placed in the hands of Okeh dealers, and among the first selections are "Rosy Posy," the hit from the musical comedy, "The Blushing Bride," and "Nola," a piano solo by Vincent Lopez accompanied by his orchestra.



Compositions by the late Felix Arndt, who was ever acknowledged a master pianist, are well known the country over. One of his most successful compositions, however, is

### "NOLA"

a silhouette for the piano that is becoming more popular as days roll by,—due particularly to its own peculiar originality and the fine musical qualities it possesses.

Because of its adaptability to fox-trot rhythm several prominent musical organizations are featuring "Nola" as a dance number and several large recording companies will soon announce releases of "Nola", fox-trot, dance records.

**SAM FOX**  **PUB. CO.**  
Cleveland and New York

### PUBLISHERS AND DEALERS DINE

Informal Gathering Devoted to Discussion Regarding Coming Convention

The first of the "Dutch Treat Dinners" of the Greater New York Music Publishers' and Dealers' Association was held during the past month at Lyons, 56 East Forty-first street.

Expressions of opinion as to a style of entertainment for the members of the National Association of Sheet Music Dealers, which will hold its convention at the McAlpin Hotel, New York, in June, were heard and will be presented at the

next regular meeting of the board of governors.

The members attending the last meeting were of the opinion that the Association should hold an outing to which the dealers are to be invited.

### SAVANNAH BARS "JAZZ"

SAVANNAH, GA., May 8.—A municipal ordinance, passed recently, forbids anyone, professional or amateur, under penalties of fines or imprisonment, to perform or in any way engage in the rendition of jazz melodies. This applies to singers, pianists, orchestras—in fact, everyone. Other cities throughout the State are talking about it.



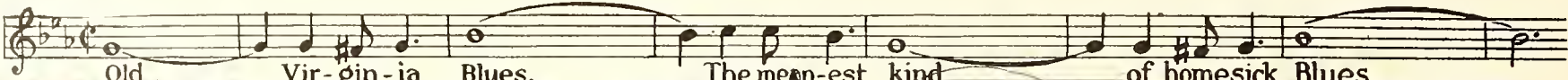

Old Vir-gin-ia Blues, The merr-est kind of homesick Blues

# VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES

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

HEAR IT NOW!

### FRADKIN RECORDS FOR BRUNSWICK

Prominent Violinist and Concertmaster Signs Exclusively With Brunswick Co.—Important Acquisition to This Company's Roster

Fredric Fradkin, who has recently been engaged by the Capitol Theatre, New York, as concertmaster for its well-known orchestra, is now an exclusive Brunswick artist. The Brun-



Fredric Fradkin

wick-Balke-Collender Co., in securing the services of this very fine artist and violinist, is keeping pace with the general policy of this company to give to Brunswick record enthusiasts the selections from the best artists in the field. Mr. Fradkin is an American and studied extensively in Europe with some of the best-known teachers there, where he has appeared in concerts with much success. In 1918 he was

appointed concertmaster of the Boston Symphony Orchestra, having the distinction of being the first American to be appointed as such with this world-renowned orchestra. He was also concertmaster of the Wiener Concert Verein in Vienna, which post he left to accept a position as concertmaster with the Russian Symphony Orchestra of New York. He has appeared in concerts in New York many times and has played as soloist with the New York Philharmonic Orchestra, in all of which he scored a decided success. The Brunswick Co. is now getting ready for release his first numbers on Brunswick records and expects to distribute them to the trade very shortly.

### NEW EDISON FOR BROADCASTING

Kipp Phonograph Co., Indianapolis, Closes Deal for Exclusive Use of the New Edison by the Local Broadcasting Station

INDIANAPOLIS, IND., May 5.—The Kipp Phonograph Co., Edison jobber, of this city, has just closed a deal with the Hatfield Electric Co., of here, whereby that concern will use the New Edison exclusively for phonograph reproductions in its radio broadcasting service from what is said to be the largest sending station in the Middle West.

The contract was made after a number of experiments and after many letters had been received from radio fans over a wide radius praising the reproduction of the New Edison and asking that certain solo numbers be repeated at later concerts. The Hatfield Co. is also using a Chickering grand piano with the Ampico in its broadcasting work.

Howard's Music House, 411 Lewis street, Union Hill, N. J., has bought outright the Fulton Music Shop, 303 Bergenline avenue, where it will make its headquarters in the future. This store is advantageously located.

### MEMORY CONTEST MUSIC BY RADIO

Wireless Broadcasting Service Used to Excellent Advantage in Oregon Contest

PORTLAND, ORE., May 4.—Mary Elizabeth Godwin, educational director of the Seiberling-Lucas Music Co., is using the radio to splendid advantage for broadcasting the fifty selections which are being studied by thousands of Portland and Oregon school children for the annual music memory contest, which is in full swing.

Miss Godwin has been working with the grade schools for the past several months and through the Oregonian radio has been sending out five different Victor selections each day with a brief lecture on the story of each selection. She has received many messages of thanks for the great service she is rendering, and many children who would otherwise be unable to secure all the records are given a chance to study the list in this manner and will now be able to enter the contest. Miss Godwin says the radio has stimulated great interest in the contest, and many more records are purchased after knowing something about them and hearing how delightful they are.

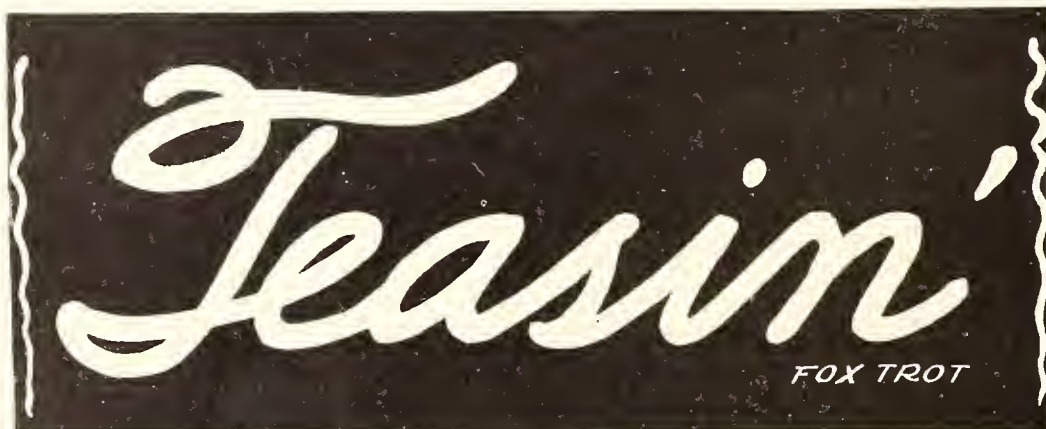
It is estimated that more than 50,000 are now listening in, and this number is being increased as fast as apparatus can be secured, the demand being greatly in excess of the supply. Reports from all record departments are to the effect that the radio is helping the record business instead of hurting it, as some had feared it would do. All say that many records that have been passed are being asked for and sales have materially increased in selections supposed to be "down and out."

The Manganaro Music Co., Inc., of Quincy, Mass., has moved from 1619 Hancock street to No. 1511 on the same street. The firm also recently opened a branch store on Newport avenue, Wollaston, and has another branch at South Braintree.

Featured By Every Big Record and Roll Company

STOCK THIS NUMBER—

It will keep your cash register busy during the summer months.



The real "natural" demand number of the year—It pays to feature "Teasin'."

BROADWAY MUSIC CORP.

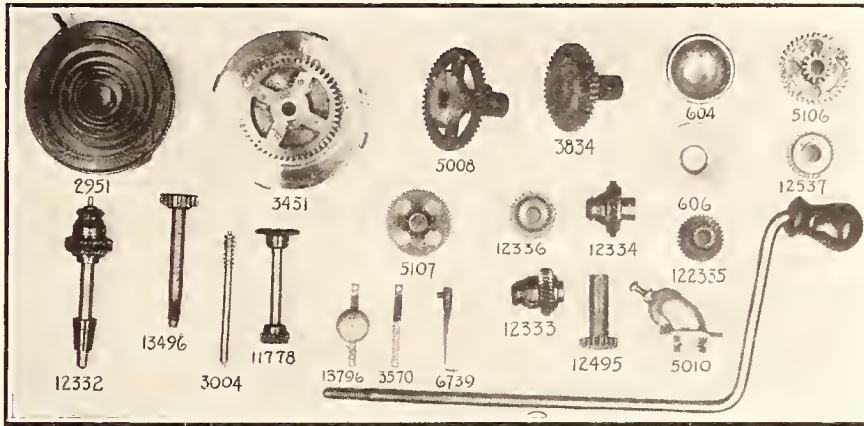
723 SEVENTH AVENUE  
New York City



# MAIN SPRING AND PARTS FOR ALL MOTORS AND MACHINES

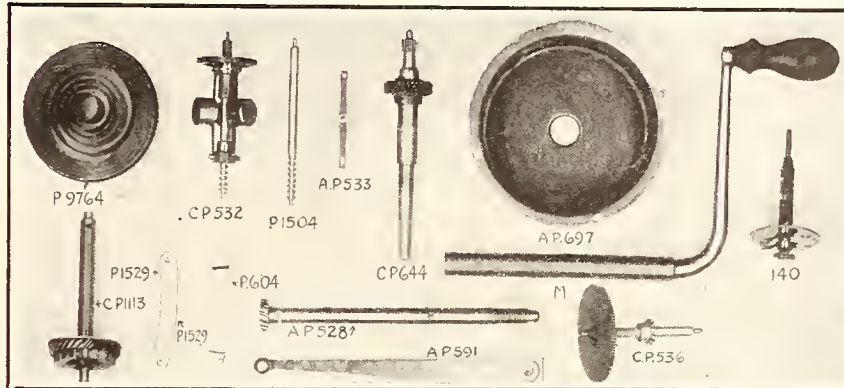
## COMPONENT PARTS FOR COLUMBIA MOTORS

No.	Description	Price
2951	Columbia main springs.....Each	\$0.33
3451	Columbia spring barrel head...Complete	0.75
5008	Spring, barrel winding gear, old style, Each	0.75
3834	Spring barrel winding gear, new style, Each	0.75
604	Needle cups .....Per 100	2.00
606	Needle cup covers.....Per 100	1.00
5106	First intermediate gears, complete, each	0.40
5107	Second intermediate gears, complete, Each	0.40
12537	Worm gear .....Each	0.30
12336	Bevel pinion single-spring motor...Each	0.35
12333	Bevel pinion, regular style.....Each	0.75
12334	Bevel pinion, latest style.....Each	0.75
12235	Bevel pinion for old-style double spring, Each	0.50
12332	Bevel pinion disk shaft, complete...Each	1.00
13496	Male winding pinion.....Each	0.30
12496	Female winding pinion.....Each	0.30
3004	Governor shaft, old style.....Each	0.40
11778	Driving shaft, complete.....Each	0.50
13796	Governor balls, complete.....Each	0.08
3570	Governor springs .....Per 100	1.00
6739	Stylus bar, complete.....Each	0.35
5010	Universal attachment.....Each	0.35
13228	Winding crank, 3 sizes.....Each	0.35



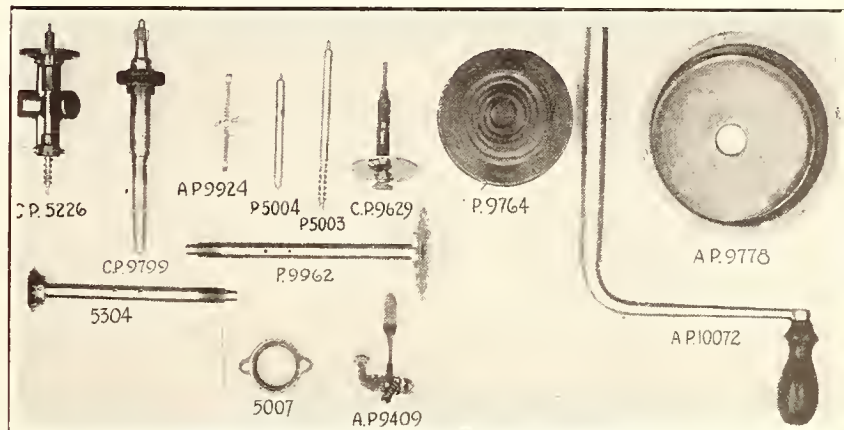
## COMPONENT PARTS FOR MEISELBACH MOTORS

No.	Description	Price
P9764	Main springs for motors 16, 17, 19, Each	\$0.50
P9765	Main springs for motor No. 12...Each	0.30
CP532	Governor, complete .....Each	1.50
P1504	Governor shaft, new style.....Each	0.50
P1505	Governor shaft, old style.....Each	0.50
AP533	Governor ball, complete.....Each	0.10
CP644	Turntable shaft for numbers 16, 17, 19 .....Each	1.50
CP645	Turntable shaft for number 12...Each	1.25
AP697	Spring barrel cup for numbers 16, 17, 19 .....Each	0.50
AP698	Spring barrel cup for No. 12...Each	0.50
CP1113	Spring barrel shaft and gear....Each	0.60
P1529	Brake lever, bottom plate.....Each	0.10
P604	Brake lever, top plate.....Each	0.10
AP523	Winding shaft for Nos. 16, 17, 19, Each	0.50
AP529	Winding shaft, straight cut, Nos. 16, 17, 19.....Each	0.50
AP530	Winding shaft spiral cut for Nos. 10 and 12 .....Each	0.35
AP531	Winding shaft, straight cut, for Nos. 10 and 12.....Each	0.35
AP591	Brake lever .....Each	0.35
CP536	Intermediate gear for Nos. 16, 17, 19, Each	0.90
M	Winding cranks, 3 sizes.....Each	0.75
140	Speed indicator .....Each	0.45



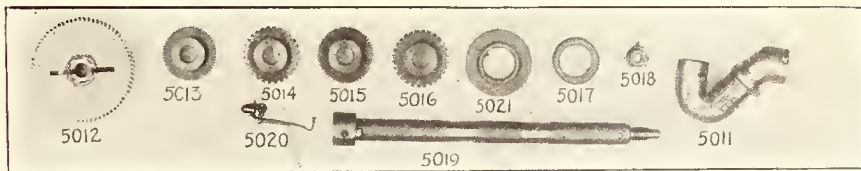
## COMPONENT PARTS FOR HEINEMAN MOTORS

No.	Description	Price
CP5226	Governor, complete .....Each	\$1.50
CP9799	Turntable shaft, complete.....Each	1.50
AP9924	Governor balls, complete, for Nos. 33, 77, 44 .....Each	0.10
AP9925	Governor balls for No. 36.....Each	0.10
P5004	Governor pinion for No. 0.....Each	0.25
P5003	Governor shaft .....Each	0.50
CP9629	Speed indicator .....Each	0.45
P9764	Main spring for No. 33 or 77...Each	0.33
P9765	Main spring for No. 36.....Each	0.25
P9766	Main spring for No. 44.....Each	0.60
AP9778	Spring barrel cup for No. 33 or 77, Each	0.50
AP9779	Spring barrel cup for No. 36...Each	0.50
AP9780	Spring barrel cup, for No. 44...Each	0.75
P9762	Winding shaft for motor No. 33, Each	0.60
P9966	Winding shaft for motor No. 36, Each	0.40
5304	Winding shaft for No. 44 or 77...Each	0.75
5007	Escutcheon, complete .....Each	0.15
AP9409	Turntable brake .....Each	0.15
AP10072	Winding crank, 3 sizes.....Each	0.75



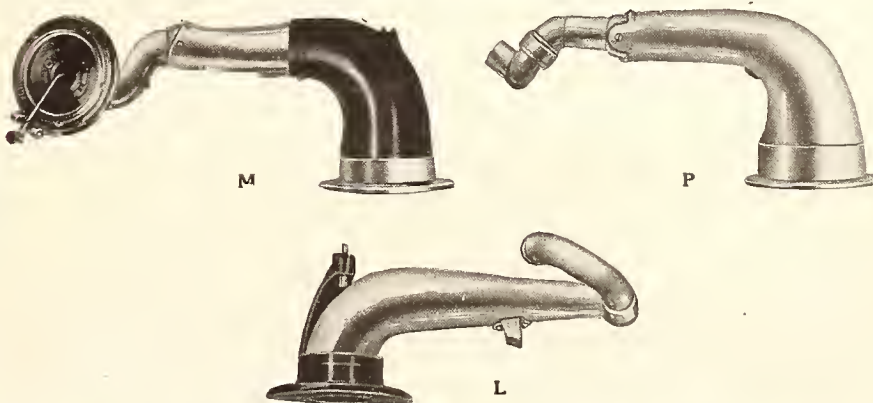
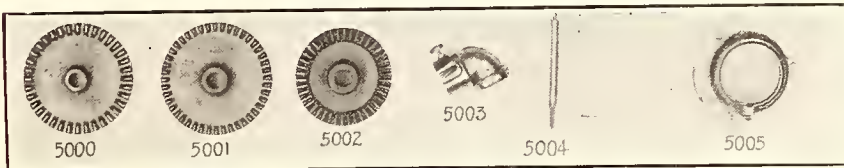
## COMPONENT PARTS FOR VICTOR MOTORS

No.	Description	Price
5012	Winding gear .....Each	\$0.60
5013	Turntable gear, straight cut, small teeth, Each	0.35
5014	Turntable gear, large teeth.....Each	0.35
5015	Turntable gear, small teeth, spiral cut, Each	0.35
5021	Rubber back for exhibition box...Each	0.25
5017	Rubber back for No. 2 sound box...Each	0.25
5018	Governor collar .....Each	0.15
5019	Spring barrel shaft .....Each	0.60
5020	Stylus bar for No. 2 box.....Each	0.35
5022	Stylus bar for exhibition box.....Each	0.25
5011	Attachment for vertical cut record...Each	0.25

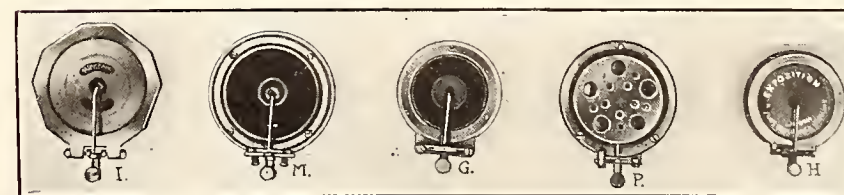


## PARTS FOR VARIOUS MAKES

No.	Description	Price
5000	Crown gear for Blick motor .....Each	\$0.25
5001	Crown gear for Melophone motor ..Each	0.25
5002	Crown gear for Heineman No. 0....Each	0.25
5003	Tone-arm goose neck for Independent arm .....Each	0.25
5004	Governor pinion for imported motor...Each	0.25
5005	Tone-arm base for Independent arm, Each	0.25



**FAVORITE MFG. CO.**  
105 East 12th St., New York  
Tel. 1666 Stuyvesant



## Monthly Price List Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18...Each	\$1.25
2 in. x 0.25 x 16 ft. for Edison.....Each	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor.....Each	0.60
1 1/4 in. x 0.22 x 17 ft., Victor, bent arbor...Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44....	0.60
1 1/2 in. for Edison Disc.....Each	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77	0.33
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....Each	0.50
1 in. x 0.28 x 10 ft., for Columbia.....Each	0.33
1 in. x 0.20 x 13 ft., for Victor .....Each	0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor, Each	0.33
7/8 in. x 0.23 x 10 ft., for Blick motor...Each	0.30
3/4 in. x 0.23 x 10 ft., oval hole.....Each	0.28
5/8 in. x 0.22 x 8 ft., for Swiss motor...Each	0.22
5/8 in. x 0.25 x 11 ft., for Edison.....Each	0.22
1 in. x 0.25 x 19 ft., for Brunswick .....Each	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12, Each	0.30

## MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade...Each	\$0.15
1 7/8 in., new Victor No. 2 very best.....Each	0.18
1 31/32 in., for Sonora.....Each	0.20
2 1/16 in., for Meisselbach box.....Each	0.22
2 3/8 in., for Pathé new style.....Each	0.35
2 3/16 in., for Columbia No. 6.....Each	0.25
2 9/16 in., for Pathé or Brunswick.....Each	0.45

## SAPPHIRES

Pathé, very best loud tone, genuine.....Each	\$0.12
Pathé, soft tone, Ivory setting.....Each	0.18
Pathé, soft tone, steel setting.....Each	0.10
Edison, very best, medium tone.....Each	0.18
Edison, very best, loud tone.....Each	0.15
Edison, genuine diamond .....Each	1.25

## STEEL NEEDLES

Brilliant Tone, medium and soft Needles	
Per 1,000	\$0.45

## ATTACHMENTS

in Gold or Nickel-plated

Kent, for Victor arm.....Each	\$0.25
Kent, for Edison with C box.....Each	2.50
Kent, without box for Edison.....Each	1.60
Universal old style, for Victor tone-arm...Each	1.15
For Columbia, plays Vertical records....Each	0.25

## MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
No. M, complete with 12-in. turntable....Each	\$4.50
No. 36, complete with 12-in. turntable....Each	7.50
No. 33, complete with 12-in. turntable....Each	8.50

## STONE ARMS

No. K, with sound box.....Each	\$2.25
No. P, nickel plated without sound box...Each	2.75
No. P, gold plated.....Each	4.50
No. M, tone arm, Meisselbach sound box...Each	4.75
No. M, gold plated " " " " Each	7.50

## SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor.....Each	\$1.25
No. B Balance, fit Victor.....Each	0.75
No. F Favorite, fit Victor.....Each	1.75
No. I Nickel plated, loud and clear, for Victor .....Each	3.00
No. 1 Gold plated, loud and clear, for Victor, Each	4.50
No. M Nickel plated mellow tone, for Victor, Each	1.75
No. M Gold plated, mellow tone, for Victor, Each	2.25
No. G, Nickel or gold plated, fit Victor...Each	1.00
No. P Gloria patent, extra loud.....Each	3.00
No. P Gloria gold plated.....Each	4.00
No. H Imported nickel plated.....Each	1.25

## CABINET HARDWARE

Automatic Nickel Plated Lid Supports....Each	\$0.22
Automatic Gold Plated Lid Supports....Each	0.45
Piano Hinges, nickel plated, 5 1/2 in. long....	0.22
Highly nickel plated needle cups....Per 100	1.50
Covers for cups.....Per 100	0.75
Highly gold plated cups.....Per 100	7.00
Needle cup covers, gold plated.....Per 100	5.00

## REPAIR PARTS

Columbia Governor Screws .....Per 100	\$1.00
Columbia Barrel Screws, No. 2621....Per 100	1.00
Columbia Sound Box Thumb Screws, Per 100	1.50
Governor Springs, for Victor.....Per 100	1.00
Governor Screws, for Victor.....Per 100	1.00
Governor Balls, new style for Victor...Each	0.08
Turn-table Felts, 10-in., round or square, Each	0.15
Turn-table Felts, 12-in., round or square, Each	0.18
Motor Bottom Gear for Triton Motor.....Each	0.20

**FAVORITE MFG. CO.**  
105 East 12th St., New York  
Tel. 1666 Stuyvesant



## THE VICTOR CO.'S STRONG FINANCIAL REPORT FOR 1921

Annual Balance Sheet, Recently Issued, Demonstrates the Strong Position of This Company Financially, as Well as Its Able Business Management—Surplus Exceeds \$31,000,000

A document of unusual interest and importance to the talking machine trade, and for that matter to business interests generally, is the annual balance sheet of the Victor Talking Machine Co. covering the company's business during 1921 and which indicated that the output of the company during that year was about equal to the output for 1920, with a material betterment of the company's financial condition.

The figures presented by the Victor Co. are most significant from the fact that students of business economics have been inclined to agree that the worst of the business depression has been passed, and that a general business improvement is now in evidence. That the Victor Co. has been able to go through this period and in every case equal and in some instances improve over the record for the previous year is to be accepted as proof not alone of the popu-

larity of the company's product but of the soundness of its business methods. Few, indeed, are the business houses in the United States which have or can offer a report for 1921 which is in any way as satisfactory as this submitted by the Victor Co.

In commenting upon the year's business President Eldridge R. Johnson, of the Victor Co., said: "Volume of output was maintained, being in fact almost identical with that of 1920, our best previous year. Production was somewhat curtailed during the Summer, but this period was followed by a Fall season in which demands could scarcely be met by overtime work. We are now striving to re-establish the more efficient procedure of uniform production throughout the year.

"A subsidiary corporation—Pan-American Recording Co.—has been formed to operate a re-

ording and matrix plant in South America. "Inventories were valued at cost or market as of Dec. 31, 1921, whichever was lower, and show a healthy decrease of \$3,255,840, partly due to repricing but more largely through being worked into production and sold.

"Recent reductions in prices of records, a contemplated series of record exchanges, improvements in standard instrument types without increase in price, and introduction of new models at prices figured on anticipated normal conditions rather than prevailing costs, are expected to fully absorb savings in Federal taxes for 1922, and to realize a satisfactory margin of profit it is necessary that a large volume of output be maintained. Fortunately the prospect for this accomplishment is good."

Prospects of a large volume of output for 1922 by the Victor Talking Machine Co. are good.

The Pan-American Recording Co. referred to in Mr. Johnson's statement has headquarters located in Buenos Aires, and the plant has been in operation about six months, recording and pressing records by South American artists and designed for South American trade.

The Victor Co.'s statement in full follows:

	ASSETS		
	1921	1920	1919
Land, Buildings, Machinery, Furniture and Fixtures, less Reserve for Depreciation	\$12,301,188.12	\$11,925,445.86	\$ 9,530,407.87
Patents, Territorial Rights, Good-Will, Matrices, etc.	2.00	2.00	2.00
Investments in Affiliated Companies	1,611,083.71	1,586,583.71	.....
Cash and Investments Held for Trust	.....	.....	.....
Funds	167,110.00	321,977.57	301,360.00
Deferred Charges to Operations	309,915.31	339,549.40	268,905.87
Inventories	13,061,268.01	16,317,108.76	10,209,827.66
Notes and Accounts Receivable, less Reserve	8,102,647.42	8,465,962.06	6,313,760.69
Marketable Securities	3,648,905.55	3,610,371.88	4,961,531.88
Cash	4,224,635.73	853,344.65	6,274,898.51
<b>Total</b>	<b>\$43,426,755.86</b>	<b>\$43,420,345.89</b>	<b>\$37,860,694.48</b>
	LIABILITIES		
Accounts Payable (including provision for payment of Federal Taxes)	\$7,074,830.98	\$6,759,102.72	\$5,000,375.68
Bank Loans	.....	2,500,000.00	.....
Capital Stock	5,000,900.00	5,000,900.00	5,000,900.00
Surplus	31,351,024.88	29,160,343.17	27,859,418.80
<b>Total</b>	<b>\$43,426,755.86</b>	<b>\$43,420,345.89</b>	<b>\$37,860,694.48</b>

# One BUBBLE BOOK Sells Them All



With most kinds of merchandise the sale is the end of the transaction.

But with Bubble Books it is another story. When you sell your first Bubble Book you have only just begun. For there is one sure thing about Bubble Book buyers—they always come back for more.

Every new Bubble Book is an added chance for business on the whole series.

Display Bubble Books, push the first sales and the rest will take care of themselves.

**Remember—when you sell one you sell a habit and when you sell a habit, you're building business**

## HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

Franklin Square

New York

### ANNOUNCES NEW RADIO HORNS

Standard Metal Mfg. Co. to Market Two Sizes of Amplifying Horns

The Standard Metal Mfg. Co., of Newark, N. J., which was one of the original manufacturers of metal horns for talking machines, and which in more recent years has devoted its factory to the manufacture of amplifying horns and talking machine supplies, recently announced a radio horn that fits all radio receiving apparatus.

At present it is making two designs, one nineteen inches high with a seven-inch bell, and one fourteen inches high with a five-inch bell. In addition, the company is prepared to make special horns for cabinet outfits on specifications.

W. A. Lawrence, president and secretary of the Standard Metal Mfg. Co., is well known in the talking machine industry. The company for twenty years has manufactured phonograph equipment and is considered among the oldest and largest horn manufacturers in the United States.

### INGENIOUS ATTACHMENT IN FAVOR

PHILADELPHIA, PA., May 6.—The Phono-Toner Co., of this city, is extensively featuring its product of the same name. The Phono-Toner is a device easily fastened to the needle screw of the talking machine, for which many exceptional claims are made, among them being that it softens the tones, reduces the surface noise and makes needle changing easy. It is produced in both nickel finish and gold-plated. Although a nation-wide campaign has just been started, the Phono-Toner has been successfully sold in the John Wanamaker store and the Estey warehouses, in Philadelphia, for over six months.



More good news for your dance lovers! Ray Miller and His Orchestra have scored another knockout with "Do It Again" from *The French Doll*, and "Lovey Dove" from *The Rose of Stamboul*—two happy fox-trots. A-3595.

Columbia Graphophone Co.  
NEW YORK



## THE TWIN CITIES

*Business Situation Brighter—Reports From Jobbers and Dealers  
—Davin Speaks on Advertising—New Dealers—News of the Month*

MINNEAPOLIS and ST. PAUL, MINN., May 7.—The business situation here is considerably brighter than it has been for some time, due to the resumption of activities in the mining industry, brought about by the opening of the steel mills. Renewed activity in the lumbering regions and improved agricultural conditions are also expected to exert a favorable influence on the trade. These turns for the better in the industrial world are of too recent date to be felt by the talking machine trade, but dealers are generally of the opinion that the near future will see a decided revival in the demand for music of all kinds.

### E. F. O'Neill Comments on Business

"We feel that we have passed the low point of the general business depression," said E. F. O'Neill, of the Beckwith-O'Neill Co., in discussing the situation for *The World*. The opening of the steel mills has caused a resumption of iron mining, and increased building in the country has opened up the lumber industry. These factors will aid the Northwest materially. The next ninety days will determine the degree of prosperity that we will attain for the ensuing year. A good crop and fair prices will presage a bright future, for the recuperative powers of the Northwest really are marvelous. Collections are considerably better and orders are somewhat larger. In the matter of records we note that there is a much stronger demand for standard music than for jazz, but this may not necessarily be due to a subsiding interest in dancing."

### Use Edison Machines for Radio

The Edison people are working hand in hand with the radio fans in the Northwest, who are blossoming like dandelions. The University of Minnesota is broadcasting music with the aid of an Edison phonograph, as is the radio station at Curtiss Court.

### Edison Headquarters Move

The Northwestern headquarters of the Edison have been moved to the top floor of the Warner block, 17 Sixth street South. The location is in

the heart of the business district, and the move will undoubtedly prove advantageous.

### New Brunswick Dealers

E. L. Kern, director of the Brunswick-Balke-Collender Co., reports that new dealers are being signed right along. The record business continues to improve. Just now it is impossible to get enough Isham Jones Orchestra records to supply the demand.

Boutell Bros., the big local furniture house, has provided one of the finest talking machine establishments in the Northwest. The first and mezzanine floors have been rearranged in a truly artistic style for offices and demonstration booths at an expense of about \$8,000. This is an exclusive Brunswick house. The Gilius house, at Duluth, has also become an exclusive Brunswick agent, and in its new location expects to do a better business than ever.

### Cheney Line Gaining Popularity

Cheney phonographs are gaining a wide distribution through the efforts of the Edward G. Hoch Co. While admittedly facing stiff competition, the intrinsic merits of the Cheney are expected to bring it to the front in a rapid manner.

### Sales Address by J. J. Davin

The Twin Cities Victor Dealers' Association of St. Paul and Minneapolis, recently called a special meeting of the members and their sales forces to hear a special address on advertising and selling which was delivered by J. J. Davin, of the Reincke-Ellis Co. The meeting was held in the St. Paul Athletic Club by courtesy of the Twin City jobbers. Following the luncheon, Mr. Davin made his address, and among other things he mentioned the urgent necessity of a tie-up with the Victor Co.'s national advertising campaign for 1922, convincing the dealers by some forceful illustrations that their dollar to-day was worth at least one-half again as much on account of the increase in appropriation for advertising made by the Victor Co. He also urged extensive circularizing of Victrola homes with a strong follow-up campaign by outside solicitors. He

also urged an analysis of the dealers' mailing lists, so that no talking machine owner should be without a list of the Victor records, as well as the catalogs which are issued from month to month. He pointed out the importance of dealers subscribing to talking machine trade papers and urged that they read them diligently and make sure that their salespeople also study them. He concluded his talk by urging the Twin Cities Victor Dealers' Association to virtually make every remaining day of 1922 effective from a business standpoint, which can be accomplished only by concentration and increased interest, and suggested further that they plan ahead now for the Big Fair spectacle and Style Show scheduled for May and September.

### Expects Revival in Mining Region

"We are frank to confess that we have seen Spring open much more auspiciously than it has this year," declared George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro., "but we see many hopeful signs, although it may be some time before we realize on them. The first real activity will probably be felt in the iron country."

### Pathé Holding Its Own

Musical merchandise does not appear to be any less active than other lines of business, and it is believed that the Pathé goods are holding their own with competitive contemporaries, according to G. Sommers & Co., Northwestern distributors.

### Vocalion Record Sales Growing

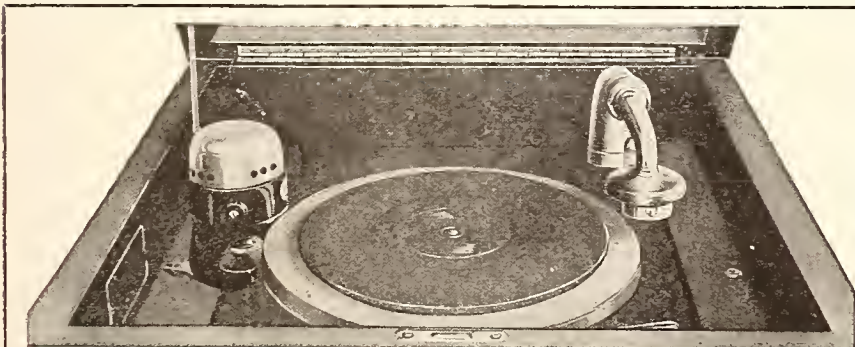
Vocalion Red records are having a great vogue here. A. E. Monson, Minneapolis manager for the Stone Piano Co., states that the demand is growing at a pace that is truly pleasing and new accounts are being opened daily.

### Trade Activities

Demonstration booths have been installed in the P. A. Starck Piano Co.'s St. Paul store. Manager Augustine states that, while pianos always will remain the favorite with him, it will be his aim to push the talking machine line with much greater vigor than ever.

Miss Musgrove has been placed in charge of the Victrola department of L. S. Donaldson Co., succeeding Miss Artz.

Milton Lowy, of the Minnesota Phonograph Co., reports that his April retail sales were ahead of those for April, 1921. In fact, he has been doing such a good business that two additional salesmen were added to his store staff.



### THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

# ACME-DIE

CASTINGS  
ALUMINUM-ZINC-TIN & LEAD ALL'YS  
Acme Die-Casting Corp.  
Boston Rochester Brooklyn, N.Y. Detroit Chicago



# ANNOUNCEMENT

We take pleasure in  
announcing to the  
TALKING MACHINE TRADE  
the appointment of the following  
DISTRIBUTORS  
and  
TERRITORIES  
contracted for

<u>Name</u>	<u>Address</u>	<u>Officers</u>	<u>Territory</u>
M. Steinert & Sons	Boston, Mass.	Alexander Steinert	Mass. & R. I.
Nassau Radio Co.	60 Court Street Brooklyn, N. Y.	Albert & Otto Ruckgaber	Brooklyn & L. I.
General Radio Corp.	13 & Walnut Streets Philadelphia, Pa.	Walter L. Eckhardt	Eastern Pennsylvania
General Radio Corp.	Pittsburgh, Pa.	Walter L. Eckhardt	Western Pennsylvania
Northeastern Electric & Radio Supply Co.	45 W. Market Street Wilkesbarre, Pa.	Allen P. Kirby	Northeastern Pa. & South Central N. Y.
Northeastern Electric & Radio Supply Co.	Buffalo, N. Y.	Allen P. Kirby	Western New York
The Schmelzer Co.	Kansas City, Mo.	Chas. J. Schmelzer	Western Missouri & State of Kansas
Radio Supply Co.	515 Grain Ex. Bldg. Oklahoma City, Okla.	H. E. McMahan	State of Oklahoma
Sanger Bros., Inc.	Dallas, Texas	Alexander Sanger	State of Texas

The same type of Distributors are negotiating for other territories and further announcement will be made of their appointment. Dealers in

territories listed are respectfully referred to these distributors. In territories not listed, dealers will please communicate with

LOYD WIRELESS TELEPHONE CORPORATION

709 Sixth Avenue

New York City

Sole Sales Agent for

JOHN FIRTH & COMPANY, INC.

709 Sixth Avenue

New York City



# RADIO

The finest wireless telephone instruments in the world; manufactured by the recognized leaders and pioneers

**JOHN FIRTH & CO., Inc.**

who have supplied government equipment for the past twenty years

**ARE NOW DISTRIBUTED**

in Pennsylvania and adjacent territory, including Maryland, Delaware, District of Columbia and Southern New Jersey

BY THE

**GENERAL RADIO CORPORATION**

WALTER L. ECKHARDT, *President*

624-626-628 Market Street,

Philadelphia, Pa.

---

Receiving Sets from \$35 to \$1500  
Agencies now being allotted  
Deliveries being made in sequence

---

*Write today for dealer plan*



**WALTER L. ECKHARDT IN RADIO FIELD**

Well-known Talking Machine Executive Organizes General Radio Corp.—Will Distribute Firco Wireless Telephone Product—Prominent Technical Experts Identified With Company

Walter L. Eckhardt, one of the best-known members of the talking machine industry, and identified with the leading companies in the field for the past twenty years, has announced the formation of the General Radio Corp., with headquarters at 624-626-628 Market street, Philadelphia, Pa. This company has been appointed a distributor for the Firco wireless telephone product, manufactured by John Firth & Co., Inc., for which the Loyd Wireless Telephone Corp. is sole sales agent.

The General Radio Corp was incorporated recently for \$250,000. Mr. Eckhardt is president of the company, and associated with him are several prominent Philadelphia financiers and professional men, together with a group of expert radio engineers. Among the latter are J. E. Pater-

son, who was an instructor of radio at Columbia University, New York, for a number of years, and W. W. Thomas, a radio operator on the U.



Walter L. Eckhardt

S. battleships for four years. The professor of radio and electricity at Villa Nova College, Villa

Nova, Pa., is also co-operating with Mr. Eckhardt in the technical end of the company's activities.

Mr. Eckhardt's association with the radio industry dates back several years, for in 1920 he became keenly interested in the possibilities of radio development. In fact, one of his sons built a radio set which received President Harding's inaugural address in 1920, and since that date Mr. Eckhardt has been in close touch with every phase of the radio industry.

When he decided to become identified with the wireless telephone industry from a commercial angle, Mr. Eckhardt visited New York and carefully investigated the products on the market. He conferred with the executives of several important companies, and finally decided that the Firco products, made by John Firth & Co., Inc., offered unlimited opportunities for the development of a permanent, profitable business, and would give his dealers satisfaction in every detail. He thereupon completed arrangements with the Loyd Wireless Telephone Corp. whereby the General Radio Corp. would represent and distribute Firco products in Pennsylvania and adjacent territory, including Maryland, Delaware, District of Columbia and southern New Jersey.

Mr. Eckhardt has leased a modern, up-to-date wholesale establishment and his thorough familiarity with the talking machine dealer's requirements will undoubtedly enable him to give his clientele splendid service in the sale of Firco products. He is planning to concentrate his activities in the talking machine industry, and, as he numbers among his friends practically every well-known dealer in Pennsylvania territory, the success of the General Radio Corp. is assured. The personnel of the sales staff will be announced in the near future, and it is understood that M. J. Eckhardt, Mr. Eckhardt's eldest son, will be associated with the sales organization.

**ZIMBALIST'S BIRTHDAY GIFT**

Presented With Record Made by His Children While in Mid-Pacific En Route for Orient

PORTLAND, ORE., May 4.—Word comes to Portland via the purser of the steamship "Keystone" to the effect that Efrem Zimbalist, famous violinist, and husband of Alma Gluck, singer, was celebrated at sea on April 9 in a manner that will long be remembered by the musician. Zimbalist, a passenger on the steamship, now on her way to Manila, was taken by surprise when a record was sent especially by the Victor Talking Machine Co. to Purser Fred Charman with the request that it be played on the violinist's birthday. The title of the song was "Happy Birthday, Dear Daddy," and it was sung by the two little children of Zimbalist, aged six and three years. Another surprise was the handsomely decorated birthday cake that centered the table. Zimbalist is on his way to Shanghai, China, to give two concerts, and then will go to Japan, where he will make a tour.

**TONOFONE JOBBERS APPOINTED**

E. C. Doyle Visits Jobbers in Leading Trade Centers—Closes a Number of Deals

E. C. Doyle, traveling representative for the Tonofone Co., Chicago, manufacturer of the Tonofone needle, was a recent visitor to New York, calling upon some of the local distributors. While here, Mr. Doyle made arrangements with several jobbers whereby they will feature the Tonofone needle, and he promised these jobbers the hearty co-operation of the executive offices in Chicago in developing sales plans.

Before reaching New York, Mr. Doyle visited the trade in many important centers in the East, and received substantial orders for Tonofone needles. He states that jobbers and dealers are apparently making plans for an active year, and there is a healthy undertone to general business that is decidedly encouraging. According to his plans, Mr. Doyle will visit various trade centers throughout the West before returning to headquarters in Chicago.

**Nassau Radio Co., Inc.**

announces its opening as

Brooklyn and Long Island Distributor

of the

**VOCAPHONE**

Made by

**JOHN FIRTH & CO., Inc.**

*Manufacturers of*

*"THE FINEST WIRELESS TELEPHONE INSTRUMENTS  
IN THE WORLD"*

A complete merchandising service by experienced talking machine men for Brooklyn and Long Island dealers in WIRELESS TELEPHONES.

**Nassau Radio Co., Inc.**

OTTO E. RUCKGABER, President

ALBERT RUCKGABER, Sec'y-Treas.

60 Court Street

Brooklyn, N. Y.

Telephone Triangle 6454



## PLANS FOR CONVENTION OF TALKING MACHINE JOBBERS

Great Program Arranged for the Convention Which Will Be Held at the Hotel Ambassador, Atlantic City, June 12, 13, 14—Many Notable Speakers to Be Heard at This Reunion

Plans have now been practically completed for the Sixteenth Annual Convention of Talking Machine Jobbers, to be held at Atlantic City, on Monday, Tuesday and Wednesday, June 12, 13 and 14, and followed, on June 15, by the annual Association golf tournament.

The new Hotel Ambassador, one of the finest, if not the finest, hostelrys at the famous seaside resort, has been selected as convention headquarters, and the management of the hotel has arranged to take particularly good care of those who attend the Association sessions.

Although as usual there will be numerous entertainment features, the daylight hours will be devoted strictly to business, for there are many problems that demand the attention of the jobbers, and none of them will be overlooked.

On Monday and Tuesday there will be business sessions of the Association both morning and afternoon, and matters to be discussed will include questions of dealer financing, which is



Venetian Room of Hotel Ambassador

considered of particular importance just now; means for advertising for the dealer by the jobber, plans for the co-operative buying of supplies for Victor wholesalers, and other problems of timely interest. It is also likely that one or two speakers of national reputation will address the jobbers on subjects of direct bearing on the talking machine trade.

Wednesday will be known as Victor Co. Day, when executives and department heads of the Victor Talking Machine Co. will talk to the jobbers on various phases of business. The subjects that are likely to prove of most importance to the wholesalers are now being selected and speakers will be announced later.

The entertainment program will open officially on Monday evening, when the jobbers will be the guests of the Victor Co. at a dinner, followed by a dance to be held at the Ambassador. During the course of the evening several popular Victor artists will appear for the edification of the guests.

On Tuesday evening at 5 o'clock the jobbers will enjoy an old-fashioned clambake, held on

### IMPORTANT!

Reservations at the Ambassador Hotel, Atlantic City, for the convention **MUST BE MADE DIRECT TO THE HOTEL, WITH A COPY TO FRED P. OLIVER, care of the Blackman Talking Machine Co., 28-30 West Twenty-third street, New York, in order to secure special convention rates.**

the shore, which, it is promised by the committee, will surpass even the wonderful beefsteak dinner held at the woods at Glen Cove during the course of last year's convention at Colorado Springs.

On Wednesday evening will be held the annual banquet of the Association, and several speakers of prominence are being lined up for that affair. There will be good entertainment provided during the banquet which will be followed by dancing.

The annual golf tournament of the Associa-

tion will be held at the popular Sea View Golf Course, Absecon, N. J., near Atlantic City, on Thursday, and there will be the usual collection of valuable prizes to inspire the contestants to put forth their best efforts.

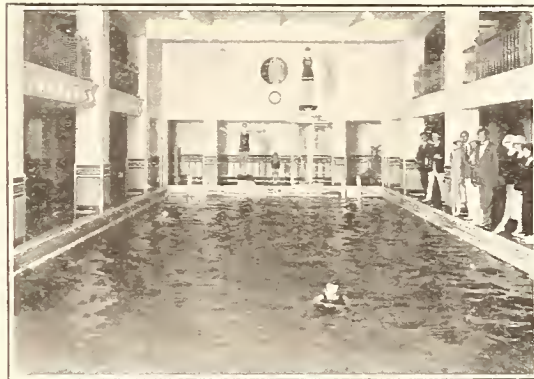
The prospects are that there will be a record



Hotel Ambassador, Convention Headquarters

attendance at the convention; firstly, because the importance of the meeting from a business standpoint warrants such an attendance, and, secondly, because of the many attractions of Atlantic City itself. Those who travel to the shore should take advantage of the special Summer excursion rates quoted to that resort by the various railroads in agreement with the Atlantic City Chamber of Commerce.

The hotel has agreed to make a special rate



Great Swimming Pool at Hotel

for the convention delegates, but to obtain this rate it is necessary for the members of the Association to make hotel reservations direct to the hotel, with a duplicate copy of the reservation to

Fred P. Oliver, care Blackman Talking Machine Co., 28-30 West Twenty-third street, New York.

Those who apply direct to the hotel will not be able to enjoy these special rates. The fact that the annual convention of the Music Industries Chamber of Commerce and allied music trade associations will be held in New York during the week preceding the convention of the jobbers at Atlantic City will make it particularly convenient for those who desire to attend both meetings.

### H. T. LEEMING JOINS PATHE STAFF

The important announcement is made by the Pathé Frères Phonograph Co., Brooklyn, N. Y., of the appointment of H. T. Leeming to the Pathé staff. Mr. Leeming needs no introduction to the talking machine trade. He has many friends and a past record of achievement in this field. Mr. Leeming was lately general manager of the Regal Record Co., and previously vice-president of the Emerson Phonograph Co. He will devote his exceptional executive ability to Pathé sales promotion. The appointment of Mr. Leeming to this important post is in keeping with the general reorganization being made at Pathé headquarters.

### STEWART TO OPEN VICTOR SHOP

Attractive New Harrisburg Establishment to Be Unico-equipped Throughout

BALTIMORE, Md., May 6.—Cohen & Hughes, of this city, have concluded arrangements whereby Ray E. Stewart, a successful Harrisburg business man, will open an exclusive Victor shop in Hagerstown, Md. Judging by the success which has crowned Mr. Stewart's endeavors in other lines, success is predicted for his new enterprise. A short talk with Mr. Stewart is amply convincing that he will leave nothing undone to put the Victor and piano interests which he represents before the Hagerstown public in a high-class and energetic manner. His showrooms will be Unico-equipped throughout and will afford customers the same restful atmosphere in which to select records as has been found so productive of results in progressive communities throughout the country. Mr. Stewart feels that this environment as created by the Unico staff, coupled with the lines which he will handle, will mean a distinct advance for the music industry not only in Hagerstown, but in surrounding country.



## "We Serve the South"

Establishing a trade in Okeh Records is easy because after the first sale is made repeats are sure to follow. Okeh Records sell themselves.

# Okeh Records

Give the earliest releases on the newest song and dance hits. We carry a complete stock and fill your orders promptly.

Wholesale Phonograph Division

## J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.

Inquiries  
from  
Dealers  
Solicited





**Bert Williams is gone, but his work will live. "Not Lately" and "You Can't Trust Nobody" are two of his last songs. Both on one record. Push them. A-3589.**

**Columbia Graphophone Co.  
NEW YORK**

### BUILDING FOREIGN RECORD TRADE

Victor Talking Machine Co. Carrying on an Active Campaign Through Newspapers and by Aid of Special Literature to Stimulate Sale of Records in the Foreign Catalogs

The Victor Talking Machine Co. has just started a most active campaign to feature the company's extensive catalog of foreign records, or rather records in foreign languages, throughout the country, with a view to aiding the dealer directly in stimulating an interest in such records.

At the present time the Victor Co. is carrying on a regular campaign of advertising in foreign language daily newspapers covering in all twelve languages. These advertisements occupy liberal space, two columns wide, and in addition to listing the new recordings in the special language featured also call attention to desirable records that are already a part of the catalog. Victrolas, particularly the new horizontal models, are also featured in the advertisements.

In addition to the newspaper copy there have been issued a series of most attractive foreign record hangers, of the same size as the monthly hangers issued by the Victor Co., for the regular record releases and fitting into the same frame. Hangers covering Bohemian, German, Hebrew, Italian, Polish, Swedish and Mexican records have already been issued, and several others are in contemplation, including Arabian, Syrian, Greek, Norwegian, Portuguese, Russian, Lithuanian, Finnish and French. New catalogs in practically all of these languages have likewise been issued to the trade, and the effect of all this exploitation work has been to stimulate materially the foreign record demand.

The U. S. Census figures are taken to show that a surprising proportion of the population of the United States is of foreign birth or the children of foreign-born parents, and even in cases where individuals are citizens it is found that there is a substantial demand for the music of the Old World. As a matter of fact, much of this music may be said to be universal in character and frequently is featured as novelties in the regular catalog.

Dealers generally have responded enthusiastically to the foreign-record campaign, especially those located in cities where there is a large non-English-speaking population. Many of them

are having impressed on them for the first time the extent and great possibilities of the foreign-record section of the Victor catalog and see in it a most desirable field for building up trade. Co-operation of the Victor Co. itself in its newspaper advertising and in the amount of display and publicity material being offered to the dealers is making the new campaign much easier for those in the field.

### STRAND LINE IN POPULAR DEMAND

Walter L. Eckhardt, Strand Factory Representative, Opening Many New Accounts—Making Plans for Active Fall Trade

"The Strand line is going ahead at great speed in our territory," said Walter L. Eckhardt, exclusive factory representative for the Strand phonograph in Pennsylvania, Maryland, Delaware, District of Columbia and Southern New Jersey. "We have been closing many important accounts during the past few weeks, and the dealers throughout Pennsylvania and the adjacent territory are delighted with the sales possibilities of the Strand line. The new models in particular are meeting with a hearty reception everywhere, and it is a pleasure indeed to open packing crates and find invariably that the instruments have reached us in absolutely perfect condition and ready for immediate sale."

Mr. Eckhardt, whose headquarters are located in the Empire Building in Philadelphia, was a recent visitor to the executive offices of the Manufacturers Phonograph Co., New York, conferring with Geo. W. Lyle, president of this company, regarding sales plans for the Strand line. He stated that he is planning to augment his sales staff to take care of Fall business, and judging from all indications, Strand dealers will close a splendid business this year.

### TAKES ON THE TURNEY RADIO

The Cabinet & Accessories Co., New York City, has added a new line of radio to the sets and equipment which it distributes. The latest addition to the line is made by the Turney Radio Co., of Newark, N. J. A new departure in radio service to talking machine service is to be found in a radio case, which will shortly be produced and sold by the Cabinet & Accessories Co. This case contains a number of each part used in radio construction, properly labeled and classified, and all within the one case. It is expected that this case will prove of great service to the talking machine dealer who is adding radio to his line.

### H. F. MAIER OPENS VICTROLA SHOP

UNION HILL, N. J., May 8.—The Victrola Shop, 742 Bergenline avenue, this city, was formally opened here recently with a complete line of Victrolas and a large stock of Victor records, as well as pianos and musical instruments. Souvenirs were distributed to the people who attended the opening. H. F. Maier is proprietor.

### VICTOR ARTISTS FOR BIG CONCERT

Homer, Schumann-Heink, Samaroff, Werrenrath and Symphony Orchestra to Entertain Convention Visitors at Carnegie Hall.

One of the big entertainment features in connection with the annual convention of the Music Industries Chamber of Commerce and the allied music trade associations in New York during the week of June 5 will be the complimentary concert given at Carnegie Hall on Monday evening, June 5, by the Victor Talking Machine Co., for the benefit of the convention delegates.

C. G. Child, director of recording for the Victor Co., who has charge of the program, has arranged for a truly imposing group of artists on that occasion, they including Mme. Louise Homer, Mme. Schumann-Heink, Mme. Olga Samaroff, Reinald Werrenrath and the Victor Symphony Orchestra of eighty men under the baton of Josef Pasternack. All of the convention visitors will be provided with tickets for the concert, which will unquestionably prove one of the big attractions.

### IMPORTANT UNICO INSTALLATIONS

Unit Construction Co. Reports Increasing Activity in Various Parts of the Country

PHILADELPHIA, PA., May 8.—Among the notable accomplishments of the Unit Construction Co. for April was the factory completion and shipment of material which will be used to erect an exceptionally beautiful music emporium in Chicago to be conducted by the well-known house of Waterson, Berlin & Snyder. The fact that this material made two complete carloads is an indication of the extensive installation.

Immediately following the Waterson, Berlin & Snyder shipment another carload shipment was made to Frank Naese, 4803 West Lake street, Chicago, who will open an exclusive Brunswick Shop. A survey of the Naese plans convinces that he will be highly successful.

The installation at the Talking Machine Shop, Hagerstown, Md., a new account installed by Cohen & Hughes, of Baltimore, called for another carload shipment.

Another major installation also requiring carload shipment was that of Halle Bros. Co., Cleveland, O., which is entering the phonograph field, and its Unico department will be used in the sales of the Brunswick line.

These installations are only the high spots of Unico activity for the month. The company reports a very satisfactory month's business in both equipment and dealers' helps departments.

The Tageblatt, of Berlin, is running a copyright series of "Reminiscences of Caruso," by a former director of the tenor's German guest engagement, Emil Ledner. There are anecdotes of "Caruso the Man," who spent almost his entire life in foreign lands; accounts of his singing in Hamburg and Berlin and of an "Aida" evening at Budapest.

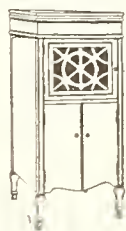
### LAUTER MADE TALKING MACHINES

GOLDEN OAK  
FUMED OAK  
BROWN MAHOGANY  
For Early Delivery

Let us figure today on your requirements, or write us for prices, cuts, etc.

**THE H. LAUTER COMPANY**

Indianapolis, Indiana





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**CABINET & ACCESSORIES CO.,**  
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**A. J. HEATH & CO.**  
27-29 So. Seventh St.  
Philadelphia, Pa.

**IROQUOIS SALES CO.,**  
210 Franklin St.,  
Buffalo, N. Y.

**E. B. SHIDDELL,**  
221 Columbus Ave.  
Boston, Mass.

**WALTER S. GRAY CO.**  
942 Market St.,  
San Francisco, Cal.

**DAVENPORT PHONO. & ACCESS. CO.,**  
217 Brady St.,  
Davenport, Ia.

**UTICA'S GIFT & JEWELRY SHOP,**  
Utica, N. Y.

**J. R. POLK FURN. CO.,**  
294 Decatur St.,  
Atlanta, Ga.

**VOCALION CO. OF OHIO**  
Cincinnati, O.

**VOCALION CO. OF OHIO**  
Cleveland, O.

**BURNHAM, STOEPEL & CO.,**  
101 East Larned St.,  
Detroit, Mich.

**WM. ANDERSON PIANO CO.,**  
79 Eighth St., South,  
Minneapolis, Minn.

**GEO. C. ULRICH & CO.,**  
718 Lincoln Bldg.,  
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**CANDIOTO PIANO CO.,**  
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Patent Pending

Size: 8 in. x 14 in. x 15 in.  
Weight: Complete, including album,  
22 lbs.

*"One handle handles it"*

# Outing

## TALKING MACHINE

Perfection  
in a  
Portable  
Phonograph

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality.

Built to give years of satisfactory service.

Made in Mahogany and Fumed Oak finishes.

*There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.*



*Dealers in Mexico and Cuba should send orders and inquiries to*

**R. C. ACKERMAN**

291 East 162nd Street

New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

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# Outing Talking Machine Co., Inc.

A. J. COTE, President

MT. KISCO, N. Y.



# PORTLAND, ORE.

*Cash Sales or Large Initial Payments Feature of the Trade in This Section—Dealers Pleased With Outlook—News of Trade*

PORTLAND, ORE., May 4.—Cash sales or large initial payments is the report of most of the music houses for the past month with a volume of business that was very satisfactory.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co., reports a good high-grade business for April. Only one machine under \$200 was sold during the entire month, and only one "trade-in" is on the books. One of the last sales of the month was a Victrola, \$300, with \$125 worth of records, all for cash. "This is just a sample of what we have been doing all month," says Mr. Stein.

The Sonora and Brunswick phonographs have also been selling for cash, according to H. H. Princehouse, sales manager of the phonograph department of Lipman, Wolfe & Co., with Sonora grands in the lead.

D. C. Peyton, manager of the phonograph department of Meier & Frank Co., says that sales showed a gain of \$2,000 over business of last April.

Manager Peyton reports that the six new Walter Camp records of twelve lessons with chart and guides are going over big with several sets being sold from the sample before the arrival of the first shipment.

Another large display and demonstration room for the Victrola and Brunswick machines has been added to the phonograph department of the Wiley B. Allen Co. Manager Frank M. Case has moved his private office to the front of the store, which gives Cliff Neilson, in charge of the phonograph department, more room for demonstrating purposes. Mr. Neilson is another department manager to give a good report for April, and says his sales more than doubled April, 1921. The new horizontal Victrola and Brunswick console machines are very popular, he says.

N. C. Dezenorf, assistant manager of the Victrola department of Sherman, Clay & Co., made a trip through the lower Columbia River region of Oregon and Washington, visiting schools, clubs, societies and dealers, delivering lectures on the general use of the Victrola. He was greeted with enthusiasm and interest at all points, and he reports business conditions gradually resuming normalcy.

Wm. Smith, Oregon sales manager of the Columbia Co., has covered his territory very thoroughly during the past month, and says he can see a decided increase of optimism regarding the

future, and more orders are being placed for Columbia goods than during the same period last year.

C. E. Sanders, sales manager of the Cheney Talking Machine Co., Chicago, called on G. F. Johnson, of the G. F. Johnson Piano Co., who is Oregon representative, the last week in April. Mr. Sanders was greatly pleased with conditions in Portland and vicinity.

The Reed, French Piano Co. has made extensive improvements to its establishment at 435 Washington street. All the offices have been moved to the main floor and the balcony is now used for demonstration rooms for the period and console models of the Victrola and Edison machines, which are carried. The company has also rearranged the demonstration rooms on the main floor, and record racks have been installed immediately in the rear of them, which is a very convenient arrangement. It has also installed a player roll department on the balcony.

Kohler & Chase have moved their wholesale offices to the Northwestern Bank Building at Sixth and Morrison streets, where they will be more accessible to the dealers. The company's warerooms will remain at Hoyt street.

Warren A. Erwin, of Lipman, Wolfe & Co., is in the Portland Surgical Hospital with sinus trouble and is just waiting to get home to see the new baby girl that arrived at his home during his absence.

Fritzi Jensen, for two years manager of the record department of Lipman, Wolfe & Co., has resigned and will go to the LaGrande Music store, Brunswick dealer, to take complete charge of the record, roll and sheet music departments. Roy Feldenheimer, manager of the phonograph department, has placed Kathryn Campbell in charge of the record department.

Mrs. Bertha Gribble, former manager of the phonograph department of the Applegate Furniture Store, of Eugene, Ore., has been added to the Victrola and Brunswick sales force of the Wiley B. Allen Co.

Mrs. Minette Elliott, of the Grafonola department of the Remick Song Shop, has left Portland for Los Angeles, where she expects to spend several months. Mrs. Clyde Freeman, wife of the manager of the Remick Shop, accompanied Mrs. Elliott south and expects to be joined by her husband in a month, when they will come north again by motor.

R. Stevanni, formerly in the phonograph department of the Wiley B. Allen Co., has gone over to the Hyatt Talking Machine Co.

Fritz Kreisler, who appeared in concert at the Municipal Auditorium in April, drew one of the largest audiences of the season, and his records, which are always popular, were given an added stimulus, according to Miss Nellie Mugler, who has charge of the record department of the Sherman, Clay & Co. store.

## NEW ARTISTS FOR BRUNSWICK CO.

**Famous Brox Sisters and Margaret Young Make Debut in May List**

William A. Brophy, manager of the Brunswick Recording Laboratories, New York, has just announced that the first records of the famous Brox Sisters, Kathleen, Dagmar and Lorraine, who have been appearing in the "Music Box Revue," will be released for the trade in the May list of new Brunswick records. These



The Brox Sisters

popular artists have been among the headliners since the show started last Fall and have contributed in a large measure to the successful run which this show has had.

The first record to be released by these artists will be a double-faced record of "Some Sunny Day," "Schoolhouse Blues" on the reverse side.

Another new artist recently acquired by the Brunswick Co. is Margaret Young, who has been appearing in Keith's vaudeville for some time past. Miss Young is to record exclusively for Brunswick records and will make records of the latest popular numbers. The first release will be distributed to dealers on May 1 and will consist of a double-faced record of the popular numbers "Maybe You Think You're Foolin' Baby," while the reverse side will be her version of "High Brown Blues."

The Blackledge Music Co. was recently opened in Coffeyville, Kan. Musical instruments and talking machines are handled.

# Phonograph Prices

*that will make you a REAL profit*

**\$18.50**

to

**\$60.00**

Act today!

Standard, well-known makes of the highest grade and finest reputation — priced to sell! A bargain for you that you can pass on to your customers at a bargain price for them that will make you money. Fine cabinets, finest motors, thoroughly high-grade machines at prices that will startle you.

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## THE UDELL WORKS

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**BUYING AND SELLING EXEMPLIFIED**

Under Auspices of Knickerbocker Co., Metropolitan Victor Dealers Show How Horizontal Victrolas Should be Sold

A large gathering of metropolitan Victor retailers was held in the Knickerbocker auditorium, at the headquarters of the company, at 138-140 West 124th street, on Thursday, May 4. The session was called to order at ten o'clock by Abram Davega, president of the company, and lasted throughout the entire day.

The morning was given over to the execution of a novel idea of Mr. Davega's relative to the selling of the new horizontal type of Victrolas. Various retailers took part, some acting as salesmen and selling the models to others who placed themselves in the attitude of the average buyer. The plan worked out exceptionally well, and such interest was manifested that it was necessary to call a recess in the proceedings in order that those present might partake of the luncheon provided at the Hotel Theresa by the Knickerbocker Talking Machine

Co. The selling and buying was resumed immediately upon arriving back at Knickerbocker headquarters. It was not only intensely interesting but decidedly educational as well. Many questions were propounded by the buyers which were in turn admirably answered by the sellers. Two persons occupied the platform at one time, one as the buyer and the other as the seller. Those participating in the role of seller were C. P. Perry, of the Ideal Music Co., Brooklyn; Miss Goodman, of G. Millard, Brooklyn; C. A. True, manager of the talking machine department of Bamberger's, Newark; Leo Aronson, of the Aronson Talking Machine Co., and Herman Behrmann, of the Savoy Music Shop, New York City. The buying parts were assumed by I. Zion, Fort Lee, N. J.; Sol Lazarus, of New York City; J. A. Lowekamp, of Bamberger's, Newark; Ben Lehrer, of M. Rappaport's Music Shop, New York City; Max Rothstein, New York City, and David Feiner, of the Woodhaven Music Shop. Each participant did so well that it was a serious task for those appointed judges to select first and second choice on each side. However, it was finally decided that the first award for selling be given to C. A. True, of Bamberger's, and the second to Miss Goodman. Standing first from the buying standpoint was David Feiner and second Sol Lazarus.

After hearing the various selling points expounded it is safe to say that every one present left far better fitted to sell more horizontal type Victrolas than before his arrival. The meeting closed with a recital of June Victor releases.

**WILL EXHIBIT AT CONVENTION**

Simplex Electric Motor Will Be Demonstrated at Hotel Commodore During Convention Week—Factory Production Being Expedited

MONTREAL, CAN., May 6.—The Simplex Electric Phonograph Motor Co., of this city, manufacturer of the Simplex electric motor, is making elaborate plans for a display at the forthcoming Jubilee Convention of the music industries, to be held in New York the week of June 5. The company has arranged for good-sized space at the Hotel Commodore, and, according to present plans, several models of the Simplex motor will be demonstrated.

As the Jubilee Convention will attract members of the music industries from all parts of the country, the Simplex executives are doing everything possible to expedite factory production, so that they can assure visitors to the convention immediate deliveries of their orders. This will be the first official demonstration of the Simplex motor, and the exhibit is, therefore, being given most careful consideration in every detail.

**DEMONSTRATE THE LYRADION**

Combination Radio and Phonograph Exhibited at Banquet—Important Dinner Features Radio

The Lyradion, a combination radio and phonograph, manufactured by the Lyradion Sales & Engineering Co. (Dodge Mfg. Co.), Mishawaka, Ind., was demonstrated April 30 at a dinner given by the Society of Arts and Sciences in connection with radio development. The dinner was attended by many prominent engineers and radio experts, and one of the guests was J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler. Among the speakers of the evening were Hudson Maxim, famous inventor, "Jack" Binns, well-known radio expert, and Dr. Miller Reese Hutchinson, formerly associated with Thos. A Edison, Inc. The possibilities of the radio from technical, commercial and musical angles were discussed in detail by various speakers, and the dinner was a noteworthy success.

**LANDESMAN PHONO. CO. ASSIGNS**

The Landesman Phonograph Co., Inc., talking machine and sporting goods dealer, of Cathedral Parkway, New York City, recently made an assignment to George Friedland.



*Just Arrived:*

**The Latest  
Imported German  
Hits**

**Homokord  
Records**

**A wonderful selection  
of imported German  
Records.**

**Double faced—lateral cut  
Play on all machines.**

*—these are the very newest hits  
of the most popular German  
artists.*

**Make sure to get these num-  
bers—you cannot afford to  
pass them by—they mean  
RECORD sales for you.**

**Important Notice to  
Live Dealers and  
Jobbers:**

**There are still available cer-  
tain exclusive territories for  
the wonderful Homokord  
Imported Records. Be the  
one in your neighborhood  
to reap the splendid profits  
they bring.**

*Write—right now!*

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**Sole Importers and Distrib-  
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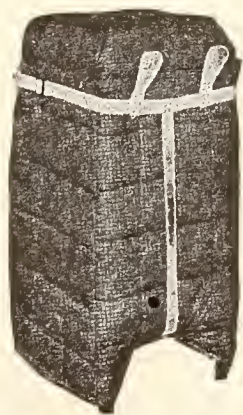
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*Manufacturers of the  
Original Lansing  
Piano and Phonograph  
Moving and Wareroom  
COVERS*

*Announcing the new  
CONSOLE  
PADDED COVER*



*Factory Distributors for the  
GREEN MT. VIOLIN CO.  
NEW YORK ALBUM & CARD CO.*



**PROF. FOREST CHENEY ENTERTAINED**

Dealers of Pittsburgh and Locality Entertain Well-known Inventor at Informal Banquet at William Penn Hotel—Makes Pleasing Address

PITTSBURGH, PA., May 10.—Cheney Phonograph dealers were guests at an informal dinner held on the night of May 4, at the William Penn Hotel, at which Prof. Forest Cheney, the well-known inventor of the Cheney phonograph, was present and made a very interesting and instructive address.

George R. Madson, president of the Cheney Phonograph Sales Co., of Cleveland; Marion Cheney, son of Prof. Cheney, and the Pittsburgh district representative of the Cheney interests, and Mrs. R. M. Smith, also of the Cheney Phonograph Sales Co., were on hand early to welcome the guests.

Prior to the dinner there was an informal reception at which the guests were presented to Prof. Cheney. The dinner was an elaborate one and the table decorations were unique and attractive. Following the dinner Mr. Madson made a brief address in which he explained the reason for the dinner, the primary purpose of which was to have the Cheney dealers in the Pittsburgh district meet Prof. Cheney and hear him speak. Mr. Madson then presented Prof. Cheney.

For more than an hour Prof. Cheney spoke very interestingly and entertainingly on the Cheney phonograph and explained the great care that is being taken in its construction. He said at one time during the evening: "Not how cheap but how good can we make the Cheney phonograph is the constant aim of the company." He pointed out that the question of cost is the least considered by the Board of Directors, who insist that only the best shall be used and the Cheney phonograph made the best of its kind.

Prof. Cheney told of his research and study in the realm of the talking machine and phonograph, and explained how he came to invent the Cheney phonograph. This proved to be most interesting to his hearers and it was keenly enjoyed.

Prof. Cheney then, before he ended his talk, delivered a brief homily in which he emphasized the need of always looking on the bright side of life and getting the best out of life. He said that contrasts were needed for one's development and pointed out that unless there were light and shade there could be no real pictures. He said: "I am growing younger because I keep in touch with what is going on around me. That is what all of us can do. Life is for development and we can all make the best of it and make it a success."

Referring to "chances" or "opportunities," Prof. Cheney said: "These do not come to us with a loud noise or like a circus parade down the street. Opportunities and chances for success come quietly, and it is the wise man and woman that recognize them and seize them at once. We can all be successful if we embrace the opportunity when it comes."

In closing Prof. Cheney said that this visit was one of a series he and Mr. Madson were making for the purpose of getting in personal contact with the Cheney dealers and to learn from the dealers at first hand what the Cheney organization can do to co-operate with them.

Before the guests of the evening left all assembled in the lobby and bade a kindly farewell to the distinguished speaker of the evening

**OKEH MARRIED MEN VICTORS**

Benedicts of General Phonograph Corp. Vanquish Single Men on Diamond—Close Score Features Interesting Game

By the close score of eleven to eight the married men in the executive offices of the General Phonograph Corp., 25 West Forty-fifth street, New York, took the measure of the bachelors in this organization at a ball game played Saturday, April 29, at Van Cortlandt Park. The game was interesting from start to finish, and the final outcome was in doubt to the very last inning when the single men rallied and almost tied the score.

The teams lined up as follows: Married Men: Williams, left field; Fritzsche, first base; Goldman, third base and captain; Walker, second base; Ackerman, right field; J. Hager, center field; Larson, shortstop; Neuberth, catcher; Sieber, pitcher. Single Men: Syreen, third base; Martin, second base; Schechter, first base and captain; Amore, pitcher; Kroeger, catcher; Brown, center field; Kleverstrom, left field; Pincus, right field; Schwartz, shortstop. Umpires: Messrs. Sampter and Shine.

At the very start of the game the married men scored two runs and the single men did likewise. Both batteries tightened up in the second and third innings, neither side scoring. In the fourth inning three benedicts crossed the plate, but the single men rallied and also scored three runs in their half of this inning. In the fifth inning neither side scored, but in the sixth inning the married men went on a batting rampage that resulted in four runs, and practically won the game. They also scored two runs in a later inning, and although the single men fought hard, they could only put three runs across the plate before the game finished.

The feature of the game was Goldman's hitting, and this "Babe Ruth" of the Okeh forces hit

and urged his return to Pittsburgh at an early date. Prof. Cheney, Mr. Madson and Mrs. Smith drove from Cleveland to Pittsburgh.

The Cheney dealers at the dinner were as follows: Henry Wood, Mrs. Henry Wood, Miss M. Wible and Miss H. Schultz, of Boggs & Buhl; A. R. Meyer, Mrs. A. R. Meyer, Miss H. M. Claire, Miss H. Oliffe and Andrew Lindsey, of the Joseph Horne Co.; Miss B. E. Perry and Lee Scroggins, of Gray & Martin; L. S. Klein, H. E. Fleischman and L. B. Nathan, of the National Phonograph Co.; C. W. Glass, of the Tarentum branch of the Lechner & Schoenberger Co.; Benjamin Goldman and S. S. Wolf, of Goldman & Wolf; Miss J. S. Ackerman, of the Cheney Phonograph Sales Co.; and C. C. Latus, of the Talking Machine World.

two home runs and a triple in addition to playing an errorless game at third base. Sieber pitched a steady game and Hager's work in center field helped considerably toward the success of his side. Walker at second base, and Neuberth behind the plate were also important factors in the married men's victory. For the single men the battery consisting of Amore and Kroeger were the stars, while Schwartz, the shortstop, was all over the field.

The players were cheered by a large group of lady fans from the executive offices, while Otto Heineman, president of the company; Adolph Heineman, vice-president, and W. G. Pilgrim, treasurer, were all on hand rooting for the married men.

The entire party was conveyed to Van Cortlandt Park by special buses and during the game refreshments were served on the side lines, Otto Heineman acting as host. It is understood that a return game will be played later in the Summer, and the single men are promising to spring a "dark horse" as their twirler.

**RADIO FIRMS CHARTERED IN APRIL**

ALBANY, N. Y., May 9.—Fifty-six companies supplying radio apparatus were incorporated in New York State during April. Their aggregate capitalization is \$1,759,600, according to tabulations made at the office of the Secretary of State.

The number of incorporations in April was 1,534, as compared with 1,717 in March.

The King Furniture Co., Columbia dealer, of San Antonio, Tex., had a very attractive float in the "Battle of Flowers" parade held in that city on April 21. It was designed by H. S. Schaub, manager of the Grafonola department, and the float was made even more attractive by the presence of Miss Allsworth, who has charge of the record department.

**YOU CAN NOW BUY**

# HANDSOME CABINETS FOR RADIO SETS

We make four distinctive models especially designed and built for the wireless outfit. Our cabinets are arranged in such a way that they will practically accommodate any outfit on the market today.

If you are a VICTOR or COLUMBIA Dealer our CONSOLES for the VICTOR and COLUMBIA Table Machines offer a wonderful opportunity for a combination of Radio and Phonograph.

For Full Particulars Write or Wire

**CELINA SPECIALTY COMPANY, CELINA OHIO**



# KANSAS CITY

*Business Improves—Radio Interests—New Edisons Admired—  
Victor Activity—Tie-up With Columbia Artists—News of Month*

KANSAS CITY, Mo., May 4.—The radio craze has been raging in Kansas City for some time, and talking machine men are interested in its development. Among those who have taken special interest in it is H. J. Schmelzer, of the Schmelzer Co., who is a Victor wholesaler. Aside from the radio itself, Mr. Schmelzer is interested in how the radio may be linked up with the Victrola and assist in the sales of this instrument. He is developing some very promising experiments, and hopes to be able soon to capitalize them.

On account of his poor health, S. M. Henley has sold his lease on 813 Walnut street, where he has kept a music shop for a number of years, and will take a long vacation. He has many friends in the trade who will be interested in

knowing that, while it is thought best for him to be entirely freed from the care and oversight of his store, his health is improving, and it is hoped that the rest will bring about a permanent recovery.

The Phonograph Co., Edison jobber, reports that the William and Mary console has arrived, and is receiving a great amount of favorable comment from dealers who have visited the headquarters. The case is very attractive, both in outline and finish.

Business during April was reported as about equal to the corresponding month in 1921, but a vigorous campaign in advertising was used to make these sales. This is somewhat surprising, since the March business of the branch was 100 per cent larger than in March, 1921.

The Victor wholesalers report that business is good, and that there is a great deal of interest in the new horizontal Victrola models. The Schmelzer Co. has just received its new model No. 330, which sells at \$350, and reports a fine sale on the \$115 model. In fact, there is a good demand for the whole line of the horizontal Victrolas. There has been a good sale of records, also.

M. C. Schonley, sales manager for the Schmelzer Co. in the Victor department, recently made a trip over the territory, and planned some campaigns for the dealers that are now being worked out. He found that even where the dealers were not doing a great amount of business at the present, they were practically all looking forward to a good business in the Summer and Fall, and were getting ready for it. New departments were being developed in stores where the business had been given scant attention, and merchants are settling down to a realization of the fact that the talking machine business is a permanent institution, and not just a fad. Then there is a disposition to put this department into the hands of a specialist, and a determination to import or to develop one. One of the features which Mr. Schonley helped his dealers develop was their mailing lists. He showed them how these might be compiled and kept up-to-date.

Fred Jenkins, of the J. W. Jenkins' Sons Music Co., has been busy not only getting for his wholesale department the full benefit of the Victor record exchange plan, but also taking care of his dealers as well. Mr. Jenkins says that the effect has been the increase in the sales of records, and a better feeling on the part of dealers.

Business with the Kansas City branch of the Brunswick is ahead of the corresponding months of last year, although it just about broke even in April.

H. P. Ripley, one of the aggressive music houses of Leavenworth, Kan., has recently been added to the list of Brunswick dealers, as has R. N. Bowden, of Brookfield, Mo.

H. A. Beach, of the Unit Construction Co., Philadelphia, stopped over in Kansas City on his way home from his trip to the Coast. He reported a good trip, and found some good prospects here for Unico equipment when things pick up a little more.

The recent appearance of Margaret Romaine at the High School in Kansas City, Kan., under the auspices of the Chamber of Commerce was very successful and sales of her records have been considerably stimulated as a result, judging from the reports of dealers. Miss Romaine, who is an exclusive Columbia artist, received some splendid press notices and her appearance was taken advantage of by all the local Columbia dealers through window displays, distribution of circulars, newspaper advertising, etc.

E. A. McMurtry, manager of the local branch of the Columbia Co., who has recently returned from a trip through western Kansas, advises that prospects for good business in that section this

Fall are very favorable as a fair small-grain crop is practically assured. Columbia dealers in that part of Kansas are optimistic and are now laying plans for aggressive late Summer and Fall campaigns on Grafonolas and records. Several of these dealers have agreed to use trucks, working their immediate territories by house-to-house campaigns, newspaper advertisements and the like.

Kansas City dealers have had some very attractive displays in their windows during the past week. One of the most timely was that of the J. W. Jenkins' Sons Co. It was linked up with the opening of the baseball season, and featured the new composition, "Stealing," in sheet music, records and music rolls. The central feature of the display was a game of ball, with an audience intensely interested in one of the players attempting to steal a base. All of the players, as well as the audience in the bleachers, were Victor dogs. The players were distinguished by differently colored coats. The music, records and rolls were displayed around the

(Continued on page 147)

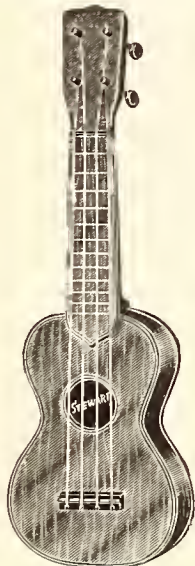
## Spring and Summer Time IS UKULELE TIME

\$60,000,000 worth of Musical Instruments sold in the United States the last twelve months.

**DID YOU GET YOUR SHARE?**

You Can by Displaying the  
**RIGHT** Instruments, at the  
**RIGHT** Prices, at the  
**RIGHT** Time

HERE IS A STARTER FOR YOU



Mele Ukuleles from - \$1.20 to \$3.50 each  
S. S. Stewart Ukuleles from  
\$3.50 to \$8.50 each

ORDER NOW

Write for our special Summer Suggestions

### WE WANT

#### Every Dealer Coming to the JUBILEE CONVENTION

(JUNE 5th and 10th)

to make our house your headquarters.

Let our Information Bureau make reservations for you.

Our stenographers are at your service. Have one of our representatives show you our complete line of merchandise from all markets of the world.

Make yourself at home.

Our samples also on display at Hotel Commodore, Room 603.



**BUEGELEISEN & JACOBSON**

5-7-9 Union Square  
NEW YORK

## RADIO HORNS

FIT ALL MAKES OF RECEIVERS



No. 17—7" Bell, 19" High, Price \$7.50  
No. 15—5" Bell, 14" High, Price \$5.00

Rubberoid finish only. Will take all makes of receivers. No air pocket. Designed to give proper amplification. Heavy material to avoid blast.

Amplifying horns of every description. Made by the oldest and largest horn manufacturer in the United States.

For over 20 years manufacturing horns for talking machines.

### SPECIAL HORNS

For cabinet outfits on specification

Send for Prices.

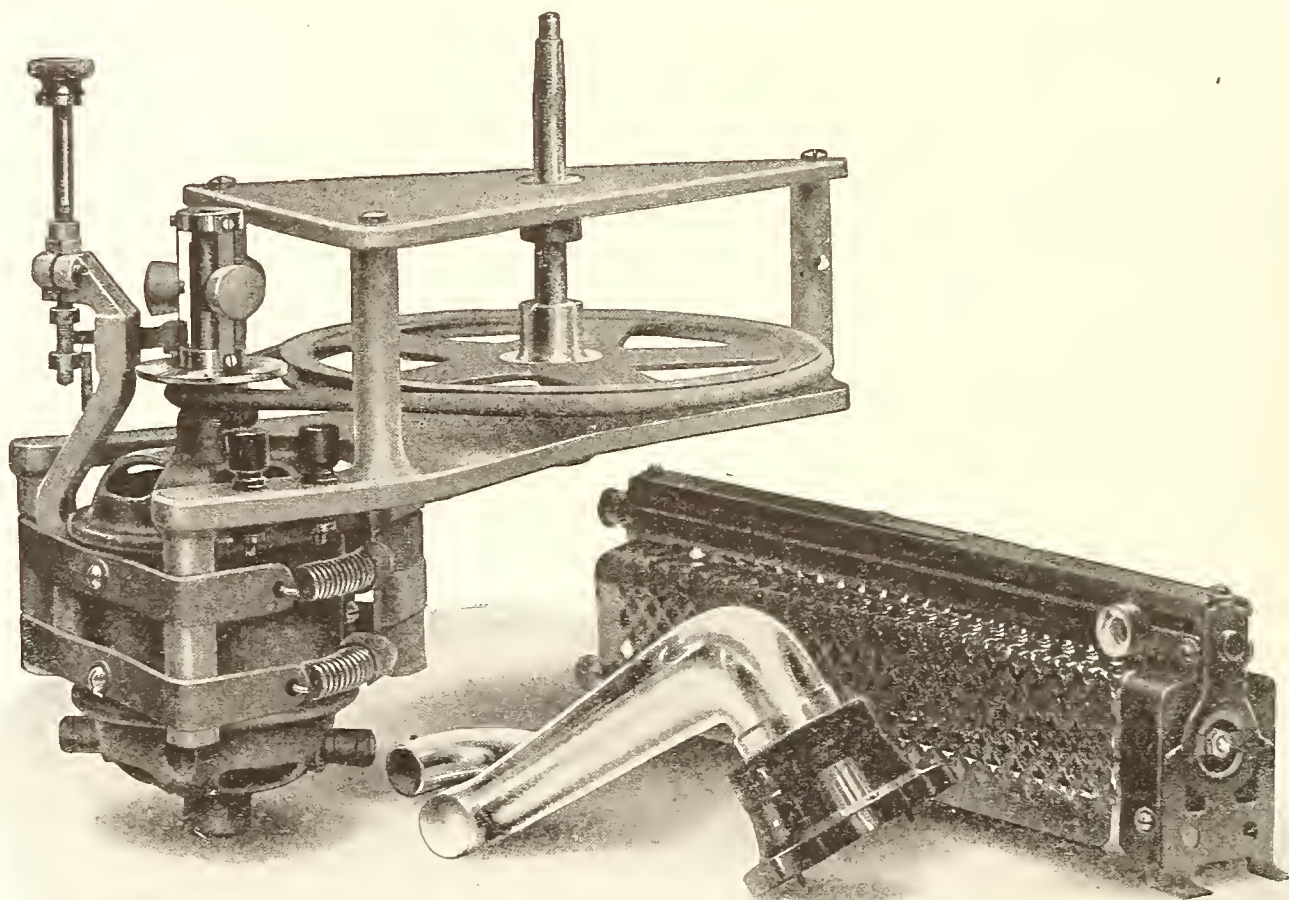


**Standard Metal Mfg. Co.**  
NEWARK, N. J. U. S. A.



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
season



# **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

---

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD . . . . . LONDON, E. C., ENGLAND



## TRADE NEWS FROM KANSAS CITY

(Continued from page 145)

players. The sales attending the display are reported as very satisfactory.

The new Brunswick Shop had a display calculated to indicate the universality of the service rendered by the Brunswick records. There was at the top of the display a large map of all the countries of the world. Ribbons from this map extended to placards in the window, which told not only the name of the country, but also the name of some new selection from that country that had just been released.

The Jones Store Co. had a complete window display made of Sonora phonographs. The features were the two new models, the Intermezzo and the Imperial. There were also in the window, samples of the Grand, the Etude, the Elite and the Baby Grand.

The feature of the Columbia window was the certificate of membership in the "Go-Getter Club," of the Columbia Co. This was earned last year by the retail store here. As an inducement for persons to come into the store, there were displayed some of the Columbia Co.'s beautiful calendars, which were offered free to visitors.

J. C. Clinkenbeard, former dealer service supervisor of the Columbia Graphophone Co. branch here, has resigned to take charge of the Grafonola department of the North Mehorney Furniture Co., local Columbia dealers. Mr. Clinkenbeard has the best wishes and good-will of the local Columbia organization, which predicts big success for him in the retail end of the game.

## DISTRIBUTING SPECIAL CATALOG

**Buegeleisen & Jacobson, Small Goods Importers and Jobbers, Sending Out Timely Catalog Covering Summer Specialties**

Buegeleisen & Jacobson, of New York City, wholesalers and importers of musical merchandise, are distributing a special and particularly timely catalog known as No. 115, covering special Summer instruments, such as ukuleles, banjos, mandolins, tenor banjos, guitars, accordions, harmonicas, etc. It also includes odd lines of merchandise which are not listed in the regular catalog and are being closed out at cost and below. Charles E. Andrews, manager of the company, in discussing the new catalog, stated: "This is guaranteed musical merchandise and enables the music merchant to anticipate his Summer and Fall wants and cover them at a considerable saving. This is particularly important when we consider that musical instruments will be advanced considerably when the new tariff ruling goes into effect. During the convention of music merchants in New York in June this wide-awake firm means to install for the convenience of the visiting merchants special service, an information bureau, writing room, stenographic service; in fact, everything that will be of assistance in making their stay pleasant and profitable."

Dealers will find an array of a complete line of up-to-date musical merchandise at the house of "Durro," 5-7-9 Union Square, one of the finest wholesale display rooms in the country; also a special exhibit at the Hotel Commodore, Room 603, will be conducted during the convention.

## ACTIVITY WITH BRISTOL & BARBER

Bristol & Barber, New York City, report good business in all departments. Production is now being made on the new console talking machine which this company is producing, and delivery is being made on the large number of orders which have been received. The Okeh records, together with Odeon and Fonotopia recordings, are much in demand among the many retailers served by Bristol & Barber.

The firm of Little & Deal, Tuolumne, Cal., has discontinued its Sonora, Cal., branch.

The Wiley B. Allen Co. has opened a talking machine establishment in Yuba City, Cal.

## PAMPHLET ON SCHOOL MUSIC

**Victor Talking Machine Co. Issues Interesting Folder on "Joy, Health and Education"**

The Victor Talking Machine Co. has just issued a new and completely revised pamphlet on "Joy, Health and Education," which is especially designed for distribution among teacher students of Summer schools and county institutes. The new pamphlet contains carefully selected lists of records for the use of the little folk, as well as a page devoted to descriptions of various Victrolas suitable for school work. Some reference is also made to the various types of educational literature issued by the Victor Co.

In issuing the pamphlet the Victor Co. states: "We have long felt the need of some very small piece of literature that would give in a nutshell a few comprehensive record lists for little children in the home, the kindergarten and the school grades, together with a brief statement of the scope of our educational work, and carrying descriptive matter upon the types of Victrolas suitable for school use."

"We believe that the enclosed pamphlet will meet this very real need, if it is given to interested persons who desire a brief statement of the possibilities of educational work, and who, perhaps, would not make good use of the more complete and more expensive general educational booklets."

## WURLITZER BRANCH IN COLUMBUS

COLUMBUS, O., May 8.—The Rudolph Wurlitzer Co. has formally opened a fine branch store at 50 East Gay street, this city. A complete line of Victrolas, Victor records and musical instruments is handled. Part of the main floor of the establishment is given over to the Victor department. B. L. McCarty, who has been with the company for a number of years, has been made manager of the store. Gilbert C. Brooks is in charge of the talking machine department, and Miss Maud Barlow is at the head of the record department.

Talking machines are featured in Klueter's Furniture Store, recently opened in Colton, Cal.

# Are You Prepared to Meet the Summer Demand For Small Victrolas?

—Not only prepared to meet, but to warrant you in making a special effort to create a demand for Victrolas of this type?

NOW, and for the next few months, is the time especially adapted to their sale.

People want music in their Summer homes; want it when boating; on picnics; on their outings; for out-of-door entertainment at home—want an instrument that can be easily moved about and taken with them.

How splendidly the Victrola No. 50 meets their requirements—or the No. IV., or No. VI., or No. IX.

STOCK UP FROM THE  
EVER-READY GRINNELL  
STOCK

Don't miss a single sale—be prepared for the business the season itself creates. We ship same day order is received. Have the upright cabinet and new horizontal models you're short on come with the same shipment.

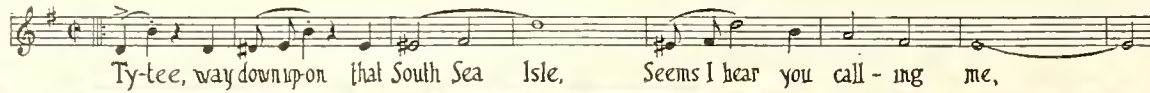
# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit

*Write for list of Records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.*





# TY-TEE

Miss Gilda Gray's Sensational Success  
at the "RENDEZVOUS"—New York's Newest and Smartest Dance Palace

ASK TO  
HEAR IT

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

## ATLANTA

### Exhaustive Survey of Trade Activities in This Thriving Southern Music Center

ATLANTA, GA., May 8.—With Easter and its demand for expenditures for Easter finery safely passed, the retail dealers here have found a marked increase in their cash sales. The past week or two have been the best in months. Every one is optimistic over the outlook for the coming Summer, as building activities are on a tremendous scale. Large sums are being spent throughout the State for road work, and industrials both here and in the Birmingham district are adding to their payrolls from month to month.

One of the encouraging signs of improvement has been the marked revival of trade and the increase in collections in south Georgia. Diversification of crops and cash money received from early strawberries, lettuce and garden truck have been the cause.

Forrest Traylor has been made general manager of all the retail departments of the Goodhart-Tompkins Co., the prominently located Peachtree street dealers in Victrolas, art goods, etc. Mr. Traylor has been active in the talking machine business for many years, coming to Atlanta recently from Nashville, Tenn.

The Wester Piano Co.'s stock of talking machines and pianos has been taken over by Ludden & Bates, who are now busily engaged in disposing of the entire lot at a special sale. Full pages are being used in the local papers. The Wester Piano Co. has gone out of business as part of the settlement of the estate of the late J. D. Wester.

I. M. Bame and Leroy Webb, two of the Victor dealers here, are making arrangements to leave on June 3 for San Francisco. They are both members of the Chanters of Yaarab Temple, which organization will take a prominent part in the Shriners' Convention at San Francisco in June.

Westervelt Terhune has just returned from a successful trip through South Carolina, calling on the principal Columbia dealers and holding conferences with his sales force for that district. He is optimistic regarding trade conditions in that part of his territory.

The local Columbia branch and dealers are eagerly awaiting first shipments of the new Console model listed at \$150. This is equipped with the new motor which has been in preparation

and test for some time past. Initial orders are coming in for quantities which will rapidly deplete the available supply.

The new Columbia portable machine is also about ready for distribution, the first shipments being now en route.

The Eight Famous Victor Artists were enthusiastically received in their concert at the Auditorium recently. All Victor dealers made special window displays and the tickets were on sale at the Cable Company.

The big event of the month has been the annual week of opera by the Metropolitan Opera Co. Records of the various operas scheduled have been in great demand for weeks by those realizing that a close familiarity with the arias makes for the greatest enjoyment of the actual performance.

Orville Harrold, following the plan he inaugurated in New York, gave a private concert in Cable Hall for the Victor dealers and sales people, who are now busy recommending and selling his records based on personal acquaintance with the artist.

M. E. Lyle, who is in charge of the Strand interests in the Southeast, has been busy opening up new dealer accounts throughout his territory. Early in the month he spent a week in Alabama, including some time in Birmingham, working as far north as Chattanooga. He has now just returned from a trip to the principal cities in South Carolina. He reports a universal appreciation of the Strand consoles and some nice repeat orders to prove that the line is selling.

The line of Strand Consoles is now complete and advantageously displayed in the showroom maintained by M. E. Lyle, in the Peachtree Arcade. The Italian Renaissance Model No. 2 and the Louis XVI No. 4 are attracting much favorable comment. The model No. 8, specially finished in Chinese lacquer, is one of the show pieces of the line. Out-of-town talking machine dealers find it easy to drop in because of Mr. Lyle's central location.

The Rawson & Upshaw Co. has become a jobber of Black Swan records. It has circularized the trade in behalf of this product, which has an especial appeal to the negro trade in the South.

Sonora has recently announced a flat-top Console model at \$125. This is taking well and was especially stressed by Mr. Upshaw during his recent trip through Florida and South Carolina.

One of Goodhart-Tompkins' successful sales "stunts" during Opera Week was the obtaining from the local hotels of the names of all out-of-town guests. Victrolagrams featuring Dudley

Glass's "Book of the Opera" were then sent to each guest. These called attention to the educational value of the book to all opera lovers. General Manager Traylor reports an instantaneous response which sold out the entire stock.

The Chamberlain-Johnson-Dubose Co. is conducting a special drive on "Crown" machines, both upright and Console models. This is going over big, backed by ample advertising. Manager A. C. Boatman has prepared by bringing the product here in carloads.

Mr. Hanff, vice-president of the Manufacturers' Phonograph Co., New York, was a recent visitor here, spending some time with M. E. Lyle and inspecting his Strand display room.

Paul Byrum, Mr. Riley's assistant at the Atlanta Phonograph Co., has just returned after spending two weeks in Anderson, S. C.

Okeh records of the "Muscle Shoals Blues" made such an appeal to a customer of the Atlanta Phonograph Co. that he went out and pawned his hat to raise the necessary 75 cents.

The demand for the new Victor Consoles has been beyond expectations. All models are now available and are being strongly featured.

The Polk Furniture Co., Okeh record distributor, is stocking a full line of mainsprings and is now building up a wholesale business in these and other accessories. A bulletin has been mailed giving full details as to size, prices, etc.

### FORMAL OPENING ATTRACTS CROWDS

Opening of Victor Department of Griswold, Richmond & Glock Co. a Great Success

MERIDEN, CONN., May 6.—The formal opening of the new Victor department of the Griswold, Richmond & Glock Co. was held on Friday, May 5. From the large crowds that filled the department from the opening until the close of the day it would seem that almost the entire population of the city was present. The entertainment feature was Kolomoku's Hawaiian singers and players, who furnished a very attractive program in both the afternoon and evening. Each attendant was presented, as a souvenir of the occasion, with a miniature Victor dog. Representatives of many of the Victor distributing houses in the East were present. Congratulatory letters and telegrams were received in large numbers. The Victor department has been fitted out in a particularly attractive manner and Van Veen & Co., Inc., of New York City, to whom the entire contract was let, shared with the Griswold, Richmond & Glock Co. the many enthusiastic comments on its equipment.

### EDITS SPECIAL MUSIC PAGE

Fay Luyster, manager of the Victrola departments of the Cline-Vick Drug Co., located in seven cities in Illinois, has made his bow as editor of a special music page of the Marion (Ill.) Evening Post under the nom de plume of "The Listener." Incidentally Mr. Luyster has managed to put into the page some really interesting material.

## PRICES ARE REDUCED ON COTTON FLOCKS

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED

May We Have Your Inquiry, Mr. Record Manufacturer?

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



### MORE CHICAGO RECORDINGS

R. F. Bolton Returns From Supervising New Columbia Recordings Made by Prominent Mid-West Orchestras—H. L. Pratt Returns

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., spent a few days recently in Chicago, where recordings were made by Frank Westphal and his Rainbo Orchestra and the Paul Biese Orchestra, both of which are exclusive Columbia artists. Mr. Bolton also renewed the Columbia contract with Paul Biese, whereby this well-known orchestra conductor will continue to record for Columbia exclusively. The Paul Biese Orchestra has been engaged to play for the Summer season at the Beaux Art, Atlantic City, N. J.

H. L. Pratt, branch service manager of the Columbia Graphophone Co., returned recently from a Western trip which included a visit to Columbia branches in St. Louis, Kansas City, Omaha and Chicago. He states that April business showed an increase over March, and, judging from all indications, there is a healthier tone to business generally.

### INTERCHANGEABLE MILEAGE BOOKS

Legislation to That End to Come Up Before the House Committee Shortly

WASHINGTON, D. C., May 10.—Legislation providing for the use of interchangeable mileage books, which is now pending in Congress, is to be brought up before the House Committee on Interstate and Foreign Commerce within a short time. It is probable that the measure will be taken up at an early date, in executive session, and disposed of.

This committee now has before it, in addition to the mileage book legislation, bills contemplating the repeal of provisions of the transportation act guaranteeing a return of 5½ per cent to the railroads, and the reinvestment in State utilities commissions of authority over intrastate rates and regulations withdrawn from them by decisions of the Interstate Commerce Commission.

### TO OPEN NEW COLUMBUS STORE

COLUMBUS, O., April 30.—S. W. Goldsmith, president of the newly organized Goldsmith Co., which will open its piano and phonograph store at 25 East State street the early part of May, is in New York visiting wholesale piano and phonograph dealers. A radio department will be a feature of the shop. Pianos, phonographs, records, player rolls, musical instruments and sheet music will be carried. A band instrument repair shop, with full equipment, will be in charge of F. C. Miller, formerly of New York.

### NEW QUARTERS IN CANTON, O.

CANTON, O., May 1.—C. M. Alford, head of the Alford & Fryar Piano Co., announces the erection of a new sales and storage building, on Walnut avenue, Southeast, to be completed within the present month. The larger part of the building will be used for storage purposes and one section will be given over to the sales of pianos and talking machines. This will give the company considerably more floor space for both sales and display purposes, the space being urgently needed.

### STEADMAN HOUSE TO HANDLE RADIO

YONKERS, N. Y., May 8.—The Steadman Music House, of this city, is making preparations to open a large radio department. A portion of the stock has already been received and a large room in the rear of the store will be prepared in which Friday evening radio concerts will be given.

A petition in bankruptcy has been filed against the United Phonograph Stores, Inc., of 342 Madison avenue, New York. Assets are placed at \$25,000 and liabilities slightly less.

# "DA-LITE"

## ELECTRIC DISPLAY SERVICE

### EXCLUSIVELY FEATURING

# Victor Records



THE SERVICE costs \$6.00 per month and consists of four artistic hand-colored panels, or fronts, featuring records selected through information obtained from over fifty wholesale distributors and delivered to you each month before the records are released.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we sell you at \$15.00, which is the wholesale price. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.



### A NEW FEATURE—SELLING OLD RECORDS

We will release the following panels for June service:

- 18882—"SWANEE RIVER MOON." International Novelty Orch.
- 18890—"CALIFORNIA" (Fox-trot). Club Royal Orch.
- 18881—"MY HONEY'S LOVIN' ARMS." The VIRGINIANS.
- 18891—"ROSY POSY" (Fox-trot). Club Royal Orch.

*Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records*

**"DA-LITE" ELECTRIC DISPLAY COMPANY**  
**116 NORTH ERIE STREET** **TOLEDO, OHIO**



# Free Inspection Offer



## Select the books you want

**R**EADERS of THE MUSIC TRADE REVIEW may have the privilege of examining, free, any of the technical books published by Edward Lyman Bill, Inc. Each volume has been written by William Braid White, Technical Editor of The Review. To make these books authoritative, he has drawn not only from his own rich and practical experience of nineteen years, first as a tuner and later as an acoustical engineer, but also has drawn upon the extensive resources at his command by virtue of his affiliation with The Review.

The Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to continue to make the American piano industry the world's leader, both from an artistic and commercial standpoint, as it is today.

These books also should be in every factory, as well as office and retail establishment, for they are first of all practical books, and are real working tools for the man whose success depends so much upon a sound fundamental knowledge of piano and player construction, acoustics, etc.

### Modern Piano Tuning

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

### Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

### Player-piano Up to Date

The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

### Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

**Sent you free for five days**

## Mail This Inspection Coupon

Edward Lyman Bill, Inc.  
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name .....

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair Pianos and Players
<input type="checkbox"/>	Player-piano Up to Date

W-5-22

### PERCY GRAINGER'S MOTHER DIES

Mother of Prominent Pianist Falls to Her Death While Visiting Mr. Grainger's Manager

Mrs. Rose Grainger, mother of Percy A. Grainger, well-known pianist and Columbia artist, was killed on Sunday, April 30, when she fell from the eighteenth floor of the Aeolian Hall Building, West Forty-second street, New York, where she had been visiting Mrs. Antonia Sawyer, manager for Mr. Grainger's concert tours. Mr. Grainger, who was in Los Angeles, Cal., on a tour, was notified. He immediately canceled his engagements and started East.

The death of Mrs. Grainger was a great shock to thousands of friends who loved and esteemed her for her many beautiful traits of character. She was more like a sister than a mother to her son—they were great chums—and she always accompanied Mr. Grainger on his concert tours—in fact, this was the first time that, owing to her illness, she was unable to accompany him on his visit to the Pacific Coast. The World joins with an army of friends in the musical world in extending the deepest sympathy to Mr. Grainger in the passing of his beloved mother.

### NED NORWORTH PRAISES SONORA

Well-known Singer and Composer Pleased With Sonora—Purchased Period Model Recently

The sales department of the Sonora Phonograph Co. received recently an interesting letter from Ned Norworth, songwriter and vaudeville headliner, who is now playing on the Keith vaudeville circuit. Mr. Norworth purchased a Sonora phonograph some time ago and in a let-



Ned Norworth

ter to the Sonora Co. expresses his appreciation of its tone quality. Mr. Norworth is not only a singer of renown but is the composer of several song successes, among which are "Which Hazel?" and "Linda Jane."

### RADIO EXPERT FOR CONVENTION

Major-Gen. Geo. O. Squier, Head of U. S. Signal Corps, to Address Music Merchants

It is announced that one of the speakers at the convention of the National Association of Music Merchants at the Hotel Commodore in June will be Major-General George O. Squier, head of the U. S. Signal Corps, and a noted expert on wireless telephony, who will talk on "The Future of the Radiophone" for the benefit of the music merchants. Another speaker, yet to be announced, will follow with an address. "The Merchandising Possibilities of the Radiophone."

The Music Shops, of Johnson City and Endicott, N. Y., which were recently incorporated, are having a great success with the Victor, Edison and Brunswick lines.



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the nineteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## I. THE SALESMAN AS LISTENER

In the following and later articles I purpose to talk about music from the point of view of the talking machine merchant and the talking machine salesman. Now, the talking machine merchant and the talking machine salesman are dealers in music, are sellers of music and have music alone for their stock-in-trade.

Not every one will at the first take this statement at its face value. Some will say that it may be theoretically true, but in practice must be modified. Others will say that it is not even theoretically true, or, if it is, has no practical bearing. Both these points of view are commonly held, but both are wholly inaccurate and wholly wrong.

### T. M. Business Is Music Business

As has been said in these columns dozens of times, as has been said on almost every page of *The Talking Machine World* at one time or another, the talking machine business is the business of selling to the people the means to obtain music at home. Therefore it is a business of selling music and nothing else. Therefore the most important part of the salesman's equipment is a knowledge of music, a knowledge especially directed towards and acquired on account of the needs of selling.

To sell anything at all one must know what one is selling. To sell music one must know something about music. There is no getting away from this obligation. The successful music salesman cannot at the same time be the ignorant salesman. Young people who sell talking machines and records must have a certain, even if neither a large nor a profound, acquaintance with composers, styles and forms of music. Lacking this, they become mere order takers, quite incapable of that salesmanship which turns the casual into a steady customer and the trifter with jazz into a slow but sure climber to the heights of educated, informed musical taste.

### Educated Salesmanship the Need

What the talking machine business needs more than anything else is educated salesmanship, gradually producing an educated clientele. Given the latter, the position of any talking machine merchant, as of the entire industry, is forever secure. Lacking this educated clientele, the talking machine business is without a firm foundation and must rest solely upon the frivolous and shifting bases of ignorant faddishness.

That this is true needs only the evidence of the greatest houses in the industry, as disclosed in their consistent practice. Every great house has spent vast sums of money in work which is purely educational, work calculated to educate the people to the point of acquiring a discriminating judgment, of telling good from bad, of coming to like the good better than the bad. If, and in so far as, this aim is accomplished, there will rapidly grow up a section of the people interested enough in music to acquire permanent libraries of the finest vocal and instrumental records. These will be played till they are entirely worn out and then will be replaced. On such a basis, on the basis of such an educated clientele, rests the prosperity of the talking machine business both now and for the future.

If then, as a preliminary to the investigation which is to follow in succeeding articles, we agree that talking machine selling needs some musical knowledge to back it up, can we say

how much knowledge is needed and how it may best be acquired?

### The Intelligent Listener

The question might be resolved by saying, first, that the musical knowledge needed in the talking machine business is the musical knowledge possessed by the intelligent listener to music. The intelligent listener is the man or woman—aye, and the child, too—who goes to concerts and the opera and has a general familiarity with a larger or smaller quantity of the music which is performed at the former, as well as an equally general acquaintance with the names, stories, action and music of the best-known operas. Where such a listener is unusually intelligent he or she will be constantly striving to increase the width and depth of his or her acquaintance with musical art, and will gradually acquire the power of distinguishing between styles of music, between the music of various races, between the interpretations of different vocalists, instrumentalists and conductors.

### Listening Not Technical

This acquaintance, the acquirement of which constitutes one of the most delightful of occupations, and which never grows stale, does in no sense call for a technical understanding of music. This important point should be made clear. The ability to play an instrument or to sing was in the past essential to the enjoyment of music, since opportunities for listening were comparatively so few in number. But to-day, with the multiplication of both direct and indirect means—especially with the coming of the talking machine and its records—it is much less important to be able to play some instrument, and much more important to be able to listen intelligently to the music which is presented.

Intelligent listening does not essentially require knowledge of musical notation. Such knowledge, that is to say, is not indispensable. Yet its convenience and utility cannot possibly be overrated. It is an awfully good thing to be able to read music, even in the most halting manner, for the task of making explanations of musical matters in print is rendered far easier when notation can be employed. But while this is so, the fact remains that one can be an intelligent listener without this knowledge, and certainly without any knowledge of instrumental or vocal manipulation.

There was never a time when the cultivated art lover could not enjoy paintings or sculpture, despite his ignorance of the technical processes. To-day the same is true of music. The talking machine has brought the possibility of musical enjoyment to all, and the qualities which the connoisseur of music who takes his pleasures by way of the record requires are those of expert listening. Therefore these qualities are the qualities most needed in the musical equipment of the ideal salesman.

### The Qualities of Expert Listening

It only remains, therefore, within the present article to analyze these qualities so as to bring them into a form easily comprehended. We may say then that:

The intelligent listener is one who comprehends, upon hearing a piece, to what division of musical forms it belongs, who can, in fact, classify it, one might say morphologically and physiologically;

One who recognizes, as between pieces in the same general form, differences which enable him to place their period, their composer and their racial idiom;

One who understands how forms have originated, how they came to their perfection and what are the influences, if any, which to-day are bringing music away from their strictness to new and perhaps freer forms;

One, finally, who, from all these processes, partly intellectual, partly emotional, derives a constant and never-failing enjoyment, an enjoyment which feeds on itself and grows steadily in depth and intensity.

## ADDS VICTOR LINE OF MACHINES

YONKERS, N. Y., May 8.—The Goldberg Furniture Co., Warburton avenue, this city, has recently added the Victor line of talking machines to its stock. A number of handsome demonstration booths are being fitted up on the main floor of the store for this line. A large portion of the main floor has also been turned over to the display of Victor machines.

## PUSH the PORTABLE

and overcome the summer slump

Portables of Quality at

**\$35** THE OUTING  
**\$30** THE PLYMOUTH  
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We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

**The Cabinet and Accessories Co.**

Incorporated  
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145 East 34th St.

New York



# How to Increase the "Attracting" Power of the Dealer's Display Window :: By Frank K. Parsons

Many years of successful experience have proven that a show window in which there is some moving object has many times the appeal to the individual passer-by as the window that simply represents a still picture, regardless of its attractiveness. On Fifth avenue, New York, not long ago, a Rembrandt, valued at over \$100,000, was beautifully displayed in a large window and appropriately labeled. It attracted some attention and probably a dozen or more interested spectators were found in front of the window throughout the day.

A half block below was a window filled with packages of a toilet specialty, the feature being

a miniature electric locomotive rolling around a circular track and hauling three or four small cars loaded with the preparation. The crowd that jammed about the window watching the travels of the little train left just sufficient room on the sidewalk for busy travelers to pass, and in the crowd it was difficult to find a child under sixteen, the audience being made up mostly of dignified business men who had reached their majority many years before.

There have been many very elaborate talking machine windows, typical Summer, Autumn and Winter scenes, faithful in every detail and representing heavy cost in production. A number

of these windows have attracted attention and favorable comment, but it is safe to say that a neighboring display, much simpler, but with some form of dancing figure on the turntable; pulled four or five times the crowd.

It is always quite possible to put some sort of movement into the window display and still keep it dignified.

Particularly on the approach of the holidays should this matter be given consideration, for it is expected that during this season every attempt will be made to appeal directly to the child with displays that please the children. This offers a real excuse to place moving objects in the window to attract the grownups. If it is only a toy train hauling miniature packages of records and machines to the dealer's store for the vacation trade, it will attract a large enough crowd of grown people to make it real difficult for the children to get near enough to the window to see what it is all about. A shimmying doll or a dancing figure, of course, makes the quickest appeal, but a series of attractive signs rotated by a motor, a display of the motor itself brought into plain view and operated through the medium of an electric winder, or some arrangement of similar nature, is sure to get attention.

In view of the continuance of the dance craze and the prominence given talking machine records made by the various noted dance orchestras, there still lie great possibilities in the practice of having real, human dancers appear in the window at regular intervals for the purpose of demonstrating the latest steps to the accompaniment of the talking machine. The idea is not new by any means, but it never fails to get results in the matter of publicity, especially if the appearances of the dancers are properly timed and are well advertised.

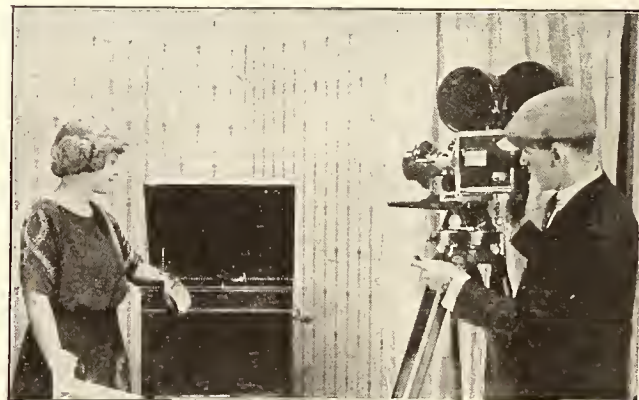
It is all very well to feature records as being especially designed for dancing purposes, and to the great majority of talking machine owners such an announcement is sufficient to arouse interest. There are still a number of people who like to be shown—who like to have demonstrated the various dance steps that fit in with the music of the noted orchestras.

In arranging for dancers to appear in the window it is best, if possible, to engage those who have local reputations as dancers, for this fact adds to the general value of the display and more than repays the extra cost.

If the dancing idea does not appeal, through lack of window space or available funds, there are still many ideas for injecting movement into displays that should prove effective in almost every locality.

## GRAFONOLA IN MOVIES

A Columbia Grafonola appears in the Bradley photoplay production, "False Fronts," recently



Grafonola in Scene From "False Fronts" released and meeting with considerable success. The illustration features Madelaine Claire, standing beside a Columbia Grafonola.



# CONNORIZED

## PHONOGRAPH RECORDS

10-inch DOUBLE DISC

### WITH A POPULAR HIT ON EACH SIDE

**Durable — Clear Tone — Musical**

The latest hits, both instrumental and vocal, are found in the Connorized June list. Read it over, then send us an order.

### JUNE LIST

- 3072 { Mr. Gallagher and Mr. Shean. Song, Orch. Acc. Sung by Kaufman Bros. **You Can Have Every Light on Broadway.** (Davis-Simons) Song, Orch. Acc., Sung by Sam Ash
- 3073 { Some Sunny Day. Song, Orch. Acc., Sung by Arthur Fields **Those Days Are Over.** Song, Orch. Acc., Sung by Harrison Clark
- 3074 { Poor Little Me (Benny Davis), Bailey's Lucky Seven **Don't Leave Me, Mammy** (Davis-De Sylva-Conrad-Santly).....Bailey's Lucky Seven
- 3075 { California .....Bailey's Lucky Seven **Carolina Rolling Stone** (Parish-Young-Squires).....Bailey's Lucky Seven
- 3076 { Canary Isle.....Bailey's Lucky Seven **Venetian Love Boat**.....Glantz and His Orchestra
- 3077 { Satanic Blues.....Connorized Jazzers **Muscle Shoals** (Bines)..... Connorized Jazzers

- 3078 { Mr. Gallagher and Mr. Shean. Glantz and His Orchestra **Some Sunny Day**.....Bailey's Lucky Seven
- 3080 { Father O'Flynn. Song, Orch. Acc., Sung by Felix O'Day **Molly Branigan.** Song, Orch. Acc., Sung by Felix O'Day

### NUOVI DISCHI ITALIANA

- 134 { 'A "Santanante" (Scala-Buongiovanni). **Viaggio E Nozze** (Mario-Nicolo). Tenore, Orch. Acc.....Sung by E. Cuoco
- 135 { 'America (Mario).. Tenore, Orch. Acc., Sung by S. Romano **Tanto Piacere** (Morelli-Mario).. Tenore, Orch. Acc.....Sung by S. Romano
- 136 { Canzone Marinagesca (Scala Bossi). Tenore, Orch. Acc..... Sung by V. Della Monica **Mandulinata A Napula** (Murolo Tagliaferri). Orch. Acc.....Sung by V. Della Monica

## CONNORIZED MUSIC CO.

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### UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE



**JOBBER FOR FIRTH PRODUCTS**

**Loyd Wireless Telephone Corp. Announces First List of Distributors—Several Victor Jobbers Included in List—Col. Firth's Activities Important Factor in Company's Success—New Model for Tourists Now Ready**

The Loyd Wireless Telephone Corp., sole sales agent for John Firth & Co., manufacturers of Firco wireless telephone equipment, has announced the appointment of the following jobbers who will handle the complete Firth line in their respective territories: M. Steinert & Sons, Boston, Mass., Massachusetts and Rhode Island territory; Nassau Radio Co., Brooklyn, N. Y.,



**Vocaphone, Model A—Designed for Homes**

Brooklyn and Long Island; General Radio Corp., Philadelphia, Pa., eastern and western Pennsylvania; Schmelzer Co., Kansas City, Mo., western Missouri and State of Kansas; Sanger Bros., Dallas, Tex., State of Texas; Northeastern Electric & Radio Supply Co., Wilkes-Barre, Pa., and Buffalo, N. Y., northeastern Pennsylvania and western New York; Radio Supply Co., Oklahoma City, Okla., State of Oklahoma.

Herbert A. Brennan, sales manager of the Loyd Wireless Telephone Corp., states that ar-



**Vocaphone, Model AA**

rangements for the appointment of jobbers in other territories are now in process of consummation and will be ready for announcement to the trade in the near future. Mr. Brennan, who is well known throughout the talking machine industry, points with pardonable pride to the commercial and financial prestige of the jobbers already appointed for the Firth line. M. Steinert & Sons, Schmelzer Co. and Sanger Bros. are all Victor jobbers, while the General Radio Corp. is sponsored by Walter L. Eckhardt, one of the leading members of the talking machine industry. A. and O. Ruckgaber, two of the most successful retail talking machine men in Greater New York, are the heads of the Nassau Radio Co. Allen P. Kirby, president of the Northeastern Electric & Radio Supply Co., is associated with prominent financial interests, and A. G. McMahon, head of the Radio Supply Co., is one of the foremost citizens of Oklahoma.

John Firth & Co., makers of Firth wireless products, have been exceptionally fortunate in the fact that Col. Firth, chairman of the Board of Directors, and inventor of the products bearing his name, has been an important factor in the development of the wireless industry for over twenty years. In the early days of the wireless telephone when the transmitting and receiving apparatus were in their crudest form, Col. Firth exploited the first type of crystal detector, which was sold in large quantities to the United States Army and Navy. He obtained an important contract for building and erecting the

first high-power radio transmitting station in the world for the United States Navy, which is now known as the Arlington station. The first form of portable radio transmitting and receiving sets for military purposes was developed by Col. Firth and his associate engineers, and these instruments were used to a great extent by the Army.

The Firth line not only includes wireless telephone instruments for use in the home, but also special models such as the Vocaphone Model AA, shown in the accompanying illustration, designed for use in clubs, hotels, theatres, etc. There is also a De Luxe model, designed to harmonize with the most artistically decorated home, and which is considered one of the handsomest wireless telephone instruments on the market. Col. Firth and his engineering staff have also designed a new portable wireless telephone, which may be used by tourists and which incorporates several improvements that make a particular appeal to discriminating purchasers.

**PLANS FOR THE TEMPLE OF MUSIC**

**New York Manager Offers an Elaborate Suggestion for Thirty-seven-story Temple of Music in the Heart of Broadway District**

Following the endorsement by State and city officials of New York of the project for erecting a peace memorial in New York City in the form of a Temple of Music and Art, the site to be provided by the city and the building to be erected from funds collected from the public, there have been a number of suggestions made for the carrying out of the project.

One of the most interesting of these is put forth by John Wesley Miller, an artist-manager of New York, who has suggested a thirty-seven-story building running from Thirty-seventh street to Thirty-ninth street, and from Broadway to Seventh avenue, with a ground area of approximately 130,000 square feet. The structure, tentative plans for which have been drafted by E. C. Horn Sons, architects, of New York, will include an opera house seating 8,000 people, elaborate stores on the street floor, studios for the use of music teachers and others, together with many offices, the rent of which it is declared will show a substantial profit on the cost of the building.

The plans call for providing an archway so that traffic on Thirty-eighth street between Broadway and Seventh avenue may be carried right under the building through arches, much as Chambers street is carried under the

Municipal Building. The whole idea is most elaborate, and though the city has not taken a step to condemn the necessary property for the temple, the idea has aroused much interest. The site is a part of the old Wendall estate, and is at present covered by "taxpayers." Under any



**The Proposed Temple of Music**

circumstances the property could only be acquired for other uses by condemnation proceedings. The site is immediately south of the Metropolitan Opera House.

**MAY PETERSON INJURED BY TAXI**

**Well-known Soprano and Record Artist Badly Hurt While Crossing New York Street**

May Peterson, Metropolitan Opera soprano and Vocalion record artist, was badly injured a short time ago when she was struck by a taxicab while crossing West End avenue, New York. A bone in Miss Peterson's shoulder was broken and she suffered a lacerated scalp. The physician stated that her injuries would prevent her from doing any recital or concert work for at least a month.

**NYACK, N. Y., FIRM ADDS SONORA**

NYACK, N. Y., May 8.—The Hudson Piano Sales Co., one of the most aggressive musical merchandising houses in this vicinity, has secured the local agency for the Sonora line of phonographs. An intensive selling campaign on this new acquisition is being planned.

**N**ew "No Warp" record fixture for window display.  
**O**vercomes record displaying difficulties and increases sales.  
**W**onderfully attractive, highly polished brass, lacquered.  
**A**adjustable solidly to four heights (Not telescope).  
**R**ight now! write or wire your order mentioning your jobber.  
**P**rice \$2.50. Interesting proposition to Distributors.

**Display Fixture Co.**  
**Newark**  
**N. J.**







**Paul Biese's records sell themselves. The new June record of the Saxophone King and his orchestra is "Teasin'" and "On the Alamo"—two dance-inviting fox-trots. Order it. A-3586.**

**Columbia Graphophone Co.  
NEW YORK**

## ILLINOIS MUSIC MERCHANTS' ASSOCIATION FORMED

Charles C. Adams Heads New Association of Illinois Dealers—Two-day Session in Springfield, Ill., Devoted to Perfecting Organization Details—Closes With Banquet

SPRINGFIELD, ILL., May 6.—The Illinois Music Merchants' Association was formed at the Hotel Leland recently by a gathering of Illinois merchants. Officers were elected and a constitution and by-laws for a permanent organization were adopted. The officers of the new organization are: Charles C. Adams, of Peoria, president; J. Barth Johnson, of Jacksonville, vice-president; Fred Watson, of Mt. Vernon, second vice-president; J. F. McDermott, of Decatur, secretary, and Lloyd Parker, of Harrisburg, treasurer.

Mr. Adams presided at the Monday afternoon session as temporary chairman. With him, in the capacity of advisers, were Fred Goosman, president of the Music Merchants' Association of Ohio, and Rexford C. Hyre, secretary of the same Association, who were there to give the new Association the benefit of their experience. W. F. Wallace, of the Q R S Music Co., and Charles Burtzloff, of the Kohler Industries, who have been boosting the formation of the Association for some time, were also present.

While the committee selected to consider the by-laws was at work M. J. Kennedy, of Chicago, was called upon for an address. He stressed the value of Association work and strongly boosted the idea of the Illinois Association.

The report of the committee on by-laws resulted in the acceptance of the Ohio statutes, with a few minor changes, including the name of the Illinois Music Merchants' Association. This was followed by the election of officers. The Tuesday morning session of the new

Illinois Music Merchants' Association was devoted to a discussion of the question of building up Association membership and both dealers and travelers promised hearty support to a membership campaign between now and October, when the next meeting will be held in Peoria, Ill.

The Association has decided to prepare uniform sales contracts for the use of its members, thus enabling them to secure direct benefits and savings in litigation.

The formation of small local organizations in various sections of the State was also advocated as being of material assistance in insuring the success of the State Association.

The business session ended at noon and in the afternoon members of the Springfield Association of Commerce took the music trade visitors on a tour to Lincoln's monument and his home and then on a trip about the city.

In the evening a banquet was held at the Leland Hotel, with over eighty in attendance. Charles Adams, the president, opened the proceedings and introduced Mat Kennedy, of Chicago, as toastmaster. The principal speakers were Fred Goosman and Rexford C. Hyre, president and secretary of the Music Merchants' Association of Ohio; Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, and Richard Bradley, the noted humorist. The entertainment of the evening was furnished by the Springfield Lions Quartet.

## DA-LITE DISPLAY ATTRACTS

Cable Piano Co. Makes Interesting Test of Display's Drawing Power—Display Installed in Ten Cable Stores

TOLEDO, O., May 6.—One of the many new accounts opened recently by the Da-Lite Electric Display Co., this city, manufacturer of display signs for Victor dealers, is the Cable Piano Co., Chicago, located at Wabash, avenue and Jackson boulevard, in the heart of piano row, which installed the Da-Lite display service featuring Victor records and used a special constructed display showing the four panels simultaneously.

S. F. Patchen, manager of the Victor department of the Cable Piano Co., has advised the Da-Lite Electric Display Co. that after the display was installed an accurate account was kept of the persons passing the window in which the display was placed and that 650 out of the first 800 passers-by looked at the display, many of them stopping to examine it closely. The Cable Piano Co. has also installed the Da-Lite display service in its eight Illinois branch stores and at Atlanta, Ga.

The Diamond Disc Shop, of New York City, has merged with the Phonograph Corp. of Manhattan.

## RECEIVER FOR MILWAUKEE CONCERN

Frank Macey, Factory Manager of the Milwaukee Talking Machine Mfg. Co., Made Receiver—Arrange to Manufacture Radio Supplies

MILWAUKEE, WIS., May 8.—Frank Macey, factory manager of the Milwaukee Talking Machine Mfg. Co., has been appointed receiver of the affairs of the corporation as the result of proceedings instituted in the Milwaukee County Circuit Court by John Hennes and other members of the Hennes Cartage Co., Milwaukee. The petition alleged that the corporation is on the verge of insolvency and the petition for a receivership is made to conserve the assets for the benefit of the creditors. It is stated in the petition that the company has entered into a contract with the Briggs & Stratton Co., of Milwaukee, to manufacture certain parts of radio apparatus and that this arrangement will yield large profits in case the business is carried on under a receivership. Mr. Macey has accepted the court's appointment as receiver and filed bonds, taking charge at once.

## BRITISH HONDURAS MUSIC IMPORTS

Imports From the United States Lead—Substantial Increase in Valorem During Year

In 1921, imports of musical instruments into British Honduras were valued at \$10,334, of which \$8,821 came from the United States, \$760 from the United Kingdom, \$632 from Spain, \$74 from Japan, and \$47 from Germany, according to a report to the Department of Commerce by W. W. Early, American consul, stationed at Belize.

Musical instruments of foreign manufacture are subject to a duty of fifteen per cent ad valorem and of British manufacture to ten per cent ad valorem. In the last year the duty on goods of foreign manufacture was advanced to twenty per cent ad valorem.

## KLEEKAMP CO. SELLS BUSINESS

ST. LOUIS, Mo., May 6.—The Kleekamp Piano Co., of this city, has sold its entire stock of musical instruments, including the lines of Brunswick and Columbia machines and records handled by the firm, to E. E. Baker, formerly in the music business in Harrisburg, Ill. The Kleekamp business has been established here since 1897.

J. Kleekamp, head of the firm, announces that he has made no plans for the future as yet.

## OWENS & BEERS TO HANDLE RADIO

Owens & Beers, for many years in the talking machine business in downtown New York and who recently opened a branch store in Brooklyn, N. Y., have secured the jobbing representation for the radio receiving sets of the De Forest Radio Telephone & Telegraph Co., of Jersey City, for the metropolitan territory. It will be pushed vigorously.

## We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn  
Sample Price to Dealers Now—\$12.50  
Send for Sample To-day  
Phonographs and Accessories, Repair Parts for All Makes.  
Best Steel Needles of American Manufacture at 30c. per M.

**FULTON TALKING MACHINE CO.**  
253-255 Third Ave., New York City  
Between 20th and 21st Streets



## OUR EXPORTS OF TALKING MACHINES

Imports of Talking Machines and Records Show a Decreasing Tendency, With Exports Making a Better Showing—Some of Our Buyers

WASHINGTON, D. C., May 10.—In the summary of exports and imports of the commerce of the United States for the month of March, 1922 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during March, 1922, amounted in value to \$67,600, as compared with \$51,566 worth which were imported during the same month of 1921. The nine months' total ending March, 1922, showed imports valued at \$427,919, as compared with \$583,633 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 3,092, valued at \$110,444, were exported in March, 1922, as compared with 2,289 talking machines, valued at \$125,508, sent abroad in the same period of 1921. The nine months' total showed that we exported 26,241 talking machines, valued at \$1,095,682, as against 59,607 talking machines, valued at \$2,689,874 in 1921.

The total exports of records and supplies for March, 1922, were valued at \$87,971, as compared with \$204,053 in March, 1921. The nine months ending March, 1922, records and accessories were exported valued at \$1,172,821; in 1921, \$2,378,600.

The countries to which exports were made in March and the values thereof are as follows: United Kingdom, \$4,389; Canada, \$23,872; Central America, \$5,883; Mexico, \$14,995; Cuba, \$3,043; Argentina, \$4,231; Chile, \$829; other South American countries, \$9,738; China, \$806; Japan, \$8,504; Philippine Islands, \$1,867; Australia, \$9,843; other countries, \$22,444.

## NEW LIST OF ASSOCIATIONS

Chamber of Commerce of State of New York Issues New Edition of Classified List of Trade Associations and Publications

The Chamber of Commerce of the State of New York, with headquarters at 65 Liberty street, New York City, has just issued the latest edition of its classified list of trade and allied associations and publications in the City of New York. The volume has been carefully compiled and includes in its listing the various associations and publications connected with the different branches of the music industry.

## COLUMBIA ARTISTS FEATURED

Nashville Dealers Make Special Displays Featuring Presence of Two Columbia Artists

NASHVILLE, TENN., May 6.—Gypsy Smith and Will McEwan, Columbia record artists, conducted an evangelistic campaign in this city recently which was exceptionally successful. The two evangelists were welcomed enthusiastically and all of the local Columbia dealers tied up with the campaign in every possible way in order to cooperate with these artists and stimulate the demand for their records.

During their stay here, Lebeck Bros., Columbia dealers, furnished the evangelists with a Grafonola and a representative library of records. Incidentally, these enterprising dealers devoted an entire window to the artists and their records, and in addition had a large banner on their truck announcing that Gypsy Smith and Will McEwan made Columbia records. Another Columbia dealer, Bond's Graphophone Shop, also devoted a part of its establishment to featuring these artists with very satisfactory results.

## BROADEN SPHERE OF OPERATIONS

The Montana Phonograph Co., at Helena, Mont., Edison jobber for the Montana territory, will also supply the Spokane, Wash., dealers.

## P. G. SPITZ BECOMES MANAGER

Takes Charge of the Victrola Department of the J. L. Brandeis Store

OMAHA, NEB., May 10.—P. G. Spitz, the well-known talking machine man, has assumed charge of the Victrola department of the J. L. Brandeis Store, this city. Mr. Spitz is popular



Peter G. Spitz

with the talking machine trade throughout Nebraska and Iowa, and was the first president of the Iowa Victor Dealers' Association. He is generally known as a "live wire" and his identification with the Brandeis Victrola department promises greatly increased activity there.

## ACQUIRE RETAIL VICTOR BUSINESS

BOSTON, MASS., May 11.—The business of the Tremont Talking Machine Co., at 177 Tremont street, which has been handled by the Eastern Talking Machine Co. for nearly a year past, has been acquired by the Iver Johnson Sporting Goods Co., whose home is farther down Washington street at the corner of Cornhill. As heretofore, this new acquisition will continue to be a headquarters for Victor products.

## EMERSON CREDITORS MEET

Meeting on Tuesday Before Judge Knox First Step Towards Final Settlement—Cash Offer of \$90,000 to Be Submitted Formally

A meeting of the creditors of the Emerson Phonograph Co. was held before Judge Knox of the U. S. District Court, Southern District of New York, on Tuesday, May 9, for the consideration of any offers that might be made for the assets of the company. After listening to several propositions, Judge Knox adjourned the meeting until Friday afternoon, May 12, when all offers will be submitted formally. Thomas H. Matters, Inc., one of the receivers of the Emerson Phonograph Co., announced at Tuesday's meeting that he was authorized by certain interests to bid \$90,000 for the assets of the company, exclusive of accounts receivable and cash on hand. Mr. Matters stated that on Friday he would give further details regarding this offer, which was a cash proposition.

## CLOSED EXCELLENT APRIL

Greater City Phonograph Co. Established Important Sonora Agencies—Maurice Landay Praised for Effective Work in Territory

The Greater City Phonograph Co., New York, Sonora jobber in the metropolitan territory, reports the closing of an excellent April. Several important Sonora agencies were established during the course of the month and Maurice Landay, president of the company, was personally responsible for closing a number of these deals.

Mr. Landay points with pride to the fact that James McCreery & Co., New York, one of the leading retail establishments in the city, have arranged to handle the Sonora line in their talking machine department. This important move was advertised by James McCreery & Co. in the New York newspapers, and Mr. Landay has received the congratulations of the Sonora Phonograph Co. upon the consummation of this valuable connection for the Sonora line.

## G. H. JACKSON CO. CHARTERED

A charter of incorporation has been granted to the G. H. Jackson Co., of Dallas, Tex., to deal in pianos, talking machines, etc. The concern is capitalized at \$40,000. Incorporators are G. H. Jackson, J. B. Stiteler and Miss Lida Eidt, all of Dallas.

# GOING STRONG

Walter L. Eckhardt

Exclusive Strand Representative

501-502 Empire Bldg.

Philadelphia, Pa.



Strand Model No. 1

STRAND MODEL No. 1

List Price, \$150

Louis XV Period Console is furnished in finest walnut and brown magohany. Equipment: Heavy, double-spring guaranteed Strand motor, 21-minute run; all-wood tone chamber, solid brass tone arm, Strand universal sound box, which permits the playing of all records; Strand tone modifier; all exposed parts nickel plated; six well-finished record shelves built in.

Dimensions: 36 inches long, 21 inches deep; height, 34 inches.

The Strand line is going strong throughout Pennsylvania, Maryland, Delaware, District of Columbia and Southern New Jersey.

There is still room for a few more active accounts.

Write or 'phone today.



My own Mach-ree's Lul-la - by, — Each time I hear it I sigh, — For it car-ries me back to the tum-ble downshack,

# MY MACHREE'S LULLABY

You can't go wrong  
With any FEIST song

HEAR IT NOW

## STEWART T. M. CO. TO RETIRE

Indianapolis Victor Wholesaler Plans Withdrawal From Trade—A. M. Stewart's Plans

INDIANAPOLIS, IND., May 8.—The Stewart Talking Machine Co., Victor wholesaler, of this city, is preparing to retire from the business, according to a report here. This is the result of the desire of A. M. Stewart, senior member of the company, to retire from active business. His son, George E. Stewart, who for the past few years has had the personal supervision of the concern under his care, is planning to enter another line of business, it is understood.

## TWO NEW STRAND REPRESENTATIVES

Canadian and Texas Territory Now Covered—Otis Dorian and H. J. Ivey Appointed Representatives—Both Widely Experienced

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand talking machine, has announced the appointment of two new district representatives, both of whom are well known in the talking machine industry. Otis C. Dorian, for many years associated with the Columbia Graphophone Co., and for the last five years in direct charge of the Pathé Frères Phonograph Co. of Canada, has

completed arrangements whereby he will open salesrooms and offices in Toronto, and will handle the complete Strand line in western Canada.

H. J. Ivey, connected with the Columbia Co. for many years, a large part of which he spent in traveling through Texas, has become Strand representative for Texas territory and will open offices and salesrooms in Dallas. Mr. Lyle states that he considers himself very fortunate in securing these two well-known and experienced talking machine men as Strand representatives. He is certain that they will give their dealers 100 per cent service and co-operation, as they are thoroughly familiar with the sales problems met by the dealer in his daily routine.

Laurence H. Lucker, of Minneapolis, Minn., distributor for the Edison line of phonographs and records, announces the removal of the company's offices to the Warner Building, 17 Sixth street, where the entire fifth floor will be occupied. The new location is in one of the busiest and most advantageously located sections of the city and the move will undoubtedly benefit this aggressive Edison jobber.

## RADIO A BIG DRAWING CARD

Not a Competitor of the Talking Machine, Says Myer Rosenthal, President of the Air-O-Phone Co., in Interesting Talk

Myer Rosenthal, president of the Air-O-Phone Corp., an inventor of the home receiving apparatus bearing the above name, conceived the idea of installing the receiving apparatus in a cabinet early in 1921.

The announcement of deliveries of the Air-O-Phone to the trade marks the completion of his idea. The Air-O-Phone is of most simple



Myer Rosenthal

design and requires no knowledge of radio to operate. By pushing a button and pointing the loop aërio in the direction of the broadcasting station, immediate contact is made. The Air-O-Phone Co. is already making deliveries in quantities and in a short time expects to be represented from coast to coast.


In speaking of his product Mr. Rosenthal stated that "a study of the relation of radio to talking machines reveals that instead of radio being a competitor of the phonograph the judicious use of radio is a drawing card to bring the public to the dealer's store, and that as a promoter of sales it is unexcelled."

"The phonograph dealer must not forget that the owner of a radio machine must accept the music broadcasted and cannot choose a particular selection to suit his mood that is possible to the owner of a talking machine. Also the dealer must bear in mind that thousands of records are being sold to radio fans after they hear the selections broadcasted."

Giuseppe Danise, the brilliant baritone of the Metropolitan Opera Co., and Brunswick artist, following his appearance in opera in Atlanta, is now on a concert tour, singing at the Evanston, Ill., Festival on May 26. He will also be part of the musical forces to be heard at Ravina Park this Summer.

## HOW McCREERY ADVERTISED THE ADDITION OF THE SONORA IN THE NEW YORK PAPERS

James McCreery & Co.  
*Announce*  
The addition of the

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL  "The highest class talking machine in the world"

Now the Sonora and Victrola  
—joining fame to fame

THIS is an age of specialization. We have learned through the centuries that concentration upon one goal brings success.

That is why James McCreery & Co. have focused their entire business policy upon one factor—Quality.

Heretofore, the Victrola has been supreme in its field, and we have been successful with the Victrola exclusively. Now a runner has matched it in the race. We are not giving up the Victrola, but are including its mate—the Sonora—among our products of Quality, thereby joining fame to fame.

The Victrola has given our patrons dividends of satisfaction. We believe we are increasing that dividend by offering the Sonora as well. Sonora prices range from \$50 to \$3000.

Convenient terms may be arranged

FIFTH FLOOR  
James McCreery & Co. 147th STREET  
FIFTH AVENUE

**THE ELITE \$265**  
An even closer of Mahogany's ruling beauty with space economy

**THE BARRY GRAND \$200**  
The world's favored help carrier of Brown, Mahogany or Malaga, simple but graceful

**THE QUEEN ANNE \$300**  
Dignity and refinement distinguish this model in Mahogany, Walnut and Brown Mahogany

**THE DU BARRY \$650**  
A model with exquisitely graceful lines, designed in Walnut or Mahogany.



### OUTING APPOINTS NEW JOBBERS

Two New Jobbers Added to Outing T. M. Co.'s Representation—Preparing for Active Summer Business—Portables to Be in Demand

The Outing Talking Machine Co., Mt. Kisco, N. Y., has announced the appointment of the General Phonograph Corp., New York, distributing division, and the A. J. Heath Co., Philadelphia, Pa., as jobbers. Both of these prominent concerns have placed good-sized orders for immediate delivery, and are making plans for an energetic sales drive featuring the Outing talking machine.

A. J. Cote, president and general manager of the company, states that factory facilities have been increased materially in order to give Outing jobbers and dealers efficient service during the coming Summer season. Judging from the reports received by the company from its jobbers throughout the country, there is going to be a greater demand for portables this year than ever before, and the Outing Talking Machine Co. will be prepared to co-operate with its trade in getting their full share of this prosperity.

### INTERESTING SERIES OF ADS

Edison Retail Dealers Pleased With Ads Specially Conceived for May Publicity

ORANGE, N. J., May 10.—Thos. A. Edison Co., Inc., in conjunction with its advertising agents, Frank Seaman, Inc., prepared a very interesting series of newspaper advertisements for the retail Edison dealers to use during the month of May. The copy of these advertisements was devoted to such subjects as Amberol records; the Edison turntable tests; the new prices and new models; the budget system of payment and the new Edison re-creations. The illustrations involved were all of a character well adapted to newspaper use, and on the first page of the broadside appeared a facsimile of a classified newspaper ad which read as follows:

#### SITUATIONS WANTED—SALESMEN

NINE salesmen, highly successful and with long experience in selling at retail, want situations as salesmen for EDISON phonograph dealers. Have worked for almost everybody who is making any sales this time o' year, and know the consumers' minds and how to start them BUYING quickly. Prefer to work together, as they believe that, just as two of them can make more sales than one, so NINE of them can make more sales than just a few of them. Have no objection to working in newspapers in any city in the country, and guarantee to work steadily as soon as employed, and to approach ALL the possible purchasers of EDISON Phonographs in any dealer's locality in such a pleasing manner as to make them want to buy at the Edison dealer's store. Salary no object; indeed, will pay own transportation to your store. Pictures of these salesmen are shown in the following pages, and on receipt of the enclosed postcard, the salesmen will at once report for work. Address Advertising Dept.

THOMAS A. EDISON, Orange, N. J.

### JOBBERS OF DEFOREST RADIOPHONES

Lyon & Healy, Chicago; Triangle Co., and Davega, of New York, Feature This Line

Dr. Lee deForest, who recently arrived from Europe, as reported in another part of this paper, spent three days of last month at the American plant of his company, the deForest Radio Telephone & Telegraph Co., Jersey City, N. J. While there he had a series of conferences with President Charles Gilbert and Secretary Randall M. Keator, and plans for the coming activities of the company were discussed.

Many prominent houses in the music industry have been appointed jobbers of deForest radiophones, such as Lyon & Healy, of Chicago; the Triangle Radio Supply Co., Inc., New York City, of which Lambert Friedl is the head, and Davega, New York City.

### CHURCH CONCERTS STIMULATE SALES

MARSHALL, ILL., May 8.—A successful sales idea recently put into effect by Bubeck & Gallagher, Victor dealers here, consisted of a series of concerts in all of the local churches. As a result of this publicity the firm's record has grown.

### FOUR NEW VICTOR ARTISTS

First Records by Tito Schipa, Hugo Kreisler, Guy Maier and Lee Pattison in May List

The Victor Record Supplement for May is particularly interesting in that it announces to the public the addition of four new artists to the notable Victor Co. list, they being Tito Schipa, Hugo Kreisler and the duo of Guy Maier and Lee Pattison.

Tito Schipa, an Italian by birth, is one of the youngest of the new generation of tenors now before the public, who stands high in his field. He made his debut in opera in Rome and first came to the United States in 1919, where he became a member of the Chicago Opera Association. He has a large repertory of standard and modern works and possesses a rich, clear voice that records well.

In Hugo Kreisler the Victor Co. has secured another artist of genuine ability, who is well known in Europe, although not so famous as his brother Fritz in the United States. As a 'cellist he stands among the leaders of his profession.

Guy Maier and Lee Pattison, two young Americans, have been specializing in compositions for two pianos, several of which they have recorded for the Victor Blue Label list. Both studied at the New England Conservatory and later at Berlin, and even while in the service found opportunities for displaying their artistry in France and in England. First records by all four of these artists are to be found in the Victor May list.

### SECURES VOCALION AGENCY

YONKERS, N. Y., May 9.—Extensive alterations are under way at the establishment of A. M. Krug, on Warburton avenue here. Mr. Krug has just secured the Vocalion line of machines, which he is planning to push in an aggressive manner as soon as the work of remodeling has been completed. The Pathé is also handled here.

The Cline-Bick Drug Co., which controls a chain of stores throughout Illinois, recently opened an attractive Victor department in its Zeigler, Ill., establishment.

## Now You Can Sell the Victor IX in a Genuine Italian Renaissance Console

We have opened up a new source of business for you Victor dealers by bringing out

### The New CONSOLETTA Model 102



Can be retailed complete with the Victor IX for \$250.

Built especially to contain the Victor IX, this Consolette gives the Victor IX owner a perfect flat-top cabinet—the cabinet of today and tomorrow—in which to house his machine. The result is a beautiful true period Console—a handsome and impressive piece of furniture as well as a delightful musical instrument.

Model 102 Consolette is being distributed only through selected dealers in restricted territory. Write for prices, discounts and full description.

**MANUFACTURERS PHONOGRAPH COMPANY, Inc.**  
**95 Madison Avenue** **New York**  
**GEO. W. LYLE, President**



Introducing the  
**Alpha Reproducer**

The only *Pivot Stylus* construction—with Spring Tensions.

**Absolutely New**

Gives Mica Diaphragm utmost resiliency and Free Action.

A positive, clear, sweet tone of great volume.

Sample on Request.

**OSLAND, Inc.**  
122 Fifth Ave., New York City

**INCORPORATED FOR \$35,000**

Among recent incorporations under the laws of New York State is that of the Wall Kane Needle Mfg. Co., for \$35,000. The incorporators are given as N. and S. Cohen, S. Kaminshine, together with attorney. At the headquarters of the Greater New York Novelty Co., Brooklyn, N. Y., it was stated that the change of name was used for the purpose of incorporation, as the present name of the company closely resembled that of another corporation.

**PIANO HOUSE ADDS VOCALION LINE**

MILWAUKEE, Wis., May 8.—The Milwaukee Piano Mfg. Co., of this city, has added the Aeolian Vocalion to the regular line of merchandise handled in its talking machine department.

Mme. Maria Jeritza, famous soprano of the Metropolitan opera this season, is represented in the June Victor list, elsewhere in this issue, with two records—her initial offering.

**FINE NEW DREHER STORE IS OPENED**

Occupies Spacious Building in Heart of Cleveland—Luncheon Precedes Official Opening Attended by Mayor and Trade Members

CLEVELAND, O., May 8.—Mayor Fred Kohler was guest of honor at the luncheon and opening of the B. Dreher's Sons Co. here, May 6, and was one of many celebrities in and out of the industry who came from all parts of the country to congratulate Henry Dreher, president of the company, and his associates, on an achievement toward which Mr. Dreher has been working for close on half a century.

The event marked the entry of the Dreher firm into its own building at Huron road and Euclid avenue, now recognized as the center of musical merchandising activity in this city.

Prior to the official opening, which was attended by more than 1,000 persons, luncheon, at which Mr. Dreher was host, was served to friends in and close to the industry, as a mark of appreciation on the part of Mr. Dreher for help they have given him in past years.

Attending the luncheon were Frank B. Meade, architect who designed the building; C. W. Lundoff, the Lundoff-Bicknell Co., who built it; Ernest Urchs, Steinway & Sons; W. H. Alfring, and F. E. Edgar, Aeolian Co.; Ben H. Janssen, B. H. Janssen Piano Co.; A. L. Bretzfelder, Krakauer Bros.; William McLaughlin, Pickands-Matther Co.; E. S. Rodgers, H. D. Messick and M. E. Smith, secretary, the B. Dreher's Sons Co.; Harry R. Valentine, vice-president, the B. Dreher's Sons Co.; Hon. Fred Kohler, Mayor of Cleveland; Daniel Moeder, Jr., Cleveland News; Arthur Darmstader, Cleveland Plain Dealer; D. W. Lerch, Canton, O.; E. C. McMahon, Youngstown, O.; Kenyon W. Mix, the Dodge Manufacturing Co.; Charles H. Yahring, Youngstown, O.; A. H. Seibig, Union Banking & Trust Co.; Robert Jones, advertising manager, the B. Dreher's Sons Co.; John F. Renner, Sandusky, O.; P. B. Sheehan, Sterling & Welch Co.; T. H. Towell, Eclipse Musical Co.; C. J. Brookins, the Brookins Co.; Jerome Murphy and J. T. Sayward, M. Steinert & Sons Co.; T. L. Floyd-Jones, W. P. Haines Co.; W. H. Zelt, The Talking Machine World; Judge C. W. Collister, company attorney; Fred C. Harlow, Vose & Sons; Earl Thomas, Dodge Manufacturing Co.; William G. Bowie, talking machine department manager, the B. Dreher's Sons Co.; Frederick Sunderman, Melodee Music Co.; W. W. Ballie and F. W. Church, J. W. Greene Co., and W. H. Daniels, Denton-Cottier-Daniels Co., Buffalo.

There were some interesting addresses by Mayor Kohler, Ernest Urchs, Frank E. Edgar, C. W. Lundoff, Frank B. Meade and many others,

reviewing their experiences with the House of Dreher and predicting still greater success in the new home.

During the afternoon a musical entertainment was held in the recital hall, one of the features of the new establishment, at which 1,000 persons were present. The artists who entertained included Lila Robeson, Metropolitan Opera Company; Herman Rosen, violinist; Daisy Nellis, pianist, while the new Aeolian pipe organ, the Duo-Art piano and the Lyradion, combined phonograph and radio receiver, were used effectively.

The new home of the B. Dreher's Sons Co. may be considered the last word in musical establishment development. As pointed out by authorities who were present, the store is not a piano wareroom, but a monument to what music stands for. The building is three stories high.

A mezzanine floor provides space for a sales force as well as accommodating additional rooms for the display of Victor and Vocalion talking machines. Underneath the mezzanine are located the music rolls and phonograph record departments, with special facilities for "trying out" selections. The rear of the first floor, the greater part of the second floor and part of the third floor are devoted to the display of pianos, including the Steinway and other makes in Duo-Art (reproducing) models.

**FRED. GRETSCH CO. IMPORTATIONS**

The Fred. Gretsch Mfg. Co., wholesaler and importer of musical merchandise, reports that it has just received a large shipment of Oskar Herrman Seidel violins. It was stated by an official of the company that these violins are of an exceptional quality and of pre-war standard. The Fred. Gretsch Co. is enthusiastic over receiving this merchandise.

**RECEIVES MANY EXPORT ORDERS**

The export department of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machine, received orders this week from South Africa and Spain, indicating that this instrument is attracting the favorable attention of buyers in far-distant points. The company is closing a healthy, substantial Canadian business and dealers have been established in leading Canadian cities.

**BETTER DEMAND IN EVIDENCE**

The Mutual Talking Machine Co., New York City, has experienced a decided demand for its tone arms and sound boxes for export trade. An improvement is also noticeable in the call from the local trade.



## The BLOOD Arm

made exclusively by  
**BloodTone Arm Co.**

326 River Street  
**CHICAGO**



Notice perfect alignment of Arm and Reproducer

Observe throwback when in Edison position

This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment.

We want every manufacturer to prove our statement. The price is very low compared to its high quality. We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines. Don't forget that the name "Blood" is a positive guarantee.



**DEFENDS MUSIC FOR THE MASSES**

Director of Community Interests of St. Louis Challenges Noted Russian Critic Who Condemns "Canned" Music for the Mob

ST. LOUIS, Mo., May 11.—Miss Sarah Wolf, director of community interests of the city of St. Louis and secretary of the Municipal Theatre Association, the secretary of the committee which arranged the observance of Music Week in St. Louis, takes issue with Prof. Gregory Zilboorg, noted Russian critic, who said in a lecture last week at the Artists' Guild that he deprecated the spread of so-called "canned music" and that he would banish every instrument which provides it.

"A Russian in our midst several days ago, who intimates that he is an 'intellectual aristocrat,' declared in a lecture that art is not for the 'mob,'" said Miss Wolf. "He deprecates the fact that because of 'canned music' so-called, or properly recorded music for the talking machine, everybody now has Caruso songs which, in this intellectual aristocrat's words, 'cheapens them until they are no longer art.' Were we not aware that the Russian intelligentsia has as one of its aims the spreading of culture among the masses we would, perhaps, if guided by this Russian's statement, understand why Russia is sometimes referred to as 'Darkest Russia.' A little 'canned music' in Russia might bring a little light into this darkness. 'Canned music' has done much to bring the masters to the people. Why should not the songs of Caruso bring joy into the humdrum life of a farmer or a miner? Are the so-called intellectual aristocrats made of different clay, or were we all created in the image of God? If so, what brings joy and light into the soul of one human should be given to all.

"Music enters into the life of every human, from the cradle to the grave. The new-born babe is lulled to sleep by its mother crooning songs, and when it has reached the turn of the road it is laid to rest with a funeral dirge. Take music out of the history of civilization and you

will have removed one of the most important factors of cultural development. Music influences the morals of the masses more powerfully than any of the other arts. The revolutionary ideas were carried to the four corners of the earth by the 'Marseillaise' in a manner that the work of the French encyclopedist would never have been able to achieve.

"During the world war we observed the influence of songs that sprang up at the psychological moment to put into the soul of the soldier who dislikes war the courage and enthusiasm necessary to see it through. Community singing was a new factor in the life of our nation. Unaccustomed to mass singing, the average American at first hesitatingly followed the call of the sing leaders, but gradually he became accustomed to consider himself part and parcel of a vast community chorus. The cultural effect of community songs created by war needs remained manifest at the termination of the war. Annual 'music weeks' have thus become a permanent institution in a number of American municipalities. The time will come when music will be included in the curriculum of our public schools on a par with the three 'Rs.' The importance of music to the life of man is infinitely higher than the knowledge of algebra or geometry."

**BROADCASTING OF EDISON RECORDS**

ATLANTA, Ga., May 8.—During the recent appearance of the Metropolitan Grand Opera Co. in this city a great stunt was pulled off by the broadcasting of the records of over half a dozen of the leading opera and concert singers on the Edison roster of artists. The use of radio in this connection was given considerable space in the local papers, for the Edison re-creations were heard miles away, and considerable interest was thus stimulated.

E. E. Crew, former manager of the talking machine department of Phillips & Crew, of Savannah, Ga., is now in charge of the Victrola department of C. W. Yates & Co., Wilmington, N. C.

**CONVENTION OF TEXAS MUSIC MEN**

W. L. Bush, of Bush & Gerts, Stresses the Value of The Talking Machine World as an Instructive Medium for Dealers

FT. WORTH, TEX., May 6.—Music merchants of the State and members of the Federated Music Clubs of Texas convened here on May 4 and 5. An interesting and instructive program of entertainment and business was participated in by those present.

One of the principal speakers was W. L. Bush, president of the Bush & Gerts Piano Co., of Dallas, Tex., who stressed the necessity of hard work, clean business practices and the use of the trade papers as a panacea for trade ills. He mentioned particularly The Talking Machine World, calling attention to a number of constructive articles appearing in the April issue. He said in part: "Read your trade journals. In one issue of The Talking Machine World I have read articles of which I will give you the captions. These are suggestive of what every salesperson should know."

**NEW YORK FIRM INCORPORATES**

The International Musifer Syndicate, of New York City, has incorporated under the laws of New York State, with a capital of \$70,000. The concern will deal in talking machines. Incorporators are P. R. Bretey, C. M. Reiner and T. Neilsen.

**JOINS COLUMBIA TRAVELERS**

Llewellyn Miller, formerly connected with the Cudahy Packing Co., Macon, Ga., is now connected with the Columbia Graphophone Co.'s traveling forces in the South. He will travel in Tennessee and his headquarters will be in Nashville.

Claire Dux, the popular soprano of the Chicago Opera Co. and Brunswick artist, sailed for Europe on May 6.

# KODISK

"SNAPSHOTS OF YOUR VOICE"  
(TRADE MARK)

The greatest invention in the  
phonograph industry in years.

**K**ODISK is a Metal Recording Disc upon which a record may be recorded and reproduced with any ordinary phonograph by using a regular steel needle.

KODISKS may be recorded by talking into the horn of your phonograph and using the sound box as a recorder and reproducer, or better results can be obtained by using the KODISK recording and reproducing horn.

**WARNING**—The Metal Recording Disc Co., Inc., have patents pending covering both the process for recording on metal and for metal discs made by said process. Letters patent thereon are expected to issue at an early date. All persons making, using or vending said discs will be subject to court action upon the issuance thereof.

**KODISK Recorder**

List Price **\$7.50**

Manufactured by

**8 in. KODISKS—Double Face**

List 60c. Each

Other sizes also available.

**METAL RECORDING DISC CO., Inc.**

Fisk Bldg., Broadway and 57th Street

New York



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—Consulting engineer on recording, matrix making and pressing; 18 years' experience with the best and largest phonograph company in the country. Address "Box 1148," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Several salesmen in Middle West and South, to sell Puritan and Famous records. Retail at 50 cents each. Liberal commission. Must know territory. Address M. A. Supper, The New York Recording Laboratories, Inc., Port Washington, Wis.

**POSITION WANTED**—By man thoroughly familiar with all branches of record manufacture from matrix to finished product. Able to install all equipment and build up organization to produce a high-grade record at minimum cost. Address "Box 1147," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**SALESMAN**—We have certain territories open for live salesman wishing a good, profitable side line—Selling musical instruments and phonograph supplies. Illinois Musical Supply Co., 630 South Wabash Ave., Chicago, Ill.

**SALESMAN**—If you are calling on the phonograph trade write for side-line proposition. Our line of accessories is so extensive that you can sell something to every store you call on. Write immediately, as we have limited territory available. Address "Box 1146," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Master plater and matrix maker. Am familiar with modern methods and capable of installing plant and handling work from wax to finished stamper. Wish position with reliable company. Address "Box 1090," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING ENGINEER** — Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Salesman wanted to carry a side line of musical merchandise. Takes up little room and will net good profits to right man. Address particulars about yourself to "Box 1151," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Saleslady with five and one-half years' experience, handling Victor merchandise in high class music houses, desires position with reliable firm. Can furnish best of references, and willing to work evenings. Straight salary or salary and commission. Address "Box 1137," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Phonograph repairman, young man with three years' experience on all standard makes, desires position. Factory training as a motor tester. Position holding chance for advancement desired. Will consider any reasonable offer. Address "Box 1126," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED**—Competent recorder with portable outfit is available to take master records. Headquarters, New York. Address "Box 1133," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**SITUATION WANTED**—Sales manager, at present connected wholesale, desires change; age 29; married; 10 years' selling, managing and advertising in Victor, Columbia, Brunswick and Edison lines; two years' wholesale selling experience. Best of references as to character and ability. Address "Box 1144," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

**POSITION WANTED**—By A1 salesman, either traveling or local. Can make repairs on all motors, etc. Address E. E. Hardie, Schoetner Studio, Butte, Mont.

**POSITION WANTED**—A young man desires a position as salesman or repairman on talking machines; has four years' experience in both. State salary. Address "Box 1145," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

**POSITION WANTED**—Young man, expert repairman and salesman on all makes, with years of experience in every branch of the phonograph business. Willing to go anywhere. Address "Box 1149," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

## SPRINGS

### VICTOR

1 1/4"x.022x18' 6" marine ends.....	No. 3014	\$.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9' bent arbor.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15' bent each end.....	No. 6546	.43
7/8"x.020x9' marine ends.....	No. 988	.29

### COLUMBIA

1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.34
1"x.030x11' hook ends.....		.45

### HEINEMAN

1"x.025x12' motors.....	No. 33 & 77	.32
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

### SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

### BRUNSWICK

1"x.025x12', rect'glar hole, regular...No.	201	.45
1"x.025x18', rect'glar hole, regular...No.	401	.65
1"x.025x16', rect'glar hole.....		.58

### EDISON DISC

1 1/2"x.028x25', regular size.....		1.47
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### SMALL MOTORS

7/8"x.023x10', marine ends, Hein. Col., etc....		.29
3/4"x.025x10', marine ends, Hein. Col., etc....		.27
5/8"x.020x9', marine ends.....		.21
1/2"x.020x9', marine ends.....		.18
Victor Gov. springs, No. 1729.....per 100		.95
Victor Gov. spring screws, No. 3304...per 100		.92
Victor Gov. balls, n/style, No. 3302.....each		.07
Victor Gov. spring screw washer, No. 3066,		

per 100	.72
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Columbia Gov. springs, Univ., No. 3510,		
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per 100	.95
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Columbia Gov. spring screws, No. 439,per 100		.92
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Columbia Gov. spring screw washers,per 100		.72
--	--	-----

Columbia Gov. lead. flat, assembled to		
--	--	--

spring.....each	.10
-----------------	-----

Turntable felts, all wool, green, 10", round.	.15
---	-----

Turntable felts, all wool, green, 12", round.	.18
---	-----

To work right, the spring must be right—Right thickness, right length, right temper. Our

springs are guaranteed to be right and the prices also are right.

Terms 2% cash with order. Free delivery in New York City on all orders of \$25.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

## FOR SALE

100 Very High Grade Mahogany Finished Talking Machines. Fully equipped with best motors and Universal tone arms. Will sacrifice these instruments at an exceptionally low price if taken at once.

### CHICAGO PHONOGRAPH REALIZATION

315 Union Park Court  
Chicago Ill.

## BEAUTIFUL CABINETS

Oak and Mahogany. Special Bargains, \$15 and up. Send for new list. EVERETT HUNTER BOAT CO., McHenry, Ill.

## CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

## Cabinets for Sale

About 2,500 Mahogany Phonograph Cabinets, part varnished, part raw, size 19 1/2"x21"x44" and 19 1/2"x21"x46". Will close out at less than cost. Can be seen in New York or will ship samples. Also 600 phonograph shooks. Address "Box 1141," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

## FOR SALE

Magnavox for cash. Address "Box 1142," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

## ELECTRIC SIGN FOR SALE

Perpendicular sign, 18 feet long, 3 feet wide; shadow box letters; the word "Victor" running down sign. Victor trade-mark at top of metal. Luckey, Platt & Co., Poughkeepsie, N. Y.

## FOR SALE

250 Genuine Quarter-Sawed 5-ply Oak talking machines. These instruments are complete in every detail and are equipped with high grade motors and universal tone arms. Prices are exceptionally attractive. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

## FOR SALE

1,000 sets of high-grade genuine Mahogany panels and legs. This material is of exceptional value and is priced very reasonably. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

## FOR SALE

Record concessions in three leading department stores in Greater New York. Selling only a 49c record. Small investment. Good proposition for right party. Address "Box 1143," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

## FOR SALE

A well established music store in busy German neighborhood. Brunswick, Sonora, Columbia, Q R S and Okeh agency. Exclusive Homokord German record agency in territory. Full particulars on request. Address "Box 1150," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

## RECORDING OUTFIT

Up-to-date recording outfit for sale. Recording machine and speakers, also shaving machine. Address "Box 1138," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**SPOT CASH** We BUY

Job Lots, Close-Outs, Discontinued Stocks, etc. in all lines. No quantity too large. Quick Cash for Bargains. SEND SAMPLES AND FULL PARTICULARS. FANTUS BROS. 1315 S. Oaklay Av. Chicago

**WE BUY ANYTHING**



# MUSIC CONVENTION PLANS ARE ROUNDING INTO SHAPE

Extensive Program of Business and Pleasure Being Prepared for Coming Jubilee Convention of the Music Industries Chamber of Commerce, to Be Held the First Week in June

It is reported that plans are being rounded into shape rapidly for the forthcoming Jubilee Convention of the Music Industries Chamber of Commerce and the various associations affiliated with that body. The details of the arrangements call for a full week of business and pleasure for those fortunate enough to attend the convention, which opens at the Hotel Commodore, New York, on June 5. Judging from the early reservations coming in, and the reports of travelers, the attendance will come close to breaking records.

### Special Railroad Rates

The railroads have agreed to grant special rates for the convention under the certificate plan, the rate providing for one and one-half fare for the round trip, and applying for the week of June 5 and extending to June 15, to accommodate those associations who have meetings the following week, as well as those delegates who stay over to enter the golf tournament.

### Entertainment for Ladies

More entertainment for the ladies will be provided for this convention than at any in recent years, including a Monday night concert by famous Victor artists at Carnegie Hall, the boat trip around New York Harbor and up the Hudson River and the dress parade at West Point, in addition to the annual banquet of the National Association of Music Merchants and the Travelers' "Music Box Revue," similar to the "Midnight Frolic" at Chicago last year. The ladies will also be included in the series of noonday "cabaret" luncheons Monday, Tuesday and Wednesday of convention week, when high-class entertainment will be provided and distinguished guests introduced from the musical and theatrical worlds.

### A Week of Activity

The tentative schedule for the week's business and social sessions is as follows:

Monday—Registration and noonday "cabaret" luncheon; opening business session in the afternoon of the Music Industries Chamber of Commerce with the entire membership of all associations in attendance; evening concert at Carnegie Hall.

Tuesday—Business sessions of Music Merchants, Piano Manufacturers, Supply Men and Organ Builders; "cabaret" luncheon at noon and annual dinner of National Piano Manufacturers' Association in the evening.

Wednesday—Business sessions continued, including credit meeting of Piano Manufacturers and annual meetings of Musical Merchandise, Band Instrument and Music Roll Manufacturers; "cabaret" luncheon at noon, and in evening entire industry guests at annual banquet and ball of National Association of Music Merchants.

Thursday—"Visiting" day, including conferences, breakfasts, luncheons and dinners of various manufacturers and their dealers; business session and annual dinner of Piano Travelers; "Music Box Revue" in the evening.

Friday—Boat excursion, with annual meeting of Chamber delegates and election of officers aboard boat; dress parade at West Point.

The boat excursion will include a trip around New York harbor, giving views of the city's famous skyline, the Statue of Liberty, Brooklyn Bridge, the great shipping docks and main ship channel, Ellis Island immigration station and Governor's Island, the military headquarters of the East; then up the Hudson, with views of the famous Palisades, Storm King and Bear Mountains and lower Catskills and, last, but not least, the military academy at West Point, where by special arrangements the cadets will go on dress parade for the visiting members of the music trade.

The Jubilee Convention Committee has arranged so that there will be no charge for the Monday night concert or the boat excursion; the series of three cabaret luncheons will be \$5.00, or \$2 for single tickets; the music merchants' banquet and ball will be \$8 and the "Music Box Revue" \$1 per person.

### The Hotel Rates

The following reservations for the members of the trade during the Jubilee Convention have been guaranteed by the management of the Hotel Commodore: Single rooms with bath, shower or tub, \$4 to \$6; same rooms for two persons, \$2 extra. Double rooms with twin beds and shower bath, \$7 to \$8; with shower and tub, \$9 and \$10. Corner suites, two large connecting rooms, \$15. Rooms used for exhibit purposes 50 per cent above rates quoted.

### CALLERS AT COLUMBIA CO.

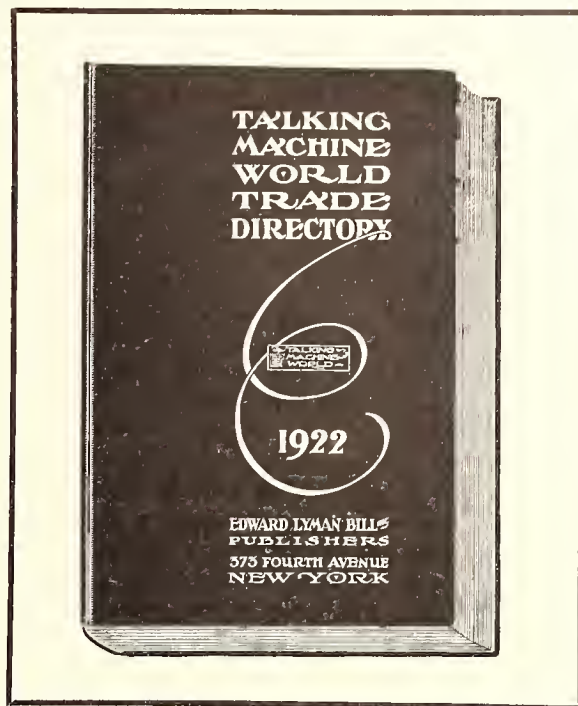
W. S. Parks, manager of the Baltimore branch of the Columbia Graphophone Co., was a visitor to the company's executive offices in New York recently, accompanied by W. J. Boggs, president of the Guttman Furniture Co., of Briscoe, Va., Columbia dealer. Mr. Briscoe was keenly optimistic in his predictions regarding general business, stating that his sales for the first three months of the year had been very satisfactory in every respect.

Other callers at the Columbia executive offices recently included C. F. Schaffarzick, manager of the Spokane branch of the Columbia Co., and A. E. Landon, general manager of the Columbia offices at Toronto. Both of these callers brought with them pleasing reports as to the business outlook in their respective territories.

### TO CONTAIN A GUARANTEE

A further development in the business of the Radio Buyers' Syndicate, New York City, is the issuance of a guarantee which will be included as a part of all future advertising of the company. The Radio Buyers' Syndicate acts as New York resident buyer for radio dealers throughout the country, buying at quantity rates for its clients, for which a small semi-annual charge is made. The refund of this charge is guaranteed if a certain specified saving is not accomplished through buying through the Radio Buyers' Syndicate.

# INVALUABLE



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

**ONLY 50 CENTS**

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

**ONLY 50 CENTS**

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

**ONLY 50 CENTS**

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

**ONLY 50 CENTS**

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

**ONLY 50 CENTS**

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

## USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....

Firm .....

Street .....

City and State.....

## CASH

for any amount of talking machine records. Address

**Chicago Phonograph Realization**  
315 Union Park Court  
CHICAGO, ILL.

## WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

## BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

## FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.





# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Trade Outlook Brightens as Unemployment Decreases—Record Manufacturers and Music Publishers Meet to Consider German Request for Copyright License at Special Rate—Court Stops Sale of Columbia Records at Reduced Prices—Louis Sterling Visiting United States—W. H. Reynolds, Ltd., in Voluntary Liquidation—Important Copyright Decision—The News of the Month Worthy of Record

LONDON, E. C., May 5.—During the past few weeks gramophone and record sales have not inspired any cause for satisfaction, though it is generally admitted that trade might have been worse in view of the most recent disturbance of industry by the engineers' lock-out. The Board of Trade returns for the month of March show that our overseas trade made some improvement as against the figures for February. The difference, however, is greatly discounted by the extra three days' trading in March, as compared with February's twenty-eight days. Nevertheless, the improved result indicates that the tide has turned. This is also confirmed by the decrease of many thousands in the returns of unemployment. All good signs to which the gramophone industry must eventually respond.

#### The Question of Record Exchanges

As mentioned in a previous report from this office the question of record exchanges is at the moment very much to the fore. The practice mainly adopted by manufacturers is to grant full credit on each record a dealer returns, providing three new ones are ordered at the same time. This, obviously, has the effect of overloading dealer's stocks and places him in a very unfavourable position by tying up capital. A good plan would be to grant an out-and-out free exchange twice yearly up to five per cent of purchases over a given period. By this means the retailer would be able to keep his stock fairly up to date, conduct a rapid turnover on a cash basis, and probably do a larger trade altogether. The whole matter will doubtless be threshed out by the Gramophone Dealers' Association at the Blackpool Convention and some practical suggestions be forthcoming.

Under the Copyright Act, 1911, it was believed that copyright owners possessed the right to refuse supply of license stamps for use on records manufactured outside this country. Being a case for legal opinion, the publishers decided to seek advice before coming to a decision in the matter. Accordingly, a full meeting called by the Music Publishers' Association, Ltd., was held at the offices of Novello & Co., Ltd., on April 11. Evidence submitted clearly exposed the German plan to market the records of high international artists in the chief countries of the world.

#### German Record Manufacturers on the War Path?

Considerable feeling has been aroused in British gramophone record trade circles by an application made to our copyright associations from German record makers for copyright license stamps at a preferential rate. This application was known to some members of the trade as reflecting the probability of cheap German-made records being exported for sale in Great Britain and America. Under those circumstances it was thought desirable to hold a combined meeting of record manufacturers and music publishers to consider the application in all its bearings. It was a thoroughly representative gathering of the leading firms of each branch.

The Germans possess many matrices of British music and they have facilities of obtaining quite easily anything first published in England. This being so, it would be possible for them to make records and, under the present rate of exchange, export them to this country for sale at 1 s. to 1 s. 6 d. retail. The seriousness of the position may be gauged from the fact that our lowest priced record is 2 s. 6 d., and at this figure there is little profit for manufacturer, factor or dealer.

The whole scheme has with the usual Teutonic thoroughness been worked out to the last detail. According to figures made public records of about ten, eleven and twelve-inch size will, it is proposed, be marketed in Great Britain at 1 s., 1 s. 2 d. and 1 s. 4 d. each, respectively; in America and Canada at 22, 26, 33 cents; India at 1 s. 4 d., 1 s. 6 d. and 2 s.; Australia, 1 s., 1 s. 2 d. and 1 s. 4 d. In fact, prices have been fixed for each country. What it means to British and American record houses is too obvious for words. And at these figures the music publisher-copyright-owners would reap considerably less revenue in license stamps and royalties than they now do.

These facts were duly placed before the meeting. Drummond Robertson, of the Gramophone Co., Ltd., explained the circumstances of the case. After a full discussion, on the proposition of Mr. Andrews (Swan & Co., Ltd.), seconded by Mr. Abbott (Francis Day & Hunter), the following resolution was passed:

"That in view of the present state of British industry, it be resolved by this meeting of copy-

right owners to refuse supply of license stamps for use on records manufactured outside this country. Being a case for legal opinion, the publishers decided to seek advice before coming to a decision in the matter. Accordingly, a full meeting called by the Music Publishers' Association, Ltd., was held at the offices of Novello & Co., Ltd., on April 11. Evidence submitted clearly exposed the German plan to market the records of high international artists in the chief countries of the world.



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

**DENMARK:** Skandinavisk Grammophon-Akti-eselskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

## The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.



FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

right owners not to issue stamps for the sale of German-made records until it be otherwise agreed."

If, in view of this resolution, any attempt is made to market such records, the sellers would no doubt be proceeded against for infringement of copyright.

**Exchange of Unsalable Stock Suggested**

A tentative proposal put forward at a recent meeting of the Music Trades Association that an exchange of stock might with advantage take place between retailers is of interest. One speaker voiced a common difficulty when he reminded us that a dealer in a particular district with stocks of sheet music, records or other goods unsuitable for sale in that locality cannot unload at reduced prices by reason of agreements or a price-maintenance undertaking not to sell below a certain figure. In such cases what better plan than to exchange these goods for something else from a retailer in another district? The launching of such a scheme would entail careful organization of a central clearing house, or would be possible to a limited extent by direct negotiation between dealers in different towns. According to dealers present at the meeting, the latter arrangement is already in force to some little extent, and has worked quite satisfactorily. In this way: If Mr. A. is asked for a piece of music or a record not in stock, before ordering it, he rings up Mr. B., who often is in a position to supply, especially if it happens that the particular title is not overpopular. The value of the proposal was generally recognized by the members of the M. T. A., and although it was shelved at the meeting, the seed has undoubtedly taken root. I am of opinion that we shall hear more of this scheme within the near future.

**Action to Protect Columbia Patent Succeeds**

The question of selling second-hand records below the price fixed for new records, where such are made under a patented process, was decided in the High Court last month. The Columbia Co. sought to restrain Henry Murray, of West

Croydon, from selling its records at less than 2 s. 6 d. each. Counsel for plaintiff referred to the notice on each record: "This record (made by patented process) must not be sold below the price fixed by the patentee." It came to plaintiff's knowledge that defendant was selling their discs at 2 s. instead of the fixed price of 2 s. 6 d. Through their solicitors the plaintiff company requested defendant to cease his infringement and offered to stay proceedings upon receipt of a written undertaking to that effect. Murray wrote that he had purchased a batch of records at two pence each and must sell his remaining stock of 140 below the authorized price, as it was his living.

After much legal discussion as to the circumstances of the case, and the rights of a patentee, Mr. Justice Russell said it was with the greatest reluctance that he granted the injunction asked for. These records were patented articles and the law being on the side of the plaintiff company, it was too strong for him to get over.

**Louis Sterling Visits U. S. A.**

At the moment of writing, Louis Sterling (Columbia Co.) is in America on urgent business, and, according to the Federation Journal, expects to be back in time for the music convention at Blackpool. As chairman of the Federation of British Music Industries, Mr. Sterling's presence at Blackpool is, obviously, very necessary.

**In Voluntary Liquidation**

It is a matter for general regret that one of our reputable gramophone houses, Messrs. W. H. Reynolds (1915), Ltd., has been forced to call its creditors into consultation. The firm and its predecessor have had a varied career. Particularly, since the armistice its business appears to have been quite prosperous up to 1920, but with the general slump in trade during 1921 the business showed serious signs of decline. According to the statement of the liquidator, Stephen Child, at a recent meeting of the creditors, Messrs. Reynolds have been trading at a loss the

**Horn, Hornless and Table-Grand  
GRAMOPHONES**

FOR

**EXPORT**

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England**  
Cable Address "Lyrecodisc, London"

last six months or so. A statement of affairs shows the deficiency to be about £4,000. An attempt is being made to save the company and it is believed this can be done if creditors will accept a cash composition of 4 shillings on the pound. The offer will be examined by a committee of three of the largest creditors in conjunction with the liquidator, and after an investigation of the whole case, a decision will be taken as to whether or not the offer is good enough to ask the court to sanction. Another meeting of the creditors is to be held in May.

**A Striking Contrast**

As some indication of the trade situation in France compared with England, it may be stated that whereas our unemployed reached a total of over 2,000,000 as at December last, the figure for the same period shows that only about 11,000 unemployed in France were in receipt of Governmental assistance. These are really significant figures which at least prove that French industries are more prosperous than our own.

**Edison's Fertile Brain**

Under the above caption, Thos. Edens Osborne has published the subjoined interesting announcement in the Belfast (Ireland) newspapers:

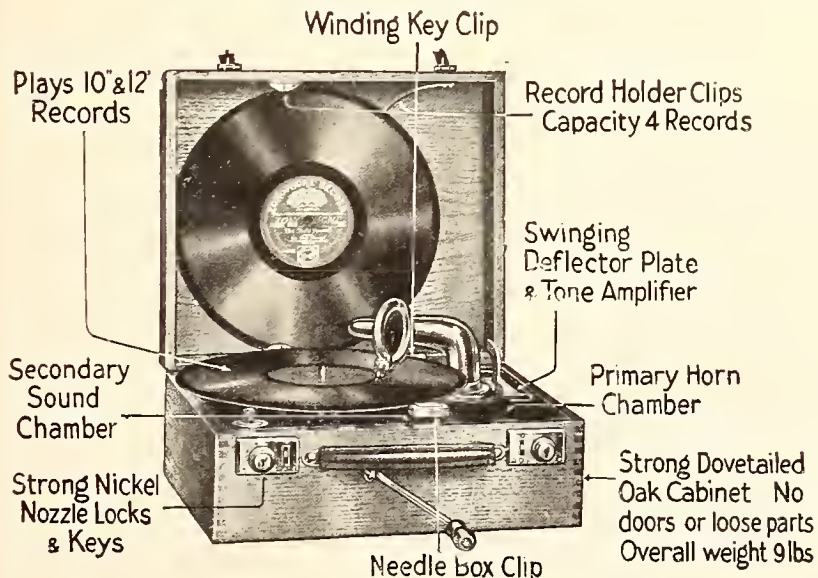
"The genius of Edison as an inventor is only equaled by the fame of Shakespeare as a poet. The ambition of the great 'American Wizard' has at last been accomplished at his famed laboratories in Orange, New Jersey, U. S. A., and his ideals realized by a new and astounding 'musical miracle.' After years of inflexible determination

(Continued on page 164)

**Grippa Portable Gramophone**

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

**PEROPHONE, Limited, 76-78 City Road, London, England**



**EDISON BELL**



CABLE  
"PHONOKINO.  
LONDON"

**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES**

**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

**FROM OUR LONDON HEADQUARTERS—(Continued from page 163)**

tion and struggle for musical perfection, involving an expenditure in research work of more than three million dollars on his favorite invention, 'the phonograph with a soul' (as the New York Globe designates it) has been perfected by Mr. Edison, and has created quite a furor in America, England, and elsewhere. The records are double-sided discs, and are known by the patented name of 'Re-creation.'

By the way, membership of the Royal Society of Antiquaries of Ireland has been conferred upon Mr. Osborne, an honor which I am assured is appreciated as much as it is deserved

**Decision of International Importance**

In another part of this issue of The World (page 61) will be found a summary of the interlocutory decision handed down recently by the Anglo-German Mixed Arbitral Tribunal in favor of the Gramophone Co., Ltd., which sought an injunction to restrain the Deutsche Gramophon Aktiengesellschaft and the Polyphonwerke companies from selling records made from "His Master's Voice" matrices. The findings of the court are of international importance in view of the fact that the records made by the German company have been sent broadcast throughout the world.

**Institutional or Group Advertising**

This form of publicity is making a wide appeal throughout the English commercial community. Although in competition with each other, groups of the leading firms of a particular industry combine to advertise their product in a general way. Thus, the Gas Association will urge through advertisement the advantages of gas for heating, power or for cooking purposes. The same idea has been taken up for advocating the use of "Irish Linen," electric service, the nutrient value of bananas, currants, etc., "Eat-More-Fish," and similar co-operative campaigns.

Captain O. A. Minns develops the idea in the Federation Journal that the music instrument industry should be the next to adopt the idea. For example, apply the plan to British-made pianos or gramophones and educate the public to the fact that our instruments to-day are superior in quality and value to those of foreign manufacture. It is a timely suggestion and I think will fully justify serious consideration by British manufacturers. Operations might be started at an appropriate time, say next September, on the contributory basis of one per cent of each firm's capital or by a small levy on each instrument produced.

As Captain Minns so ably points out, in regard to the examples of group publicity mentioned, the advantages thus gained have benefited retailers, wholesalers and manufacturers. Some such scheme for the British music industry would undoubtedly prove of incalculable value to every section.

**An Important Copyright Decision**

Great interest is evinced here as in Australia concerning an action brought in the Supreme

Court of New South Wales by the owner of Australian copyright in a song, the claim being that he was entitled to royalty on gramophone records imported from England for sale in Australia. It appears that the record manufacturers had already paid royalty to the owners of the copyright in England, and on this ground the claim was resisted. After lengthy legal argument, the court was of opinion that additional royalty on the sales of records in Australia could be claimed. This decision will be the subject of appeal in London.

**New "V. F." Records**

Another pleasing list of Edison Bell "Velvet Face" records has been issued by J. E. Hough, Ltd., this city. These comprise music and song of a high standard specially recorded by reputable

**CONNORIZED RECORDS FOR JUNE**

The Connorized Music Co. has issued the following advance list of records for June. The list covers a lot of popular numbers as well as some recordings in Italian, which should make a wide appeal to American citizens of Italian birth or descent. The list follows:

- 3072 Mr. Gallagher and Mr. Shean—Song, Orch. Acc., Kaufman Brothers
- You Can Have Every Light on Broadway (Davis-Simons)—Song, Orch. Acc.....Sam Ash
- 3073 Some Sunny Day—Song, Orch. Acc.....Arthur Fields
- Those Days Are Over—Song, Orch. Acc., Harrison Clark
- 3074 Poor Little Me (Benny Davis)...Bailey's Lucky Seven
- Don't Leave Me, Mammy (Davis-De Sylva-Conrad, Santly).....Bailey's Lucky Seven
- 3075 California.....Bailey's Lucky Seven
- Carolina Rolling Stone (Parish-Young-Squires), Bailey's Lucky Seven
- 3076 Canary Isle.....Glantz and His Orchestra
- Venetian Love Boat.....Glantz and His Orchestra
- 3077 Satanic Blues.....Connorized Jazzers
- Muscle Shoals—Blues.....Connorized Jazzers
- 3078 Mr. Gallagher and Mr. Shean, Glantz and His Orchestra
- Some Sunny Day.....Bailey's Lucky Seven
- 3080 Father O'Flynn—Song, Orch. Acc.....Felix O'Day
- Molly Branigan—Song, Orch. Acc.....Felix O'Day
- NUOVI DISCHI ITALIAN**
- 134 'A "Santananotte" (Scala-Buongiovanni)—Tenore, Orch. Acc.....E. Cuoco 10
- 'O Viaggio E Nozze (Mario-Nicolo)—Tenore, Orch. Acc.....E. Cuoco 10
- 135 'America (Mario)—Tenore, Orch. Acc., S. Romano 10
- Tanto Piacere (Morelli-Mario)—Tenore, Orch. Acc.....S. Romano 10
- 136 Canzone Marinaresca (Scala-Bossi)—Tenore, Orch. Acc.....V. Della Monica 10
- Mandulinata A Napule (Murolo-Tagliaferri)—Tenore, Orch. Acc.....V. Della Monica 10

**OREGON ASSOCIATION HOLDS DANCE**

**Music Trade Members Enjoy a Pleasant and Lively Evening in Portland**

PORTLAND, ORE., May 4.—The Oregon Music Trades Association held an informal dance in the spacious recital hall of the McDougall-Conn Music Co., Friday night, April 28, and the large delegations from all firms of the organizations present had a royal good time. C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed, French Piano Co., and Louis Mack, sheet music dealer, of Bush & Lane Piano Co., were the committee of arrangements and did all in their power to make the affair a success. Peppy music, light refreshments and a feeling of good fellowship made the evening one long to be

artists. With the list is issued a brochure of trade and press opinions eulogistic of the quality and velvet surface of these records, which, by the way, have attained to quite a distinctive vogue throughout the country. In connection with the sale of these discs Messrs. Hough are constantly developing their retail publicity service. The latest offer to dealers is a couple of attractively designed electrically animated signs for window display. This class of publicity will eagerly be sought after by those dealers having electric light facilities, and as most dealers are so equipped it will cost little to install these signs.

**A Musical Mouse Trap**

The latest from the Continent is a mouse trap with a musical box attachment. Music, it is said, attracts mice and they wander quite happily into the trap. An attractive tune would undoubtedly be "Three Blind Mice"!

remembered. J. H. Dundore, manager of Sherman, Clay & Co., and president of the association, had as his guest his son, Jack Dundore, manager of the Victrola department of the Tacoma, Wash., branch of Sherman, Clay & Co.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,**

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1922:

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss.:  
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

Editor—J. B. Spillane, 373 Fourth avenue, New York City.  
Managing Editor—J. B. Spillane, 373 Fourth Avenue, New York City.

Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

J. B. SPILLANE, Editor.  
Sworn to and subscribed before me this 28th day of March, 1922. (Seal) EUGENE R. FLACK, Notary Public No. 6.

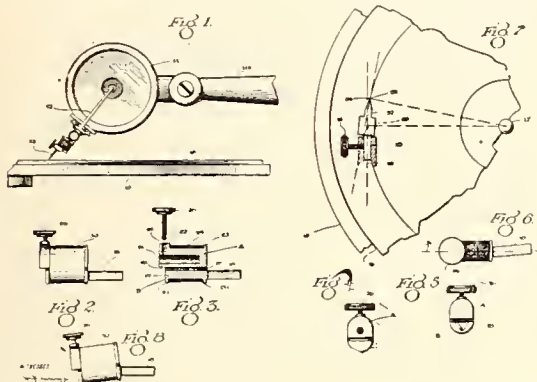
(My commission expires March 30, 1924.)



# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—**Sound-modifying Device for Phonographs.** James R. Parrish, Nashville, Tenn. Patent No. 1,406,069.

This invention relates to a sound-modifying device for phonographs and the object of the invention is to provide a device of the above character which may be easily and expeditiously attached to the needle holder of a phonograph without changing the construction thereof, and when attached adapted to soften and lower the



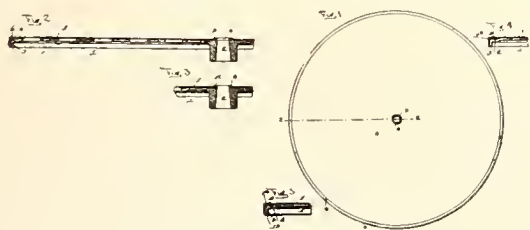
volume of sound waves produced by the phonograph.

Figure 1 is a detail elevation of a phonograph diaphragm casing and associated parts and illustrating the invention when applied to the needle holder; Fig. 2 is a side elevation of the device; Fig. 3 is a longitudinal transverse section of the same; Fig. 4 is a lower end view of the same; Fig. 5 is an upper end view of the same; Fig. 6 is an upper face view of the same, and particularly illustrating the angular disposal of the stem for connecting the attachment to the needle holder of a phonograph; Fig. 7 is a plan view illustrating the disposal of the device when held by the needle holder of a phonograph, and Fig. 8 is a view similar to Fig. 6, but showing a different angular disposal of the stem.

**Turntable for Talking Machine.** Anthony Vasselli, Newark, N. J., assignor to the Harriman National Bank of New York. Patent No. 1,409,432.

The objects of the invention are to prevent the unraveling of the edges of a disc of textile fabric, such as velvet, plush or the like, to provide means for securing a pad to a turntable to prevent relative movement of the pad and turntable, to provide means for protecting the covering or pad of a turntable, to provide a pad which will not become disarranged and improve the appearance of a turntable provided with fabric covering.

The invention contemplates the provision of means for supporting and retaining the pad in its proper position on the turntable to protect



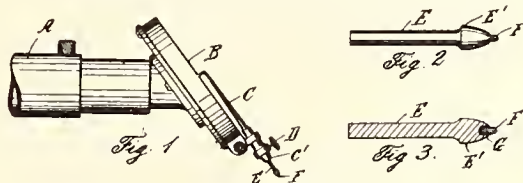
the fabric from injury and to effectively prevent unraveling of the fabric.

A further object is the provision of means of the character described, which are extremely simple in construction, neat and attractive in appearance, thoroughly reliable and efficient in its purpose and inexpensive to manufacture.

Figure 1 is a top plan view of a talking machine turntable provided with the invention; Fig. 2 is a sectional view on an enlarged scale, said section being taken on the line 2—2 of Fig. 1; Fig. 3 is a detail view of a modification, and Figs. 4 and 5 are detail sectional views of additional modifications.

**Talking Machine Needle or Stylus.** Eugene A. Widemann, Brooklyn, N. Y., assignor to Pathé Frères Phonograph Co., same place. Patent No. 1,409,630.

This invention relates to a talking machine stylus and has for its object to provide a stylus which will avoid the defects inherent in the results obtained by the customary metal needles, particularly the scratchy, metallic sounds and the unpleasant mingling of blaring noises produced by the ordinary needles. To accomplish the im-



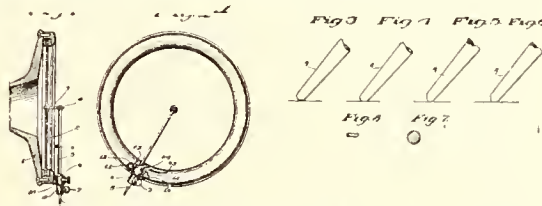
proved results of the invention the talking machine stylus of a non-metallic elastic material is made, such as lignum-vitæ or boxwood or various equivalent substances.

Figure 1 is a side elevation of a talking machine reproducer fitted with the improved needle; Fig. 2 is a side view of such needle, and Fig. 3 is a longitudinal section of the needle.

**Sound Reproducer.** Fred Petmecky, Austin, Tex. Patent No. 1,410,115.

This invention relates to improvements in sound reproducers, an object of the invention being to provide an improved construction of stylus bar and mounting therefor which permits a turning or rotary adjustment of the stylus bar so that the sound or tone can be varied and also permits the sharpening of the stylus or needle.

In the accompanying drawings Figure 1 is a view in longitudinal section illustrating the improved sound reproducer; Fig. 2 is a view in

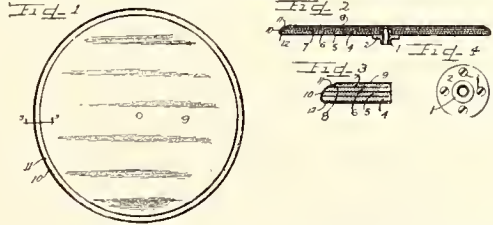


elevation of Fig. 1; Figs. 3, 4, 5 and 6 are enlarged views illustrating the manner of sharpening the stylus or needle when employed in connection with the improved reproducer; Fig. 7 is a view in transverse section on the line 7—7 of Fig. 3; Fig. 8 is an enlarged view in transverse section on the line 8—8 of Fig. 1.

**Phonograph Turntable.** Frank W. Williams, Chicago, Ill. Patent No. 1,410,234.

This invention relates more particularly to an improved type of phonograph turntable wherein a one-piece metal retaining ring is spun into place around a laminated disk, for holding a layer of felt in place to provide a frictional surface upon which a disk record may be placed.

In the drawings Figure 1 is a top plan view of a turntable embodying the principles of this invention; Fig. 2 is a transverse section thereof; Fig. 3 is an enlarged fragmentary detail section

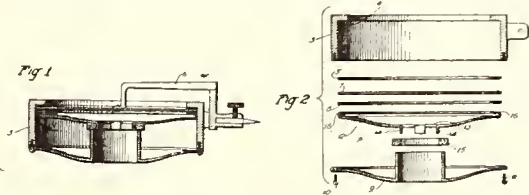


taken on line 3—3, of Fig. 1; Fig. 4 is an enlarged bottom plan view of the turntable supporting bushing. As shown in the drawings.

**Sound Box.** Harold Y. Prendergast, Brooklyn, N. Y. Patent No. 1,410,505.

The invention is directed to providing a means for holding the diaphragm in place with such means comprehending a resilient element which bears upon the diaphragm or upon a gasket overlying the diaphragm and is placed under tension in the assemblage of the box parts to exert a resilient holding effect upon the diaphragm edge. The holding member operates as a sounding board and through its peculiar construction is spaced throughout its full sounding area from the diaphragm.

The object of the present invention is to provide a sound box which entirely eliminates the necessity of resilient gaskets, as means whereby pressure may be exerted upon the diaphragm to hold it in place, this being accomplished in accordance with the present invention, through the agency of a resilient sounding board or partition. A shoulder is preferably formed on the interior of the sound box and against this shoulder operates a gasket which need not necessarily be resilient. The diaphragm rests against this gasket and the second gasket operates against the opposite side of the diaphragm. Against the second-mentioned gasket the outer periphery of the sounding board or partition engages. A cover closes one side of the sound box and is adapted to press against the central portion of the sounding board and places the same under tension, whereby said sounding board is maintained at all times under more or less tension and serves to tightly hold the diaphragm in position, so that the resiliency of the gaskets



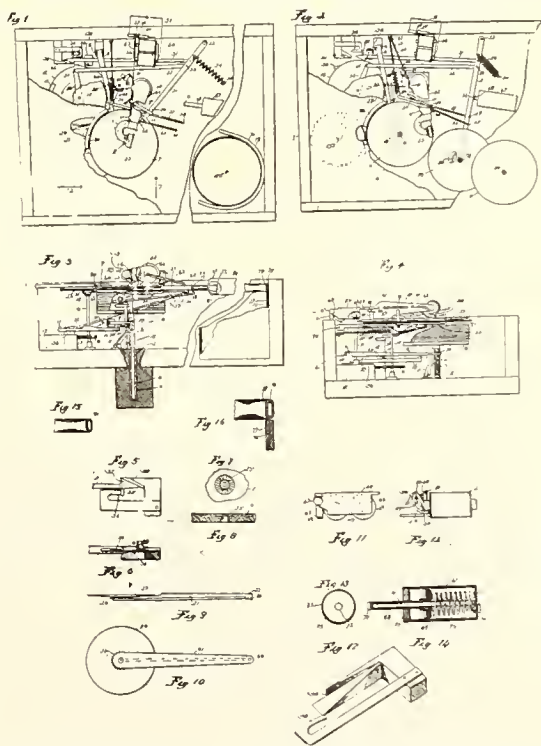
is not depended upon for this purpose. By this arrangement a simple, economical and highly efficient sound box results which is automatically maintained in operation, high efficiency, and does not require the tension hereinbefore referred to as necessitated by the prior constructions.

Figure 1 is a central section of a sound box embodying the present invention; and Fig. 2 is a central section of the parts shown in Fig. 1, dismantled or separated from one another.

**Disk-Placing Mechanism for Talking Machines.** Charles B. Coe, Merchantville, N. J. Patent No. 1,410,734.

This invention has for its object to provide means for automatically bringing a series of record disks one after the other in position to be played and removing the same one by one after they have been played. A further object is to provide for the depositing of said disks in a receptacle as they are removed from the playing position.

A still further object is to provide means for bringing the needle of the sound box into proper



position upon the record to be played, and elevate said needle therefrom after it has been played and prior to this record being displaced for the succeeding one.

(Continued on page 166)



PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

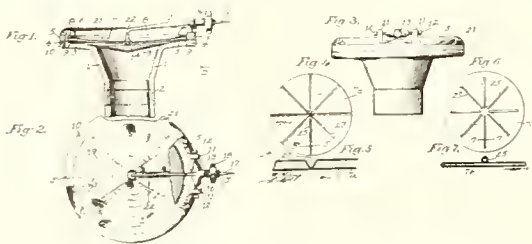
Figure 1 is a plan view of talking machine having the improvements applied thereto, portions of the device being broken away to more clearly illustrate the operating parts thereof, the mechanism being in the position assumed at or near the end of the playing of the top record; Fig. 2 is a view similar to Fig. 1 showing the position of the parts when the record is being discharged; Fig. 3 is a side elevation partly in section and partly broken away looking in the direction of the arrow in Fig. 1, the side casing being removed; Fig. 4 is an end elevation looking in the direction of the arrow 2, Fig. 1 partly in section and partly broken away, the end of the casing being removed; Fig. 5 is an enlarged, detail plan view of the locking and retrieving mechanism; Fig. 6 is an elevation of Fig. 5; Fig. 7 is an enlarged bottom plan of the center portion of one of the record disks showing the corrugations for transmitting rotation to the disks; Fig. 8 is a section of Fig. 7; Fig. 9 is a side elevation of the disk supporting arm and the turntable carried thereon; Fig. 10 is a bottom plan view of Fig. 9; Fig. 11 is an enlarged end view of the magnet and its armature for actuating the needle lifting and releasing the disk removing mechanism; Fig. 12 is a side elevation of Fig. 11; Fig. 13 is an enlarged end view of the cushioning mechanism; Fig. 14, is a central section of Fig. 13; Fig. 15 is an enlarged section of the pneumatic cushion for centering the record disks; Fig. 16 is a section of the pneumatic cushion for resting the movement of the disks when discharged; Fig. 17 is a perspective view of the double face cam and the associated spring rest.

**Reproducer for Phonographs.** William Edwards Hunt, Silver City, New Mexico. Patent No. 1,410,679.

An object of this invention is to provide a reproducer by means of which a perfectly clear, distinct, loud and natural tone is secured, and in which the so-called mechanical noises and the nasal twang are eliminated.

Other objects are to provide a device in which the lapping of sounds caused by echoes is obviated, and in which the loudness of sound is increased; to provide a novel form of diaphragm which is divided into sections in such a manner as to insure clear, loud, and natural tones. Also to provide a novel means for holding the needle in the stylus bar.

In the accompanying drawings Figure 1 is a section through the reproducer; Fig. 2 is a face view thereof, a portion being broken away; Fig. 3 is a section along the line 3—3 of Fig. 1, looking in the direction of the arrows; Fig. 4 is a face



view of a modified form of the diaphragm; Fig. 5 is an enlarged section along the line 5—5 of Fig. 4; Fig. 6 is a face view of another modified form of the diaphragm, and Fig. 7 is an enlarged sectional view along the line 7—7 of Fig. 6.

**Cover Support.** Charles H. Hutton, Bay Shore, N. Y. Patent No. 1,410,571.

This invention relates to cover supports and has for its object the production of a simple and efficient support especially adapted to be used upon graphophones, talking machines and other devices of similar character; another object is the production of a simple and efficient cover support which will automatically co-operate with the cover so as to support the same in a raised position and which may be also easily released, for permitting the cover to drop to a closed position.

In the drawings Figure 1 is a side elevation of a portion of a talking machine showing the cover raised to an open position, in full lines, the closed position being shown in dotted lines;

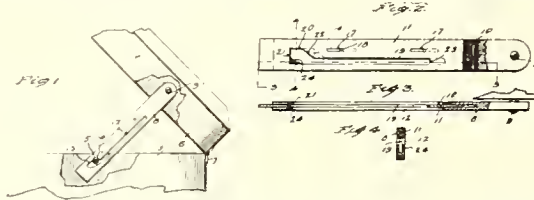
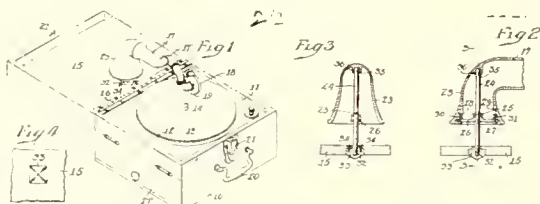


Fig. 2 is a side elevation partly in section of the cover support; Fig. 3 is a section taken on line 3—3 of Fig. 2, and Fig. 4 is a section taken on line 4—4 of Fig. 2.

**Sound Transmitting Apparatus.** Generoso Di Giacomo and Louis Melchiorri, Philadelphia, Pa. Patent No. 1,410,897.

The principal object of this invention is to provide a portable type of talking machine provided with a boxed lid hinged to the body of the machine so that when in an open position said lid is on a horizontal plane with the top thereof, of an improved sound transmitting apparatus, adjustably positioned on said lid, whereby the tone reproduction is taken directly from the needle, amplified through the single medium of the tone or sound arm as the sound passes through the tapering turns and out a bell-shaped terminus thereof, striking against the surface of said lid which lid thereby acts as a resounding chamber transmitting the sound vibrations to the open air; reproducing the original sound with accuracy and preserving the clearness of the modulated solo tones and the virile harmony of the chorus or the orchestra.

Figure 1 is a perspective view of the talking machine in playing position; Fig. 2 is a vertical sectional view of the tone arm employed; Fig. 3 is a transverse sectional view on the line 3—3

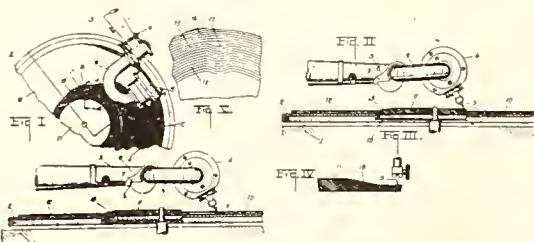


of Fig. 2, and Fig. 4 is a top plan view of the pyramidal cover for the cup on the lid of said machine in which the spindle of the tone arm rests.

**Phonograph Record.** John H. Adams, Kalamazoo, Mich. Patent No. 1,411,551.

This invention relates to improvements in phonograph records. Various attempts have been made to provide means for automatically disengaging the stylus from the record and, among other means, records have been provided with projections adapted to raise the sound box and a catch is provided for holding the sound box in elevated or raised position.

The main object of this invention is to pro-



vide a disk record having means for elevating the sound box at the end of the record which does not detract from the appearance of the record, does not prevent the records being stacked one upon another and, further, records

having these advantages which are economical to produce and durable in that there are no projecting parts to be broken off in handling.

Figure 1 is a detail plan view of the tone arm, sound box and turntable of a phonograph, with one of the improved records upon the turntable; Fig. 2 is a detail broken section on a line corresponding to the broken line 2—2 of Fig. 1; Fig. 3 is a detail broken section corresponding to Fig. 2, showing the sound box in its elevated position; Fig. 4 is an enlarged fragmentary section on a line corresponding to line 4—4 of Fig. 1; Fig. 5 is an enlarged fragmentary view of the record.

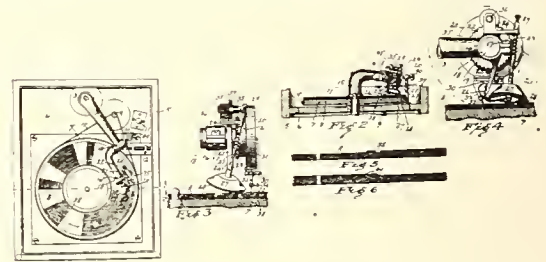
**Phonograph Record-playing Repeater.** Harold E. Thompson, Indianapolis, Ind. Patent No. 1,412,148.

The object of this invention is to provide a device readily applicable to all commercial types of phonograph apparatus and automatically operated from the sound-record disk for lifting the stylus out of contact with the disk after it has played a record, and transferring it to the place of beginning into contact with the disk in order to repeat the reproduction of the sounds recorded upon said sound-record disk.

The object further is to provide this device of such construction and operation that if expedient to specially prepare the record disk the device will function accurately with successive records without any adjustments of the device itself; or, if standard unprepared record disks are used, a simple temporary preparation of the record disks will suffice to effect an accurate adjustment to offset the variation that exists between respective record disks in the distance from the center at which the recorded musical or other selection terminates.

Other objects are to provide such construction of this device that no part will drag on or rub the surface of the record disk and thus tend to mar its perfection of impressed selection, or even the perfection of its polish or glossy finish which might suggest damage to the record disk; also to provide a device that will so operate as not to noticeably retard the rotative speed of the record disk or cause it to slip upon the revolving turntable from which its motion of revolution is derived, or in any way tend to cause stoppage of a weakly-powered phonograph, or the cessation of useful operation due to record slippage.

Figure 1 is a top plan view of a phonograph and cabinet with the invention operatively applied; Fig. 2 is a vertical section on the line 2—2 of Fig. 1; Fig. 3 is a side elevation of the sound



box and its supporting sleeve with the invention applied, the record-disk and turntable being in section with the stylus in the groove of the disk bringing the cone-wheel of the repeater into contact with the disk; Fig. 4 is a view in rear elevation of the sound-box and associated parts shown in Fig. 3; Fig. 5 is a section on a larger scale of part of a sound-record disk embodying the invention in so far as the disk is concerned, and Fig. 6 is a like view of a modified form of disk.

Several new Vocalion agencies have been opened in the Illinois territory, including Vacca & Sons, J. Russo and the Del Principe Music House, all of Chicago, and James Kroupa, of Cicero, Ill.

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Repaired Promptly and Efficiently

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Advance RECORD BULLETINS for June, 1922

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18884 Mammy Lou
Pick Me Up and Lay Me Down in Dear Old Dixieland
18892 Gee! But I Hate to Go Home Alone,
Don't Feel Sorry for Me...
18893 Wake Up, Little Girl, You're Just Dreaming,
It's a Wonderful World After All,
DANCE RECORDS
18881 Cuddle Up Blues
My Honey's Lovin' Arms
18882 Swanee River Moon
Do It Again!
18885 Every Day
Rose of Stamboul
18888 No Use Crying
Teasin'
18889 You Can Have Ev'ry Light on Broadway
18890 California
Who Believed in You?
18891 Some Sunny Day
Rosy Posy
55162 Stabat Mater
45309 Indiana Lullaby
45308 Baby
35715 Slavonic Dance No. 1
Slavonic Dance No. 2
18883 Faust
18886 (1) The Bunny, (2) Pretty Pussy, (3) Little Chickens and Snow Birds, (4) The Squirrel, (5) Gold Fish, (6) Bow-wow-wow
(1) Sing, Bluebird, Sing, (2) The Butterfly, (3) Robin Redbreast, (4) Raindrops, (5) Pussy Willow, (6) The Woodpecker, (7) Jacky Frost
18887 (1) The Wild Wind, (2) The Rainbow, (3) Happy Thought, (4) Now It Is Spring, (5) Twinkle, Twinkle, Little Star, (6) The Dolly
(1) God Loves Me (2) A Christmas Lullaby (3) Evening Prayer, (4) Praise Him, (5) The Child Jesus
RED SEAL RECORDS
66044 The Jasmine Door
66046 Only to Dream You Love Me
66048 Serenade
74743 Echo Song
88658 St. Paul
74749 Lohengrin
66057 Die Tote Stadt
66062 Zaza
74745 Midsummer Night's Dream
66047 Moonrise

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
A3582 Uncle Ned
Little Old Log Cabin in the Lane
80186 Mignon
79885 Ah! So Pure
49901 Nocturne
A6212 "H.M.S. Pinafore"
"The Mikado"
A6214 The Gladiator
Washington Grays
A3581 (a) Opera Reel, (b) Darling Nellie Gray, (c) Ivy Leaf
A3590 Every Day
Rosy Posy
A3586 Teasin'
A3594 On the Alamo
Sing Song Man

- A3595 Do It Again
A6213 Swanee River Moon
A3579 Put and Take
A3592 Oh Sing-A-Lo
A3589 Not Lately
A3587 Waikiki
A3593 Some Sunny Day
A3148 Loo-Loo
A3588 Oogie Oogie Wa Wa
A3584 Those Days Are Over
I Got It, You'll Get It
A3585 Jimmy
A3580 Stars
80139 I'll Sing Thee Songs of Araby
A3583 Baby Dreams
My Wee Little Hut on the Hill

EDISON DISC RE-CREATIONS

- ALREADY RELEASED
Three Specials
50971 Closer
I Want You Back Again
50960 Memories of the South
50962 In the Little Red School House
50961 Happy Days
50963 Pick Me Up and Lay Me Down in Dear Old Dixieland
50964 Do It Again
50966 I'll Dream of You
50967 By the Sapphire Sea
50965 Mo-Na-Lu
50968 The Three Republics Grand March
50969 Dominion of Canada March
I Love Her
80725 Laddie Buck of Mine
The Little Shawl of Blue
50970 Mister Gallagher and Mister Shean
Who Tied the Can on the Old Dog's Tail?
50972 By the Sapphire Sea
50894 There Are Tears in Your Dear, Dear Eyes
50895 Show Me the Way to Your Heart
50896 The County Fair at Pun'kin Center
80704 The Life Insurance Policy
80705 La Capineres
80706 Dormi pure
80707 Put Me in My Little Bed
80707 Heartsease
80703 Impassioned Dream Waltz
82256 O. Day of Rest and Gladness
82257 Le Beau Reve
82257 Nuit d'Etoiles
82257 The Chase
82258 How Fair Art Thou!
82258 Ave Maria
82255 Pilgrim's Song
82255 Gypsy Serenade
Spanish Dance

EDISON BLUE AMBEROL

- JUNE, 1922, BLUE AMBEROLA SUPPLEMENT
4517 Angel Child
4518 Where My Caravan Has Rested
4519 Velma-Capriccio
4520 The "Knocker"

- 4521 Der Rosenkavalier
4522 The Mill by the Sea
4523 Ragtime Echoes
4524 Dreaming of You
4525 Firelight Faces
4526 My Sweet Egyptian Rose
4527 "Ma"
4528 I Need Thee Every Hour
4529 Who Stole the Chickens?
4530 When You Sang "Hush-a-bye Baby"
4531 Lo-la-Lo
4552 Blue Bird
4553 In the Little Red School House
4554 Nola
4555 Memories of the South
4556 Happy Days

AEOLIAN CO.

- OPERATIC SELECTIONS
52033 La Traviata
14321 Lohengrin
STANDARD SELECTIONS
Norwegian Echo Song
48002 Snowy-Breasted Pearl
30153 O sole mio
SACRED SELECTIONS
14309 O'er Waiting Harp Strings of the Mind
POPULAR SELECTIONS
14325 Ship o' Dreams
There's Silver in Your Hair
14326 Oogie Oogie Wa-Wa
Down on Avenue "A"
14320 Rosy Posy
DANCE SELECTIONS
14327 Some Sunny Day
Lovey Dove
14328 Tennessee Moon
You Won't Be Sorry
24026 Serenade
14322 The Boys at the Lough
Humorous of Ennistymon
14323 Wacht am Rhine
Still wie die nacht
HEBREW SELECTIONS
14332 Oy wcl mir zei geben dos yohi
Watch Your Step
14329 Who (Believed in You?)
My Honey's Lovin' Arms
14330 Georgia
High Brown Blues
14331 Every Day
Idola
The following number, which was shipped as an April 15th special and listed in the May Bulletin, should be a May 15th special.
14318 Sing Song Man
California
14333 Mr. Gallagher and Mr. Shean
Lovesick Blues

BRUNSWICK RECORDS

- TWENTY-SIXTH RELEASE
50012 Pagliacci
15023 My Dreams

(Continued on page 168)



ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 167)

- Parted (Weatherly-Tosti)—Tenor, with Orchestra . . . . . Mario Chamlee
- 15024 Soirées de Vienne (Schubert-Liszt)—Pianoforte Solo . . . . . Elly Ney
- Ständchen von Shakespeare (Schubert-Liszt)—Pianoforte Solo . . . . . Elly Ney
- 5126 From the Canebrake (Gardner)—Violin Solo, Pianoforte by Josef Bonime . . . . . Elias Breeskin
- Simple Confession (Simple Aveu) (Thomé)—Violin Solo, Pianoforte by Josef Bonime, Elias Breeskin
- 5127 Roses in June (Bingham-German)—Tenor, with Orchestra . . . . . Theo. Karle
- It Is Only a Tiny Garden (Glanville-Wood)—Tenor, with Orchestra . . . . . Theo. Karle
- 5128 When the Roses Bloom (In the Time of Roses) (Reichardt)—Soprano, with Orchestra, Marie Tiffany
- Nightingale Song (Rockar-Zeller)—Soprano, with Bird Voices and Orchestra . . . . . Marie Tiffany
- 5129 Irish Love Song (Lang)—Contralto, with Orchestra . . . . . Elizabeth Lennox
- I'm A-Longin' fo' You (Fuhrmann-Hathaway)—Contralto, with Orchestra . . . . . Elizabeth Lennox
- 20003 In a Clock Store (Descriptive Fantasia) (Orth)—Concert Orchestra . . . . . Miniature Concert Orchestra
- Warbler's Serenade (Perry)—Concert Orchestra, Miniature Concert Orchestra
- 2257 Song to Hawaii—Hawaiian Waltz, Ferera-Franchini
- Hawaiian Echoes—Hawaiian One-step, Ferera-Franchini
- 2244 Samson and Delilah (Saint-Saëns)—Fox-trot, for Dancing (Adapted by Isham Jones), Isham Jones Orchestra
- Pilgrims Blues (Isham Jones)—Fox-trot, for Dancing . . . . . Isham Jones Orchestra
- 2260 Do It Again (De Sylva-Gershwin)—Fox-trot, for Dancing . . . . . Bennie Krueger's Orchestra
- Teasin' (Carleton-Biese-Walsh)—Fox-trot, for Dancing . . . . . Bennie Krueger's Orchestra
- 2261 Kitten on the Keys (Zez Confrey)—Fox-trot, for Dancing . . . . . Carl Fenton's Orchestra
- Nola (Felix Arndt)—Fox-trot, for Dancing, Carl Fenton's Orchestra
- 2262 Rosy Posy (From "The Blushing Bride") (Wood-Romberg)—Fox-trot, for Dancing, Selvin's Orchestra
- Every Day (Intro.: "Oh Gee! Oh Gosh!" from "For Goodness Sake") (Jackson-Daly)—Fox-trot, for Dancing . . . . . Selvin's Orchestra
- 2255 Stealing (Sullivan)—Soprano, with Orchestra, Dorothy Jardon
- Remember the Rose (Mitchell-Simons)—Soprano, with Orchestra . . . . . Dorothy Jardon
- 2264 I've Got the Wonder-Where-He-Went-and-When-He's-Coming-Back Blues (Little-Lyman), Al Bernard with Carl Fenton's Orchestra
- Who Tied the Can on the Old Dog's Tail? (Fitzpatrick)—Tenor, with Orchestra, Al Bernard with Carl Fenton's Orchestra
- 2265 Oogie Oogie Wa-Wa (Clarke-Leslie-Gottler)—Comedienne, with Orchestra . . . . . Margaret Young
- O-o-o Ernest (Clare-Tobias-Friend)—Comedienne with Orchestra . . . . . Margaret Young
- 2245 By the Sapphire Sea (Ted Snyder)—Fox-trot, for Dancing . . . . . Isham Jones Orchestra
- On the Alamo (Isham Jones)—Fox-trot, for Dancing . . . . . Isham Jones Orchestra
- 2258 Pick Me Up and Lay Me Down in Dear Old Dixie and (Kalmar-Ruby)—Fox-trot, for Dancing . . . . . Bennie Krueger's Orchestra
- Little Tin Soldier (From "Pins and Needles") (MacBoyle-Hanley)—Fox-trot, for Dancing, Bennie Krueger's Orchestra
- 2259 Georgia (Johnson-Donaldson)—Fox-trot, for Dancing . . . . . Carl Fenton's Orchestra
- Black-Eyed Blues (Jackson-Kendall)—Fox-trot, for Dancing . . . . . Carl Fenton's Orchestra

OKEH RECORDS

FONOTIPIA RECORDS

- These records were recorded in Europe and are pressed in the United States, under a special license from the Societa Italiana Di Fonotipia of Milan, Italy, by the General Phonograph Corp.
- 73001 Barber of Seville—Voi dovreste travestirvi (You Must Disguise Yourself) (Rossini)—(Tenor-Baritone Duet, with Orch. (in Italian), Alessandro Bonci-Ferruccio Corradetti 10 3/4
- 73002 Barber of Seville—Numero quindici Corradetti 10 3/4 (Rossini)—Tenor-Baritone Duet, with Orch. (in Italian), Alessandro Bonci-Ferruccio Corradetti 10 3/4

ODEON RECORDS

- 50102 Parla—Waltz (Arditi)—Soprano, with Orch. (in Italian) . . . . . Frieda Hempel
- Recorded in Europe by the International Talking Machine Co.
- 72901 Carmen—Hier an dem Herzen treu geborgen (Flower Song) (Bizet)—Tenor, with Orch. (in German) . . . . . Alfred Piccaver 10 3/4
- Recorded in Europe by the International Talking Machine Co.
- 52002 Trovatore—Dass nur fuer mich dein Herz erhebt (The Vows We Plighted) (Verdi)—Tenor, with Orch. (in German) . . . . . Leo Slezak
- Recorded in Europe by the International Talking Machine Co.
- 3011 Hungarian Rhapsody No. 1 (Fr. Liszt)—Band, European Concert Band 12
- Toreador et Andalouse (Ruhinstein)—Band, European Concert Band 12
- 3012 Rosamunde Overture, Part 1 (Schubert)—Band, European Concert Band 12
- Rosamunde Overture, Part 2 (Schubert)—Band, European Concert Band 12

DANCE RECORDS

- 4566 On the 'Gin, 'Gin, 'Ginny Shore (Walter Donaldson)—Fox-trot . . . . . Markels' Orchestra
- Old-fashioned Girl (in a Gingham Gown) (Al Jolson)—Fox-trot . . . . . Markels' Orchestra
- 4567 Wana (When I Wana, You No Wana) (Cliff Friend)—Fox-trot . . . . . Glantz and His Orch.
- Never Mind (Louis Breau-Nat Sanders)—Fox-trot . . . . . Glantz and His Orch.
- 4568 Lonesome Hours (Cliff Friend)—Fox-trot, Erdody and His Famous Orch. 10
- Broken Toy (Grank Magine-Leon Flatow)—Fox-trot . . . . . Erdody and His Famous Orch. 10
- 4569 By the Sapphire Sea (Ted Snyder)—Fox-trot, Markels' Orch. 10
- Aloha (Sunset Land) (Ioane Kawelo)—Fox-trot, Hawaiian Guitar Effect by Virginia Burt, Rega Dance Orch. 10
- 4571 Madagascar (Chris. Smith-Robert W. Ricketts)—Fox-trot . . . . . Rega Dance Orch. 10
- Crazy Joe (Harry Reiser)—Fox-trot, Harry Reiser, Banjo Solist 10
- (Accompanied by his Instrumental Quartet)
- 4572 I've Got the Wonder Where He Went and When He's Coming Back Blues (Geo. A. Little-Tommy Lyman)—Fox-trot, Glantz and His Orchestra 10
- In Bluebird Land (W. R. Williams-Albert E. Short)—Fox-trot . . . . . Glantz and His Orch. 10
- 4573 I'm So Unlucky 13 (Larry Briers-Joe Samuels)

- Fox-trot . . . . . Joseph Samuels' Jazz Band 10
- Dying With the Blues (F. H. Henderson, Jr.—W. Astor Morgan)—Fox-trot, Tampa Blue Jazz Band 10
- 4574 Don't Forget (Lou Herscher-Joe Burke)—Fox-trot, The Original Six (George Kelly, Director) 10
- Eyes (Until You Looked at Me) (Art Walsh-Vic Young)—Fox-trot, The Original Six (George Kelly, Director) 10
- 4579 Rosy Posy (From "The Blushing Bride") (Sigmund Romberg)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Nola (Felix Arndt, Adapted by Vincent Lopez)—Fox-trot—Piano Solo by Vincent Lopez, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4580 Georgia (Walter Donaldson)—Fox-trot, Rega Dance Orch. 10
- Lonesome Mamma Blues (Billie Brown)—Fox-trot . . . . . Markels' Orch. 10
- 4581 Hawaiian Sighs (Rita Stone Day)—Waltz—Hawaiian Guitar Imitation by Virginia Burt—Incidental Whistling by Sihyl Sanderson Fagan, . . . . . Blue Diamond Dance Orch. 10
- Lonesome Lips (Margie Kelly)—Fox-trot—Bird Effects by Sibyl Sanderson Fagan, Blue Diamond Dance Orch. 10
- 4582 Valse Bohemienne (Humoresque) (Dvorak)—Waltz . . . . . The Florence Society Dance Orch. 10
- Love's Old Sweet Song (Molloy)—Waltz, The Florence Society Dance Orch. 10

INSTRUMENTAL RECORDS

- 4575 Rio Nights (Fisher Thompson)—Hawaiian Guitar Duet . . . . . Frank Ferera-Anthony Franchini 10
- Hawaiian Rainbow (Jeanne Gravelle-Bob Haring) Hawaiian Guitar Duet With Hawaiian Guitar Effects by Virginia Burt, Frank Ferera-Anthony Franchini 10
- 4585 Herd Girl's Dream (Labitsky) Instrumental, Philharmonic Trio 10
- Memories of Home (Ambrosio)—Instrumental, Philharmonic Trio 10

FOR THE COLORED CATALOG

- 8028 "U" Need Some Loving (Perry Bradford)—Colored Vocal Quartet, Palmetto Jazz Quartet 10
- I Could Learn to Love You (Norfolk Jazz Quartet)—Colored Vocal Quartet, The Norfolk Jazz Quartet 10
- 8029 Nervous Blues (Perry Bradford)—Contralto, with Orch. . . . . Esther Bigeou 10
- The Dance They Call the Georgia Hunch (C. Williams-S. Williams-L. Wade)—Baritone, with Orch. . . . . Clarence Williams 10
- 8030 The Decatur Street Blues (Clarence Williams-T. A. Hammed)—Fox-trot, Mamie Smith's Jazz Hounds 10
- Carolina Blues (Dave Ringle)—Fox-trot, Mamie Smith's Jazz Hounds 10
- 8031 Muscle Shoals Blues (Geo. W. Thomas)—Contralto, with Orch. . . . . Lizzie Miles
- She Walked Right Up and Took My Man Away (Lizzie Miles-Bahe Thompson-Spencer Williams)—Contralto, with Orch. . . . . Lizzie Miles 10

HUMOROUS

- 4584 Mutt and Jeff on Socialism (Frank Kennedy)—Dialogue . . . . . Frank Kennedy-Ernest Hare
- Bringing Up Father With Lloyd George (Frank Kennedy)—Monologue . . . . . Frank Kennedy 10
- 4583 Marche Tartare (Louis Ganne)—Standard Selection, Mecca Temple Shrine Band of New York (Arthur H. Hoffman, Conductor) 10
- Cyrus the Great (K. L. King)—Persian March, Mecca Temple Shrine Band of New York (Arthur H. Hoffman, Conductor) 10

VOCAL RECORDS

- 4565 High Brown Blues (Jack Yellen-Milton Ager)—Contralto, with Orch. . . . . Sophie Tucker 10
- She Knows It (Jack Stern-Clarence J. Marks)—Contralto, with Orch. . . . . Sophie Tucker 10
- 4570 Say It With Music (From "The Music Box Revue") (Irving Berlin)—Contralto-Baritone Duet, with Orch. . . . . Virginia Burt-Elliott Shaw
- Little Grey Sweetheart of Mine (Fred Fisher)—Tenor, with Orch. . . . . Lewis James 10
- 4576 She's Mine, All Mine! (Bert Kalmar-Harry Ruby) Tenor, with Orch. . . . . Billy Jones
- Babbling Brook (Kendis-Brockman)—Contralto-Baritone Duet, with Orch. . . . . Elliott Shaw-Virginia Burt 10
- 4577 I'm a Dog-gone Struttin' Fool (Benny Ryan-Maceo Pinkard)—Contralto, with Orch. . . . . Vaughn de Leath 10
- I've Got the Blues (But I'm Just Too Mean to Cry) (M. Parish-E. Young-II. D. Squires)—Contralto, with Orch. . . . . Vaughn de Leath 10
- 4578 Wabash Blues (Dave Ringie-Fred Meinken)—Popular Blues—Vocal, Mamie Smith and Her Jazz Hounds 10
- Doo Dah Blues (Fred Rose-Eddie White)—Popular Blues—Vocal, Mamie Smith and Her Jazz Hounds 10

GENNETT LATERAL RECORDS

- 4846 Say, Persianna, Say (White)—Oriental Fox-trot . . . . . Lieut. Matt's Orch.
- Swanee River Moon (Clark)—Waltz, Lieut. Matt's Orch. 10
- 4847 Dear Little Shamrock (Cherry)—Tenor with Orch. . . . . Felix O'Day
- The Pretty Girl Milking Her Cow—Tenor with Orch. . . . . Felix O'Day 10
- 4848 Die Greene Kosine (Svartz)—Orch. Acc., Morris Goldstein
- Mein Yugend Freund (Svartz)—Orch. Acc., Morris Goldstein 10
- 4849 Hot a Yid a Weibali (Goldstein)—Orch. Acc., Morris Goldstein
- Nit Di Agude Nor Di Kneidlach (Svartz)—Orch. Acc. . . . . Morris Goldstein 10
- 4850 Boo Hoo Hoo (Link-Aaronson-Lentz-Nelson), "Husk" O'Hare's Super-Orchestra of Chicago
- Tiger Rag (Original Dixieland Jazz Band), "Husk" O'Hare's Super-Orchestra of Chicago 10
- 4851 Tee Pee Blues (Bargy-Lewis-Erdman), Lloyd Barber's Green Mill Orch.
- Wigwam Blues (Gillespie-McPhail), Lloyd Barber's Green Mill Orch. 10
- 4852 Canadian Capers (Chandler-White-Cohen), Lloyd Barber's Green Mill Orch.
- Love Days (Williams-Jones), Lloyd Barber's Green Mill Orch. 10
- 4853 Honeymoon Blues (Gillespie-McPhail), Lloyd Barber's Green Mill Orch.
- Pick Me Up and Lay Me Down in Dear Old Dixieland (Kalmar-Ruby), Lloyd Barber's Green Mill Orch. 10
- 4854 Skater's Waltz—Zither Solo, Unacc., Robert R. Schultz
- The High Riders' March (Rahdfahrer Marsch) (Hauser)—Zither Solo, Unacc., Robert R. Schultz 10
- 4855 I Wonder Blues (Little-Lyman)—Fox-trot, "Chalk" Smith sings the Chorus, Bailey's Lucky Seven
- Pick Me Up and Lay Me Down in Dear Old Dixieland (Kalmar-Ruby)—Fox-trot, "Chalk"

- Smith sings the Chorus . . . . . Bailey's Lucky Seven
- 4856 My Honey's Lovin' Arms (Meyer-Ruby)—Fox-trot . . . . . Ladd's Black Aces
- Satanic Blues (Shields-Christian)—Fox-trot, Ladd's Black Aces 10
- 4857 Poor Little Me (Davis)—Fox-trot, Bailey's Lucky Seven
- Don't Leave Me, Mammy (Conrad-Santly)—Fox-trot . . . . . Bailey's Lucky Seven 10
- 4858 A New Melody to America (Matt)—Acc. Lieut. Lawrence M. Matt and His Orch. . . . . Ernest Hare
- The Lost Chord (Sullivan)—Cornet Solo, Acc. Lieut. Lawrence M. Matt and His Orch., Vincent C. Buono 10
- 4859 Canary Isle (Schwartz)—Fox-trot, Ray Miller and His Orch.
- Georgia (Johnson-Donaldson)—Fox-trot, Ray Miller and His Orch. 10
- 10059 The Swan (Le Cygne) (Saint-Saëns)—Piano, Acc. Thos. Griselle . . . . . Joseph Hollman, 'Cellist
- Gavotte (No. 2) (Popper)—Piano, Acc. Thos. Griselle . . . . . Joseph Hollman, 'Cellist 10
- 10060 Carmen (Prelude) (Bizet)—P. Florida, Conductor . . . . . Gennett Symphony Orch.
- L'Arlesienne (Second Suite) (Bizet) (4th Movement) Farandole—P. Florida, Conductor, Gennett Symphony Orch. 10
- 2600 When My Ships Come Sailing Home (Stewart-Dorel)—Tenor with Orch. . . . . Henry Moeller
- Good-Bye (Whyte-Melville-Tosti)—Tenor with Orch. Acc. . . . . Henry Moeller 10

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- 20723 The Quilting Party and Sailing, Shannon Four 10
- Out on the Deep . . . . . Ernest Hare 10
- 20724 Wonderland of Dreams . . . . . Charles Harrison 10
- Only a Smile . . . . . Charles Harrison 10
- 20725 Erin, You're Wearin' a Wonderful Smile, Charles Hart 10
- At the Irish Jubilee . . . . . Dennis O'Malley 10
- 20726 Moonrise . . . . . William Simmons 10
- The Mill by the Sea . . . . . Lewis James 10

SACRED

- 20727 Softly Now the Light of Day—How Gentle God's Commands . . . . . Cathedral Male Quartet 10
- Love Divine . . . . . Thomas Craig 10

HAWAIIAN

- 20728 Mo-Na-Lu . . . . . Ferera-Franchini 10
- Rio Nights . . . . . Ferera-Franchini 10

NOVELTY

- 20730 The Bird and the Saxophone—Whistling, Margaret McKee 10
- Beyond the Clouds—Whistling, Margaret McKee 10

SPECIAL

- 20741 Mister Gallagher and Mister Shean, Irving and Jack Kaufman 10
- When You and I Were Young Maggie Blues, Irving Kaufman 10
- 20742 Mister Gallagher and Mister Shean—Fox-trot, Nathan Glantz and His Orch. 10
- On the Alamo—Fox-trot, Nathan Glantz and His Orch. 10

POPULAR VOCAL

- 20743 Don't Feel Sorry for Me . . . . . Arthur Fields
- Wake Up, Little Girl, You Are Only Dreaming, Charles Hart-Elliott Shaw 10
- 20744 Kindness . . . . . Elliott Shaw 10
- My Machree's Lullaby . . . . . Crescent Trio 10

DANCE RECORDS

- 20745 Every Day (Intro.: "Oh Gee, Oh Gosh!"), Don Parker Trio 10
- Rosy Posy . . . . . Hotel Biltmore Orch. 10
- 20746 Some Sunny Day . . . . . N. Glantz and His Orch. 10
- Stumbling . . . . . N. Glantz and His Orch. 10
- 20747 Love Dreams . . . . . Lucas Novelty Quartet 10
- Another Waltz . . . . . Terrace Dance Orch. 10
- 20748 Teasin' . . . . . Terrace Dance Orch. 10
- My Honey's Lovin' Arms . . . . . Levy's Trio 10

All of these records may be obtained in both Pathé (sapphire) and Actuelle (needle-cut). The numbers shown are numbers. The Actuelle number is the same as the Pathé but prefixed with a cipher, as 020723.

LATEST PURITAN RECORDS

- 11113 Lo-La-Lo (Smith-Klapholz-Lange)—Fox-trot, Nathan Glantz and His Orch.
- Marie (Hirsch-Motzan-Santly)—Fox-trot, Nathan Glantz and His Orch. 10
- 11114 Old-fashioned Girl (Al Jolson)—Fox-trot, Vincent Lopez and His Pennsylvania Hotel Orch.
- By the Sapphire Sea (Ted Snyder)—Fox-trot, Vincent Lopez and His Pennsylvania Hotel Orch. 10
- 11115 Georgia (Walter Donaldson)—Fox-trot, Frisco Syncopators, Vocal Chorus, Arthur Hall
- Bygones (Kortlander-Alpert)—Fox-trot, California Ramblers 10
- 11116 California (Cliff Friend-Con Conrad)—Fox-trot, California Ramblers
- Pick Me Up and Lay Me Down in Dear Old Dixieland (Kalmar-Ruby)—Fox-trot, Frisco Syncopators, Vocal Chorus, Arthur Hall
- 11117 Little Grey Sweetheart of Mine (Fred Fischer)—Fox-trot . . . . . California Ramblers
- Moon River (Lee David)—Waltz, Frisco Syncopators 10
- 9104 Waltz (From "The Merry Widow") (Franz Lehar)—Waltz . . . . . Metropolitan Symphony Orch.
- On the Beautiful Blue Danube (Strauss)—Waltz, Metropolitan Concert Band 10
- 9105 Song Bird (McKee-Applefield)—Whistling Solo, Orch. Accomp. . . . . Clara Young
- Souvenir (Drda)—Violin Solo, Orch. Accomp., Victor Provinsky 10
- 9106 When You and I Were Young, Maggie (Johnson-Butterfield)—Tenor Solo, Orch. Accomp., Carl Williams
- Forgotten (Wulschner-Cowles)—Tenor Solo, Orch. Accomp. . . . . Carl Williams 10
- 15055 Listen to the Mocking Bird (Winner)—Whistling Solo . . . . . Clara Young
- Waltz (Czerwonky)—Violin Solo, Orch. Accomp., Victor Provinsky 10
- 11118 Carolina Rolling Stone (Parish-Young-Squires)—Duet, Orch. Accomp. . . . . Irving and Jack Kaufman
- Swanee River Moon (H. Pitman-Clark)—Quartet, Orch. Accomp. . . . . Stellar Quartet 10

REGAL RECORD CO.

DANCE

- 9222 Rosy Posy—Fox-trot . . . . . Lanin's Roseland Orch.
- Every Day—Medley Fox-trot . . . . . Knecht's Dance Orch.
- 9223 Some Sunny Day—Fox-trot . . . . . Samuels' Music Masters
- Sunshine Alley—Fox-trot . . . . . Samuels' Music Masters
- 9224 Stumbling—Fox-trot . . . . . Samuels' Music Masters
- Teasin'—Fox-trot . . . . . Lanin's Roseland Orch.

STANDARD

- 9225 Ava Maria—Cello Solo . . . . . Lajos Shuk
- The Swan—Cello Solo . . . . . Lajos Shuk
- 9226 Star-Spangled Banner—Male Quartet, Majestic Quartet
- America—Male Quartet . . . . . Majestic Quartet 10
- 9227 One Sweetly Solemn Thought—Contralto Solo, Edith Roberts
- A Perfect Day—Contralto Solo . . . . . Louise Terrell
- 9228 Salut D'Amour—Instrumental Trio . . . . . Adler Trio
- Melody in F—Instrumental Trio . . . . . Adler Trio 10



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*A Chippendale Console*



*See Pages 22 and 23 inside*

**JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA  
AND BLUE AMBEROL RECORDS**

<b>CALIFORNIA</b> Los Angeles—Edison Phonographs, Ltd. San Francisco—Edison Phonographs, Ltd.	<b>MASSACHUSETTS</b> Boston—Pardee-Ellenberger Co. Iver Johnson Sporting Goods Co. (Amberola only).	<b>NEW JERSEY</b> Orange—The Phonograph Corp. of Manhattan.	<b>TEXAS</b> Dallas—Texas-Oklahoma Phonograph Co.
<b>COLORADO</b> Denver—Denver Dry Goods Co.	<b>MICHIGAN</b> Detroit—Phonograph Co. of Detroit	<b>NEW YORK</b> Alhany—American Phonograph Co. Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).	<b>UTAH</b> Ogden—Proudfit Sporting Goods Co.
<b>GEORGIA</b> Atlanta—Phonographs Inc.	<b>MINNESOTA</b> Minneapolis—Laurence H. Lucker	<b>OHIO</b> Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	<b>VIRGINIA</b> Richmond—The C. B. Haynes Co., Inc.
<b>ILLINOIS</b> Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).	<b>MISSOURI</b> Kansas City—The Phonograph Co. of Kansas City. St. Louis—Silverstone Music Co.	<b>OREGON</b> Portland—Edison Phonographs, Ltd.	<b>WISCONSIN</b> Milwaukee—The Phonograph Co. of Milwaukee.
<b>INDIANA</b> Indianapolis—Kipp Phonograph Co.	<b>MONTANA</b> Helena—Montana Phonograph Co.	<b>PENNSYLVANIA</b> Philadelphia—Girard Phonograph Co. Pittsburgh—Buehn Phonograph Co. Williamsport—W. A. Myers.	<b>CANADA</b> Montreal—R. S. Williams & Sons Co., Ltd. St. John—W. H. Thorne & Co., Ltd. Toronto—R. S. Williams & Sons Co., Ltd. Vancouver—Kent Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd. Babson Bros. (Amberola only).
<b>IOWA</b> Des Moines—Harger & Blish.	<b>NEBRASKA</b> Omaha—Shultz Bros.	<b>RHODE ISLAND</b> Providence—J. A. Foster Co. (Amberola only).	
<b>LOUISIANA</b> New Orleans—Diamond Music Co., Inc.			



# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



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



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



## Distinctive Designs Build Sonora Sales



*Baby Grand*  
\$200



*Imperial*  
\$150

Next to Sonora's matchless tone, its popularity has ever been especially associated with its distinctive upright designs, notably the "bulge" models.

This unique and graceful construction, exclusive to Sonora, laid the very foundations of Sonora success.

The bulge models reflect that quality which is inherent in the Sonora—for it is an expensive construction, requiring carefully selected woods and expert workmanship. It also instantly identifies

***“The Highest Class  
Talking Machine in  
the World”***

Such facts bring sales and customer confidence to the dealer. There is never any question about the life-long service and beautiful tone which the instrument in a Sonora cabinet will deliver. *Sonora bulge models are their own best advertisement.*

Are you interested in a franchise to sell this remarkable instrument?

**SONORA PHONOGRAPH COMPANY, Inc.**

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. MONTAGNES, Toronto



# The Talking Machine World

Vol. 18. No. 6

New York, June 15, 1922

Price Twenty-five Cents

## SCHOOL LECTURES INCREASE SALES

S. L. Schott, Inc., Victor Dealer, of Mt. Vernon, N. Y., Makes Many Sales of Machines Through Lectures to Teachers and Pupils

The opportunities for making talking machine sales to schools, which are so often overlooked by dealers, have proved worthy of considerable effort on the part of S. L. Schott, head of the firm of S. L. Schott, Inc., which recently secured the business of Brodbeck & Co., at 64 South Fourth avenue, Mt. Vernon.

The Victor line is handled exclusively at this establishment and through Mr. Schott, who is a brother-in-law of the Landay brothers, who conduct a chain of retail talking machine stores in New York and New Jersey, is giving a series of lectures to the heads of the music departments of various schools in the territory covered by him, in which the booklets prepared by the Victor Talking Machine Co., entitled "The Victrola in Rural Schools," "The Victrola in Correlation With English and American Literature" and "The Victrola in Music Memory Contests" play an important part. These lectures have already resulted in a number of sales and the prospects of several more in the near future. Mr. Schott has been most successful in this campaign.

## DELAWARE CONCERN INCORPORATES

The Globe Wholesale & Distributing Co., of Wilmington, Del., has been granted a charter of incorporation under the laws of that State to deal in talking machines, with a capital of \$100,000.

## Timely Suggestions on the Value of Selling

IN a recent address before the convention of the Texas Music Merchants' Association in Ft. Worth, William L. Bush, head of the Bush & Gerts Piano Co., one of the largest piano manufacturers and retailers in the country, whose stores also feature talking machines, took occasion to review conditions and make suggestions regarding what should be done to stimulate sales. In his address Mr. Bush paid a tribute to The Talking Machine World that is not only gratifying as showing an appreciation of what this publication is accomplishing for the industry, but is important to those who have not yet learned the real place held by trade publications in their own businesses. In his address Mr. Bush said in part:

"I say to every salesman, 'Read your trade journals,' and secure the benefit of the best advice, experience, intelligence and creative genius of sales people that are all represented in the columns of several of your most reputable publications. In one issue of The Talking Machine World I have read articles of which I will just give you the captions. These were published on April 15 and are only a sample or suggestion of what every salesman and saleslady in the talking machine field may have access to, week after week and month after month, to add to his intelligent and proper conception of the dignity and opportunity represented in the phonograph business. These articles I will enumerate as follows: (1) 'One Dealer Learns His Lesson!' The only comment that I have on this article is that the dealer had advertised 'Buy \$10 worth of records and secure a talking machine for \$1 down.' A woman who read this ad visited the store to find out whether this was a bona fide and dependable advertisement and the proprietor told her it was exactly as advertised, whereupon the woman left the store and returned with \$10 worth of records that she had bought

## CO-OPERATIVE SALES HELP TRADE

Merchants in Various Cities and Towns of Wisconsin Unite in Putting Over Sales

Merchants of Wisconsin, in an effort to put retail sales of 1922 above those of preceding years, are holding co-operative sales days. Fourteen cities of the State have held from one to five co-operative sales since January 1. Music merchants, in common with other retail dealers, are reaping the profits of these events.

It is generally agreed by secretaries of business organizations that a wave of co-operative merchandising is sweeping Wisconsin as it has swept other parts of the country. Not only are merchants in one line of business co-operating for increased sales, but the new development shows that an entire city can put over a tremendous sales event in a co-operative way. Neighborhoods in the larger cities have found that this method of attracting trade has been very effective.

The sales reported that are bringing unusually good results include not only style week programs and dollar day sales, but many novelty stunts such as Sport Day, Made-in-La Crosse Day, Made-in-Fond du Lac Day. In fact, as several secretaries reported, merchants of Wisconsin are ever looking for a good "excuse" for co-operative advertising and co-operative sales weeks.

The game of business takes grit of the first water. It is a real red-blooded, man-size game, and, like most worth-while things in life, it takes courage to succeed.

elsewhere and advised him to send the machine out for \$1 down. He should have advertised 'You must buy \$10 worth of records from us.' Other articles, educational, essential and valuable in character are as follows: (2) 'Some Essential Points in Record Salesmanship,' by Mark W. Duncan. (3) 'A Fair Knowledge of Music Is a Big Factor in the Success of the Retail Record Salesman.' (4) 'Selfishness,' by E. Fraser Carson. (5) 'Creating Sales From the Broadcasting of Records.' (6) 'The Inside History of Increased Record Sales.' (7) 'Little Ideas That Will Make Big Sales,' by Robert Gordon. (8) 'The Value of the Postal Card as a Means of Stimulating Record Sales.' These articles and numerous others appeared in one issue of one paper, and I wonder how many salesmen or salesladies have read any or all of them; that publication I recommend as a source of valuable, useful and dependable information and suggestions. I also believe that where an establishment has a department of sales consisting of two or more members, that it pays to get together to co-operate and to co-ordinate to evolve new sales plans, original ideas, special equipment, attractive displays and one hundred other things that enter into the consideration of an ambitious and successful owner, manager or salesman in the phonograph field."

Mr. Bush's views regarding the value of The Talking Machine World are in line with those of many other prominent executives in the industry who have realized for years the importance of the great fund of trade information and of practical business building ideas and suggestions that are offered each month in the columns of this paper. It is to this practical help that has been so consistently rendered to the industry that The World owes its dominating position in the field in which it exerted a helpful influence for seventeen years.

## NEW FIRM GETS VICTOR AGENCY

North Country Music Co. Opens First Store in Berlin, N. H., With Complete Victor Line—Plans Three Other Stores in Near Future

BERLIN, N. H., June 5.—The first of a chain of music stores to be operated by the North Country Music Co. has been opened here with a complete line of Victor talking machines and records, which were supplied by Cressey & Allen, of Portland, Me., Victor distributors in that terri-



North Country Music Co.'s New Store

tory. The company is planning to open additional establishments in Colebrook and Lancaster, N. H., and Island Pond, Vt. The Victor line will be handled exclusively in all of these stores, and in addition a complete line of pianos and musical instruments will be handled. The officers of the company, which was recently organized, are C. B. Snow, president; George F. Cressey, treasurer and Clinton W. Graffam, secretary.

The Berlin establishment has been handsomely fitted up with the most modern equipment and great care was exercised to create an interior



Front Row, Left to Right: Geo. F. Cressey, Treas.; Miss Ruth Dahl, Clerk; Clinton W. Graffam, Sec'y; C. B. Snow, Pres., and Earl Young, Local Mgr. Back Row, Left to Right: Karl P. Young, Salesman; G. R. Magoon, Gen'l Mgr.

which offers the best opportunities for the display of instruments handled by the concern. The service counters and record demonstration booths have been so arranged that the center of the floor is free. On the right is a large record department, containing a complete line of Victor records. Beyond this on the same side are several glass-enclosed record demonstration booths. The other side of the store is given over to the display of pianos and small musical instruments.

Earl Young is manager of the local establishment, and G. R. Magoon is general manager of the company's stores. Karl P. Young will act in the capacity of salesman and Miss Ruth Dahl, clerk. The store, which was formally opened recently, is located on Main street, opposite the City Hall, an exceptionally fine center.

The man who allows himself to be swerved is not likely to get very far.



# An Almost Untouched Record Selling Field With Millions of Prospective Customers

The secret of increasing business lies not alone in redoubling efforts in accepted and familiar fields, but in discovering and operating in new fields where it is possible to create a fresh demand for a product. It is possible to cite numerous instances where businesses have been stimulated to a tremendous degree through the discovery of new channels of distribution, and it is quite possible that such new fields are awaiting the efforts of the talking machine retailer.

As a matter of fact, the growth of the talking machine business has been due to the discovery of new uses for machines and records. At the outset the talking machine was regarded primarily as a commercial proposition designed to take dictation from business men to be transcribed by typists. Then came the realization that the talking machine was really an entertainment factor and this proved for many years its big field. Later the value of the talking machine for making permanent records of the voices of great artists of the day, and making it possible to bring those voices into the home, for the edification and education of the masses, was largely appreciated. Finally came the development of the use of the talking machine in educational work generally, with the result that machines and record libraries are found in thousands of schools throughout the country.

There is one field, however, that has apparently been neglected or ignored by a majority of talking machine retailers, and that is the field of selling records in foreign music and tongues. It offers possibilities that are quickly realized when the facts are presented properly. Various companies have for years been building up libraries of foreign language records embracing the native music of a score of nations, and with words in the foreign tongues. These foreign record libraries, however, have not received the attention that has been their due probably because the handling of the demand for domestic records provided sufficient occupation and profits for the average retailer.

Those who have gone into the foreign record field earnestly and intensively, however, have been rewarded with excellent results. The possibilities that exist in that field are to be appreciated when it is realized that in a great many cities, and for that matter, a great many districts of the country, from 60 to 75 per cent

of the entire population are foreign-born, or children of foreign-born parents. In both these cases there remains, or has been instilled, a genuine liking and longing for the music of the countries from which the emigrants originally came. This is a condition that exists, and will exist, regardless of any plans of Americanization, for it is simply an exhibition of human nature.

There are many good citizens—men who have been successful in business and private life and who stand high in their communities—who still have some sentiment for the land of their nativity or the homeland of their parents, and to these men the native folk songs and native music have a sufficient appeal to represent a worthwhile asset to the energetic dealer.

Greater New York, perhaps, has the largest foreign-born population of any city in the United States, and yet in this city how few retailers show an appreciation of the possibilities of the foreign record catalog by featuring these records half as prominently as they do the dance records in the new monthly supplements? The population of New York State in 1921 was estimated at 10,525,000, and of that total 2,786,000 were foreign-born whites. In other words, over 25 per cent of the entire population of the Empire State are foreign-born, and it is safe to say that they, with their children, make up between 65 and 75 per cent of the entire population. In any field of selling the ability to offer a product that should appeal logically to such a percentage of people in any one territory would seem to insure success.

There are many mining, manufacturing and farming sections where English is rarely heard among the inhabitants, who have clung to their Old World methods and their Old World language. In the Northwest there are great colonies of Scandinavians and Teutons who, so far as the United States goes, are in them but not of them. In the mining and steel districts there are great colonies of Italians, Slavs and Hungarians. New York has a larger Jewish population to-day than Jerusalem itself had at any time in its history, and the Italian colony in New York City, nearly 375,000, is larger than the total population of a number of the leading Italian cities, including Genoa, Florence and Bologna. In New York City alone also there are nearly 215,000 Irish, over half of the population of the entire city of either Dublin or Belfast.

When some of these figures are studied, and we comprehend that they apply in proportion to Boston, Philadelphia, Cleveland, Detroit and dozens of other cities of the country, particularly east of the Rockies, we begin to realize that it is worth while from a cold commercial standpoint to offer these people something in their native tongue that has already been produced and needs only the selling.

Several of the larger companies have gone into this foreign language record field in a substantial way, advertising and getting out special hangers, supplements and catalogs in foreign languages, and advertising regularly in foreign language newspapers. In several of the cities of the country individual dealers for some years past have been carrying on this work in a more or less limited way, using foreign language newspapers with surprising success.

It is to be understood that the foreign-born elements of the United States have the same purchasing power as the natives, and do their share in purchasing records from the regular monthly supplements. To offer them records in their native tongues, or in the native tongues of their parents, means simply to create an additional demand. There is no more logical field right now for the talking machine dealer, especially in the larger industrial centers and in districts where there are thousands of foreign-born, than to concentrate somewhat on the foreign record catalogs suitable for his particular location. A number of dealers have proven that a mighty fine business can be built up by concentrating on the sale of records of Italian, Jewish or Irish music, etc., and other retailers who may see the light and follow a similar course are certainly not likely to lose out.

A survey of the selections offered in foreign record catalogs will surprise many a music-lover among our native Americans, for numerous selections that are accepted as classics and found in concert and recital programs are considered a part of this foreign record list and so classified.

There is a real field open for the individual who is tired of cultivating the same ground year after year. He does not of necessity have to be a linguist, for the hangers, catalogs and the records do the talking for him, and as payment is in United States money there is no complication in that direction unless it is in the counting.

THE TALKING MACHINE'S HELPMATE



## STRENGTH

NYACCO ALBUMS are exceptionally strong because they consist of fewer parts than any other album on the market. The back of the NYACCO ALBUM is a solid piece of wood and two pockets are made of one sheet of paper. This makes the NYACCO ALBUM the strongest made.

NYACCO trade mark guarantees strength.

Quotations and Prices on Request.

### New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard St.

A. W. CHAMBERLAIN  
New England Factory Representative  
174 Tremont St., Boston, Mass.

CHICAGO  
415-417 S. Jefferson St.



The Only Loose-Leaf Record Album on the Market



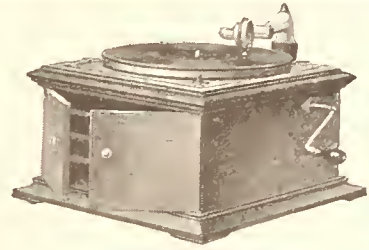
# Victor supremacy is the supremacy of performance

No other instrument compares with the Victrola in any way — musically or commercially. It stands supreme among musical instruments and is the big reason for the success of dealers in Victor products everywhere.

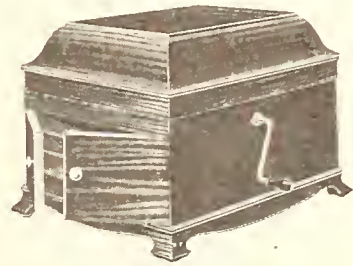
## Victor Wholesalers

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

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



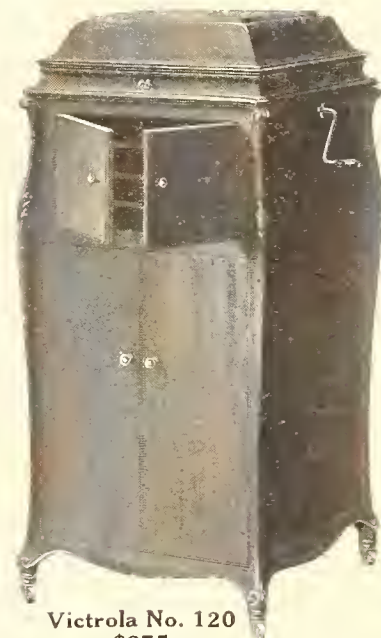
Victrola VI, \$35  
Mahogany or oak



Victrola IX, \$75  
Mahogany or oak



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



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



"HIS MASTER'S VOICE"

# Victrola

REG. U. S. PAT. OFF.

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

**Victor Talking Machine Company**  
Camden, New Jersey



# Dealers With an Eye to Profits Will Take Advantage of Summer Sales Possibilities

The business to be done by the talking machine dealers this Summer will be proportionate to their efforts. To the man who makes little effort at any time of the year the Summer has no special appeal, but to the dealer who is keenly alive to every possible advantage in promoting sales, and augmenting his bank account, the Summer months make a direct appeal with resulting sales of machines and, in a larger measure, the sales of records.

There is not a hotel or boarding house in the country which should be without a talking machine. And if they are fortunate enough to possess talking machines there is no reason why each boarding house and hotel should not have a brand-new assortment of records, and in variety to suit the requirements of every person. The latest dance numbers, the popular hits, and, better than all, the standard classical instrumental and vocal records, should be sold to them. There is nothing to-day that appeals so strongly to the residents of the Summer hotel or boarding house as the talking machine, and there is no excuse for any dealer being asleep to the tremendous opportunities for increased business in this special field of operations.

Then there is the portable machine for the lake, the seashore, the mountain or motor tour in the Summer time. This wonderful little musical instrument should be more greatly in vogue, and will be if dealers only do their share in the development of sales by an intelligent campaign.

Meanwhile every sale of a portable means the sale of one or two dozen records if the dealer

or the salesman has the ability to make sales. Everything depends upon the will—the desire to sell—the desire to win.

In the small towns and villages where it is impossible to get together a band the local dealer can supply the deficiency by giving concerts once a week in the public square or the much discussed "main street." One cannot conceive of a better means of advertising a store than giving

## The Opening of Summer Resorts and Outdoor Sports Provides a Valuable Source of Increased Revenue

a concert on a moonlight night to which the citizens are invited, and if it is in a section where there are many Summer residents and boarders it is an excellent means of advertising the product of the store and the enterprise of the dealer.

During the Summer the farmers must not be overlooked. Watch for the picnics of the Grange—the farmers' association. Be sure that every Grange clubhouse or headquarters has a

talking machine and keep after the secretary or manager to the end that it is used and that new records are frequently purchased.

Last year the Staylor Music Co. made a tremendous hit when the farmers of Huntington County, Pa., staged their annual picnic. It arranged an exhibit and concert right in the heart of the woods and added not only to the enjoyment of the picnic, but closed some very good sales. This is the kind of effort that pays.

In these days the dealer must be up and doing. He cannot stay in his store and expect trade to come his way. He must seek it and he must seek it on the basis of the quid pro quo—he must co-operate with others, win their good will, and in this way sell his product, his personality and his establishment.

Meanwhile it does not matter where the dealer is located, whether in the city or country town, he can find plenty of opportunities of speeding up business in the Summertime if he only has the desire to take advantage of them. It means, of course, some thought, and, what is still more necessary, action, to accomplish results. The dealer must realize that the prize goes only to the man who wins the race—to the one who is best fitted to stand the strain. It is not the time for the theorist, but for the man of action. The latter is the type that will be able to increase trade in the Summertime—in fact, any time.

The Concerto Lamp & Radio Corp., of New York, has been chartered under New York State laws to engage in the talking machine business. The concern has a capital of \$250,000.

# Jewel

-tone arm & reproducer

## FEATURES

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS  
ALL  
RECORDS

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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

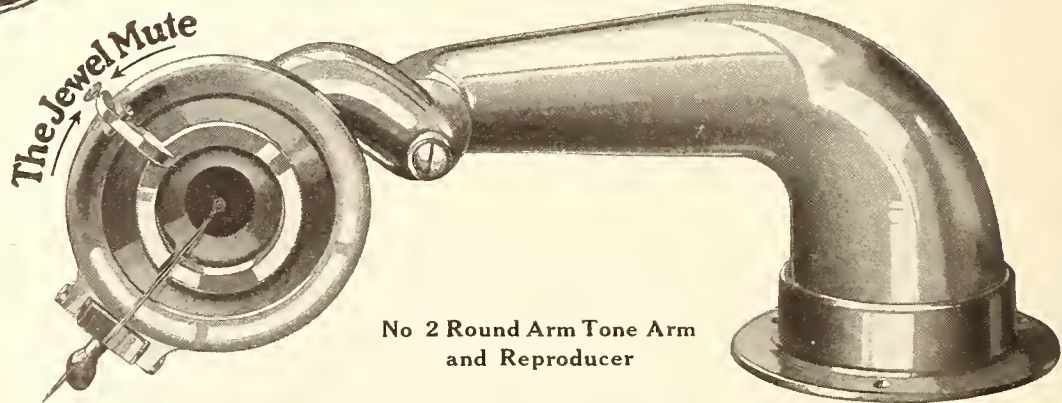
**NOM-Y-KA**  
diaphragm.

## THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



No 2 Round Arm Tone Arm  
and Reproducer

# JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.



# Victor supremacy is the supremacy of performance



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak

Right here and now you have the advantage of the experience and knowledge gained through a quarter-century devoted solely to the sound-reproducing art. This is a consideration of vital importance to every dealer in Victor products.



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



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



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



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



"HIS MASTER'S VOICE"

# Victrola

REG. U.S. PAT. OFF.

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

**Victor Talking Machine Company**  
Camden, New Jersey





(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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**NEW YORK, JUNE 15, 1922**

**LIVE TRADE PROMOTION CAMPAIGN NEEDED**

**C**ONFIDENCE and courage were never so necessary in the talking machine industry as to-day. Although we have long since passed the reconstruction period following the war and are marching onward to new and greater business achievements, there is a broadcasting of pessimism among a great many jobbers and retailers regarding the present and future of the industry that is incomprehensible and inexcusable.

Those who have been courting this mental viewpoint excuse themselves on the ground of expediency and conservative action. But isn't it a misnomer to describe it as conservative? Shouldn't it rather be termed evasive? The man who cannot fight when hard pressed should not be a soldier; the same applies to the business man. In the commercial field things cannot always move smoothly, and, as in life itself, financial ups and downs must be met in an intelligent and masterful way.

In the talking machine field, for the past twelve months especially, trade has been uneven. For a while complaints were made regarding machine sales which have now changed for the better. More recently we hear complaints regarding the slowing up in the demand for records.

Those who have given the business situation careful consideration will observe that the concerns that have formulated a definite policy in going after trade—in making unusual efforts to win public notice for their products and in forcing the sales issue, so to speak—are not complaining. They are devoting all of their time and efforts to getting more business. The executives, and every man in the employ of these concerns, have been not only thinking out plans that will advance their business—they have put them into practice and they have been getting results.

In normal times trade, after all, is just as we make it.

For a while in this country we had an abnormal retail demand. It was not necessary to go after trade. It came unsolicited. Things are now back to "befo' the war", and the old ways of getting on the job and commandeering business must be observed. Knocking one's head against a stone wall, or emulating a famous bird by putting one's head in the sand, gets us nowhere. There must be constructive action—the public must be educated to the importance and essentiality of the talking machine in the home.

No other instrument in the musical world has behind it such

claims for popular appreciation. But this renewal of recognition from the public will not come voluntarily. It must be forced. It must be won by a great, vigorous campaign of advertising and persistent sales promotion.

Ways and means are a matter for the individual manufacturer, jobber, or dealer. But one thing is sure—some definite, stimulative action must be inaugurated to win for talking machines and records a larger national recognition.

In order to arouse the public there must be faith, courage and confidence among those making, distributing and selling these products. As Saint Paul said "Faith without good works is dead," so it is that mere faith will not be sufficient. There must be the "good works" of intelligent trade building that will bring results.

Members of the talking machine trade should stop wearing "blue" glasses so as to enable them to see the bright, clear light of a greater industry and a greater business ahead. It is not a time to be fearful of calamity because there exists keen competition, actual or imaginary. Strong men court competition. If they have faith in their own product and its possibilities in the musical and educational fields they will win out, and when they enter the real battle for trade they are bound to come out of it the victors. It is time for the talking machine men to go into the highways and byways and proclaim the faith that is in them.

**SEEKING NEW FIELDS FOR RECORD SALES**

**T**ALKING machine retailers in various sections of the country during the past few months have had the unusual experience of finding numerous records, even from the current lists, piling up on the shelves and have been under the necessity of devising ways and means of moving those records instead of waiting for customers to come in and make their selection.

Many dealers, realizing the situation, immediately set about putting forth real selling effort, with the result that they have maintained their record business on a basis that compares favorably with that of last year. Others have not been so energetic and have suffered accordingly.

An interesting development of the situation has been the tendency on the part of live retailers to seek new fields for record sales, and to adopt new methods for moving stock that ordinarily is rather inactive. One of these fields that has been given a larger measure of recognition lately by both manufacturers and dealers is that devoted to the sale of foreign records, or at least records of the native music of foreign countries and in languages other than English.

The success that has been met with by dealers in this field has, in a number of cases, been most impressive, particularly where foreign record posters have been properly displayed, catalogs distributed widely and advertising campaigns carried on in foreign language newspapers. When it is realized that in many sections of the country 25 per cent of the population is foreign-born, and that 75 per cent of the total population of a number of industrial centers is foreign-born or children of foreign-born parents, the number of possible customers for foreign records is realized.

Business authorities agree that a return to normal conditions depends largely upon the discovery and utilization of new fields of distribution as a means of stimulating production. So far as the talking machine dealer is concerned, the foreign record field represents one of these opportunities. But there are others!

**HOW MUSIC MEMORY CONTESTS HELP TRADE**

**M**USICAL taste in America has made tremendous strides during the past few years, and in this connection the Music Memory Contest has been a factor of great moment, particularly in interesting school children in music and making them familiar with the standard compositions and the great composers. It has advanced to a point where all interested in the development and a wider knowledge of music recognize that it is an ideal method for getting talking machine records into the home and an effective means of moving stocks of standard records that might otherwise prove shelf-warmers for a considerable period.

It has been proved conclusively in numerous instances that both talking machine records and perforated music rolls are indispensable to the successful conduct of a Music Memory Contest, and in cases, particularly in the larger cities, where many thousands of children have been enlisted in such a move, the actual sales have run into considerable figures without in any way curtailing the cumulative



effect of the advertising that is realized for the talking machine business through the contest itself.

The talking machine companies have given full and generous recognition to the possibilities of the Music Memory Contest and have encouraged dealers to aid it in every way possible. They have issued booklets containing suggestions regarding the conduct of the contests, together with lists of records most suitable for use in connection therewith, and those dealers who have taken full advantage of the opportunities presented through the Music Memory Contest have naturally profited from their co-operation and enterprise.

Everybody interested in this campaign for the development of musical knowledge has recognized the great service contributed by C. M. Tremaine, Director of the National Bureau for the Advancement of Music, who originated this plan. It is hard to conceive of a more effective means of bringing the works of the great composers to the attention of the general public, or acquainting them with the value and beauty of the records of these great artists, than can be accomplished through the Music Memory Contests. It stimulates a desire among the young people to get acquainted with the great masters of music, resulting in a wider appreciation of the best in music. It serves to wean the public away from the idea that music by noted composers is of necessity heavy and uninteresting or difficult to understand and appreciate.

Through the Music Memory Contest there can be no question but that the children now growing up will, as men and women, have a wider knowledge of music, thanks to the wonderful possibilities of the talking machine record, than those of the present generation. The talking machine has brought joy and pleasure into thousands of homes, and the contest idea is a systematic educational plan that makes them acquainted with the composers and the character of the music on the record. This is certainly progress of the right kind.

**DEVELOPING TRADE IN THE SUMMER MONTHS**

THE approach of the Summer season has been made evident by the forehanded efforts of a number of retailers to line up opportunities for the sale of portable machines and small table models to those who spend their vacations, or perhaps the full Summer season, in camps or bungalows. Already we begin to see in a number of

newspapers special announcements regarding the recognized value of the talking machine in adding to the pleasures of the Summer vacation season, and the publicity started thus early and carried on consistently is bound to get results.

The real value of the special Summer business lies not alone in the business realized on the sale of small machines and portable models, but in the possibility for selling larger and more expensive machines to the same people in the Fall or Winter for use in their permanent homes. The real reason for the small machine, in fact, is to acquaint the customer with the possibilities of the talking machine and to encourage him to secure a larger model in order to get the best results from a steadily growing library of records. And the idea is not based on theory, but has worked out successfully in practice.

**THE VALUE OF ASSOCIATION ACTIVITIES**

WITHIN the past few weeks there have been held a number of trade conventions, national or local in scope, which have warranted the attention and attendance of members of the talking machine industry, and it is quite likely that there will come as a result of these meetings a new stimulus to machine and record selling.

There is no question regarding the definite value of association activities in helping business. There are those, it is true, who fail to see any real benefit to the individual from much of the association work, but if little of practical value came out of the sessions themselves the fact that retailers in the same line of business have a chance to get together and talk over their problems reverts to the advantage of all.

There has been a noticeable improvement in convention programs during the past year or two, due probably to changing conditions. The addresses and discussions have been carefully selected with a view to giving to the convention delegate something practical and usable rather than simply theoretical. This new tendency adds weight to association work, whether the body be local or national.

At the present time there are enough associations of wholesale and retail talking machine men actually functioning and holding meetings at regular intervals to give to a fair proportion of the dealers of the country the benefit of business intercourse, but more such bodies are needed.

**WARNING  
HALL FIBRE NEEDLES**

Are Patented—U. S. Letters Patent—870723  
and are therefore the ONLY fibre needles  
licensed for sale in the  
UNITED STATES

In order to protect our jobbers and dealers  
we will prosecute any infringement of our  
patents.



PACKED IN THIS VERY ATTRACTIVE FOUR-COLORED COUNTER DISPLAY. COMBINATION CARTON } 25 PKGS. NO. 1—100 to Pkg.  
75 PKGS. NO. 5—50 to Pkg.

CARTON NO. 1— 50 PACKAGES—100 to Pkg.  
CARTON NO. 5—100 PACKAGES— 50 to Pkg.

**HALL MANUFACTURING CO.**

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.



# The Records Used in the Demonstration of a Machine Should Be Carefully Selected

The talking machine is essentially a musical instrument, and, as such, one of the fundamental necessities in this class of merchandising is to impress on the mind of the prospective purchaser the value of the instrument handled as a source of musical entertainment. Mechanical details and perfection of finish, while of importance, should be merely an appendage to the sales talk instead of the feature of it. People buy a talking machine for one purpose, and one purpose only, and that is to furnish musical entertainment. When the prospect has been convinced that the line shown is the one best suited for the purpose of supplying the musical entertainment he likes best the task of closing the sale has been much simplified. As a matter of fact, the prospect will be so anxious to secure that particular type of machine that he will practically sell himself.

Granted that the talking machine should be sold as a musical instrument, it naturally follows then that the records, which actually furnish the music reproduced by the instrument, play an important part in the making of a sale. Therefore, in addition to a thorough demonstration of the reproducing qualities of the instrument, the salesman should stress the fact that the records handled by him and played on the machines are of wide variety, by the best and most famous artists and can be secured in all classes of music, the classics, popular, etc.

The foregoing paragraph naturally leads to the analyzation of the customer's desires in music. In most communities there are two or more talking machine establishments, and the merchant must be exceedingly careful to hold a customer once he enters the store. The easiest way to

retain confidence is to keep the customer in a congenial frame of mind, and, obviously, one way to accomplish this desirable result is to play a record which will appeal to that particular prospect. Thus the necessity of analyzation. A few questions by the salesman couched in diplomatic language will in most cases accomplish this.

There are some readers who will undoubtedly declare that this suggestion is based on theory

*The Prospect Can Be Put in a Receptive Mood by Playing the Kind of Music Which Appeals to Him Most*

and not on fact. Therefore, the following statement from an extremely successful dealer who sells many machines on this basis may carry some weight. The enterprising merchant referred to is S. L. Schott, head of S. L. Schott, Inc., Mt. Vernon, N. Y. When Mr. Schott was asked recently what methods he found most productive of results in selling talking machines he answered as follows:

"My methods are simple enough, and they

achieve the desired results. In the first place, selling talking machines does not, in my mind at least, present any greater difficulties than many other lines of merchandise. One thing which I have found of paramount importance in securing the best results in handling a prospect is the ability to immediately size up a person as soon as he or she enters the store. When a prospective customer enters my establishment I first try to determine his or her nationality. This is very important, due to the fact that from experience I find that the majority of foreign-born people, and many born of foreign parents in this country, have a leaning toward the music of their homeland, and when I place a record from the foreign catalog on the machine for demonstration purposes they are delighted to think that they can get most of their favorite old-country airs on the talking machine. This tends to place them in a happy frame of mind, creates confidence in the line of machines and records which I handle, and last, but not least, arouses the desire in their minds for ownership. These people are also good record prospects if properly followed up.

"For example, if an Italian comes into the store it is a pretty safe bet that music which savors of Italy will please him far more than any other kind. Of course, I make sure of this before I place a record on the machine. If I am in doubt a few casual questions settle the point. There are some people with a decided preference for certain kinds of music. Any other kind irritates them. Other customers are more easily pleased. They buy all kinds of music, from the operas to the jazziest of jazz. If I make an error and play the wrong kind of music I have found that it requires much harder work to make the sale and sometimes the customer is lost.

"When I have definitely found out what the prospect likes most in the way of music I select records of that nature and proceed to demonstrate the qualities of my line. I have explicit confidence in the machines I handle and I make it a point to give a complete demonstration, using various kinds of needles so that the prospect can see how the machine reproduces under various conditions."

## NEW AGENCIES IN LOS ANGELES

Fitzgerald Music Co. Secures Brunswick Line—  
Broadway Department Store Takes on Victor

LOS ANGELES, CAL., June 6.—The Fitzgerald Music Co. announces that it has obtained a Brunswick phonograph agency, which it will represent in addition to the Edison. The Fitzgerald Music Co. has for several years been an exclusive Edison representative, and it was considered one of the largest Edison dealers in the entire country. The Brunswick Co. is to be congratulated upon obtaining this famous house as its representative.

The Broadway Department Store has also announced that it is now the agent for Victrolas and Victor records.

## C. J. KEIL ADDS EDISON LINE

CLINTON, Mo., June 5.—C. J. Keil, who was the Edison dealer here for five years, has again taken the agency, and has stocked up with a complete line of Edison machines and records. Mr. Keil, due to his many years of experience in handling the Edison, thoroughly understands the merchandising of this product.

The man who is defeated even after he has exerted his best efforts need not be ashamed. Better try and fail than not try at all.

The  
*Modernolette*

A REAL  
Talking  
Machine

in  
Portable Form



Retail Price

Wax Finish  
Case  
\$35.00

Leatherette  
Covered Case  
\$40.00

MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City



# Potential Record Sales

## A Novel Window

At this season of the year, when folks are going on vacations, it is pertinent to point out the advantages of the talking machine outfit at shore and country and—the value of albums for record protection.

One clever dealer last year put in a novel window trim which proved highly effective in sales returns—he showed a number of broken records in contrast to records safely stored in albums.

A large sign, by a local sign painter, illustrated an empty stall in a barn and the farmer investigating the barn door. It read: "Why lock the stable after the horse is gone?" And then in large type at the bottom: "Albums will protect your expensive records on this year's vacation."

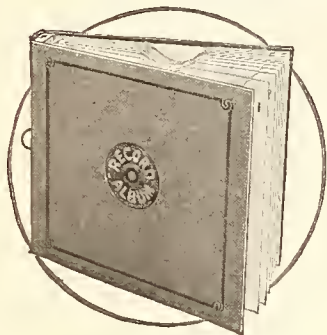
Such a sign does not cost a great deal and conveys a timely suggestion which will not only be productive of album sales, but you know that every purchaser of an album is a potential record customer.

Try this idea in your window—this month.

*Phil Ravis*

Now Is the Time to Re-awaken Customer Interest

—A Record Library in the home, if once started, will prove a constant reminder that new selections should be added regularly.



Peerless albums are covered and bound with Interlaken cloth

—And there is nothing which will prove a greater library incentive than

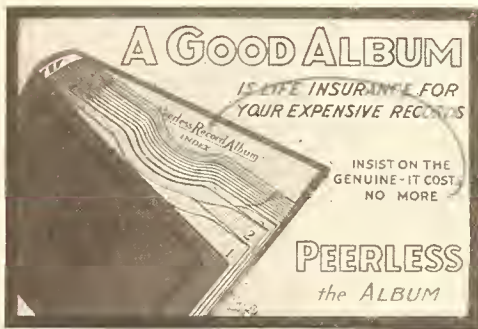
## PEERLESS

—the Album

—If you will distribute 500 albums, each with 12 leaves, this week

—Next week there will be a place in your neighborhood homes for 6,000 records.

—In the column to the left we tell you of one way to sell 500 albums in a week.



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

The Peerless Album is positively the best in quality and workmanship that money can buy. Our prices are absolutely right, and behind this album you have an organization and a service dedicated to the phonograph industry, and to the dealer particularly.

*Note: Three years ago, when Peerless began to serve the trade in a big way, we said, "An empty album is an invitation to the purchaser to fill it with records." Will our friends now be kind enough to write us their opinion of our new slogan, "Albums sell records"?*

# PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY  
San Francisco  
942 Market St.

636-638 BROADWAY  
NEW YORK

L. W. HOUGH  
Boston  
26 Sudbury St.



# Desire to Serve Plus Ability



**Desire to Serve—Yes  
We want your Business  
Ability to Serve—**

Order Clerks who make it a pleasure to telephone an order—"The Voices with a Smile"

Stock Department—Quick and Accurate

Delivery Service—Always courteous and efficient

Representatives of long experience and proven ability to advise with you in your sales plans as well as your buying

A cordial co-operation of every official of our company in the promotion of better business for you.

## That's Pearsall Service

# Ask any Pearsall Dealer—He'll Tell You

*"Desire to Serve Plus Ability"*

10 EAST 39th ST.



NEW YORK CITY

**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**



# Talking Machines Should Be Sold as Instruments for Providing Music

By W. Braid White

The selling of talking machines at retail is, in effect, the selling of records. The statement sounds as if it were intended to be clever rather than accurate; yet accurate it is.

Perhaps the gentlemen who are less distinguished for cleverness than for painstaking will appreciate a little elucidation. So here goes.

A talking machine business could not live if it were not for the sale of records. A store which existed merely to sell machines would neither be successful nor of lengthy existence. On the other hand, a store can exist, and exist very well, on the sale of records only.

To put it another way: The talking machine is primarily a medium through which the records may become audible. Once the customer has been convinced by means of hearing music that a certain machine, or type of machine, within a given range of possible price, will produce the music he or she wants, then that customer is "sold." It is the music that has done the selling, however, not the machine.

Truly, of course, a machine of high price, with the very best of everything, is better than a machine of low price with none of the best. But if the salesman is selling a machine whose name is known, or if the reputation of the house is sufficiently high, then there is nothing further to be said. The customer will listen to the talk, and the intelligent salesman will key that talk so as to fit in with whatever style of machine in the given make seems best adapted to the purchaser's need. Yet all the time that purchaser is primarily thinking of the music he or she is to enjoy, and not at all, save incidentally, of the fittings, mechanism or style of the machine itself, considered as a machine.

This statement is not meant to depreciate the value of fine talking machines, of fine architecture or design. It is intended simply to show that the sale of talking machines is the sale of the music they render audible. That is simply another way of saying that the sale of talking machines, considered as a business, rests upon the sale of records.

For that reason, if for no other, it follows that the art of salesmanship as applied to the talking machine business is also the art of selling music, and that means that the test of good talking machine retail salesmanship is the ability to sell good music, and plenty of it, good records and plenty of them.

This brings up the old, the ever persistent question, "How much ought a salesman to know about music?"

The answer is simple. The salesman ought to know about music just as much as is needed to acquaint him or her intelligently with as many records as possible, from the total collection of the manufacturer whose line is represented. That again is simply another way of saying that the salesman cannot know too much about music, as musical knowledge may be looked at from that point of view. That is to say, as a matter of knowing the content of the various records, of being familiar with the titles, composers and music, of as many of them as possible, the salesman cannot know too much about music.

#### Prosperity Rests on Fine Records

The statement applies to every kind of music. Granted that a great number of people like popular dances, songs and all that. Granted that the popular taste is not distinguished for artistic quality. Nevertheless, the prosperity of the talking machine business is built, not on the popular records but on the operatic numbers, on the great voices and on the great instrumental pieces. Everybody wants one Galli-Curci or one Caruso record. If not actually prevented from doing so, the average customer will buy one of these just out of curiosity. It is only a step from this to persuading such a customer to try a

Casals or a Kreisler instrumental record. And so on. Once the good work is started with that customer, there is no end to its possibilities; provided the salesman is capable of guiding the gradually awakening love of the purchaser for fine music. For it can be safely wagered that no normal man or woman is without a latent love for something good in music. "Popular music is simply familiar music," said Theodore Thomas long ago; and he was pre-eminently right, as all experience plainly shows.

On the other hand, of course, no one wants a salesman who knows not when to stop or who strives to impress upon the purchaser the idea that he is a very clever person. The greatest

*Convince a Customer  
That a Certain Make  
of Machine Will Pro-  
duce the Best Music  
and the Sale Is Made*

art is that art which conceals art, which works its purpose without allowing the machinery to be seen, as it were. The salesman who knows his or her business is the salesman who can advise, guide, help, and who all the time is striving to bring to the customer's favorable attention the sort of thing in music which that customer really needs in order to obtain the utmost from the talking machine which he is buying or already possesses.

Such finesse is, of course, not acquired without careful study. When the salesman really is thoroughly familiar with the contents of the record catalog, really knows by ear a large number of pieces of every sort, and has taken enough

trouble to learn something biographical or topical about every well-known composer and every famous composition, especially in the field of opera, then that salesman, if a wise salesman, will take care never to obtrude this knowledge. But it will always be on hand, always ready to be used, always at the disposal of questioner, prospect, buyer or fellow-salesman. No one need fear that opportunities for its use will be lacking. Everything else may be lacking, but the salesman will never find lacking musical questions or musical needs.

It is the sale of fine records which measures the prosperity of a talking machine business. A retail merchant who is selling large numbers of fine records each month is a merchant who can scarcely help being prosperous, if he is not making some incalculable error in another branch of his business. For when fine records are being freely sold, that in itself is proof that the merchant's clientele is intelligent and cultivated. This type of music-lovers buy records steadily month by month, because they want to acquire a permanent library of fine music which will not be thrown away or left unused after a few weeks or months. That is the sort of game to go after, and it's game much more plentiful than is generally supposed.

#### Catch Them Young

There are merchants in many communities, and some of them we know personally, who make it their business to obtain salesmen from among music students and bright young persons who combine some talent for making themselves agreeable, with a love for, and willingness to become familiar with, a lot of fine music. Not in the least disparaging the masses, but trained to give the people what they want, these boys and girls are constantly striving to lead their customers gently in the direction of better records, and are remarkably successful in starting "low-brow" purchasers up the road to "high-brow" musical taste.

*The talking machine business is a music-selling business. The salesman is a music salesman. He cannot know too much about music, and he cannot obtrude his knowledge too little.*

# FELT

*We are prepared as never before to give prompt delivery.*



## Turntable Felt

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

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

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

# American Felt Company

TRADE MARK



BOSTON  
100 Summer St.

NEW YORK  
114 East 13th St.

CHICAGO  
325 So. Market St.





## *The* **STRENGTHENING of 3 STRONG LINKS**

ORMES service has been and always will be based on strengthening the three strong links between the successful Victor jobber and the progressive Victor dealer:—

**Confidence**  
**Good-will**  
**Stability**

ORMES is winning the confidence of the Victor dealers by giving them efficient, trustworthy service; the good-will of the trade is being earned through taking a personal interest in the individual dealer's problems and the stability of the ORMES organization is reflected in banner sales totals for the first five months of the year.

# ORMES, Inc.

*WHOLESALE EXCLUSIVELY*

15 West 37th Street  
**NEW YORK, N. Y.**

Telephones: Fitzroy 3271-2-3



# The Need of Vitalizing and Humanizing Advertising and Window Displays :: By H. S. Jewett

The Aeolian Co.

"WANTED.—A stage manager to inspire the purchasing public; a veritable Belasco in the advertising field; a man who would stage the sales of pianos and phonographs before various markets with as sure a sales punch as the inspired and experienced stage director promotes and presents a star.

"This genius person need not have a knowledge of markets and media, but must have the intelligence to adapt the knowledge of others and with an illuminative idea make the advertising of interest to large purchasing audiences."

The music field is not lacking in keen merchandising experts, able advertising men, keen copywriters and artists, but some day a light will shine, an impresario will grasp the ideas and experiences of many and the art of advertising musical instruments will suddenly become possessed of seven-league boots.

Think of the planning, the promoting and expense which have preceded many a merchandise debut and when the curtain was raised on the stage set to feature the product a cold public has failed to respond.

The manufacturer claimed the commodity was perfect. The merchandise man stated the plans were right, distribution arranged. The advertising manager said every detail was ready. Copy staff and artists contributed inspired ideas. The magazines and newspapers were more than considerate, and yet the big merchandise show opened, flickered expensively, flivvered and died.

No department in the promotion seemed responsible, every item was consistent, but that was not enough; in the assembled campaign there must have been a spark lacking—the sales performance was dull. The purchasing audience failed to applaud. There was no hand of approval, much less an encore sale.

What was needed was an expert in human appeal to bridge over the distance from the staged merchandise right into the purchasers' mind and heart—a merchandise Belasco with the psychology of purchasing audiences.

Music, with its rich tradition and tremendous emotional appeal, has so many human interest angles that it seems doubly tragic that any music sales plan should be dull.

Pianos and phonographs can be merchandised in so many ways to so many types of prospects that it seems merely a matter of putting your message before the right market at the opportune time; but this is not so, as has been demonstrated by the failure of many campaigns.

As in the theatrical world a popular star and good play miss fire because the producer does not have the genius quality to satisfy the human interest demand, so in the commercial field the star product may give but one flash and die for lack of the inspiration of the wizard on piano and phonograph turnovers.

Through the field of advertising there are always examples of a human way of vitalizing an account. For instance, the internationally known "Phoebe Snow" was much more than an attractive companion on a trip to Buffalo. She took the cinders from travelers' eyes, the soot from clothing and in war-time conservation made reduced portions on a diner seem a patriotic privilege instead of a discomfort. The genius stroke to Phoebe was the humanizing of travel and by cleanliness and comfort banishing all negative thoughts regarding railways. Phoebe as the institutional copy of the Lackawanna is now serving as a charming courier through halls of railway traditions.

There have been many examples where merely cutting a thought on the bias has given human appeal to merchandise. A notable instance of this is the Rogers Peet & Co. publicity which was instituted at a time when men's apparel copy was only a type set-up of styles, sizes and prices.

It was an innovation with its eye-catching cuts and has held its interest for many years.

Many incidents are recorded of sales windows which stopped traffic by a genius stroke of lighting or display of merchandise.

Two seasons ago R. H. Macy & Co. had a straw hat sale. They used a wax figure in the act of choosing between two styles. The display manager twisted the neck, bent the arms forward and back to get a truly human position and was rewarded in the morning when he returned to work by seeing the police regulating the crowds. "He is alive, I saw his hand move."



The Human Element in an Attractive Display  
"His left eye moved." "No, it didn't. Yes, there goes his hand."

These remarks were often followed by "a pretty good hat for \$2.49." So the message had reached the buyers. The genius stroke was in placing that figure so the shadows of the window glass produced the effect of movement in a very life-like figure.

During the bombardment of French cities many shop windows were broken and soon some inspired storekeeper put cross strips of paper on

his windows to prevent glass from flying and cutting passers-by. Other shops followed and beautiful designs from ornate silver and gold paper soon were seen on the main boulevards. After the Armistice, the French windows were so crowded with merchandise that in endeavoring to show everything they displayed nothing.

One jeweler reacted from this and got a crowd comprising the many nationalities filling Paris at that time by displaying just one article in a beautiful setting. The article was a garter buckle, and instead of showing the accepted idea of an amputated leg in brilliant hosiery or a dancer kicking the hat of an inebriate rounder, the window was set in a rich purple velour and in the center was a medium-size marble of the Winged Victory. A steel-blue light concealed at the front top of the window brought out the white of the statue and illuminated a small purple pad where the gold buckle gleamed and glittered. It was called "The Victory Garter."

A pair of moving hands recently stopped the crowds before the Vocalion Store in Boston. The hands demonstrated the Graduola feature of the Vocalion and if they had been stationary would have excited no interest, but the human movement was irresistible to the crowd.

A mob-collecting feature of many windows this Spring has been the phonograph record repeater, which would hold people three and one-half minutes for the final round, which would start the record again.

Simple elements like these barely suggest the possibilities in featuring musical merchandise in newspapers, magazines, windows and outdoor advertising. They are proof that the inspired thought is present, that the stage is set for the appearance of a merchandise maestro. Maybe one will develop, but he is more likely just to happen. Geniuses usually do.

The McKinley Phonograph Co., 1505 East Fifty-fifth street, Chicago, Ill., has been incorporated in that State, to manufacture and deal in musical instruments and accessories, with a capital of \$20,000. Incorporators are William N. Duffield, W. F. Duffield and P. D. Armstrong.



# Eight Columbia to Retail at \$200, and Less

**K**NOWING that a big market exists for Console Grafonolas at around \$200, we are offering Columbia Dealers a complete line of highest-grade Consoles priced to meet that market.

As always, our policy is to supply dealers with a product designed for the actual market that exists, and priced at a figure that will tap that market quickly.

## A Complete Line of High-Grade Consoles

Look at the Consoles pictured on these two pages. Each is a masterpiece of beauty, workmanship, and utility. Authentic, artistic designs, the finest kind of cabinetwork, spring and electric motors, up-to-date Columbia features, excellent material and workmanship throughout.

People who appreciate fine furniture, who appreciate appropriate and beautiful accessories to the home, people who love good music, who want to keep abreast of the new ideas—such are the people who will buy these instruments.

With this line of 8 Consoles you can offer the exact model to harmonize with the furniture and general decorative scheme of any home, and to suit the taste of each prospective buyer.

## Equipped With Electric Motor

In addition to the fine cabinetwork, the numerous Columbia reproducing features, and general design, these Console Grafonolas are also equipped with electric motors. That feature alone gives you a big talking point.

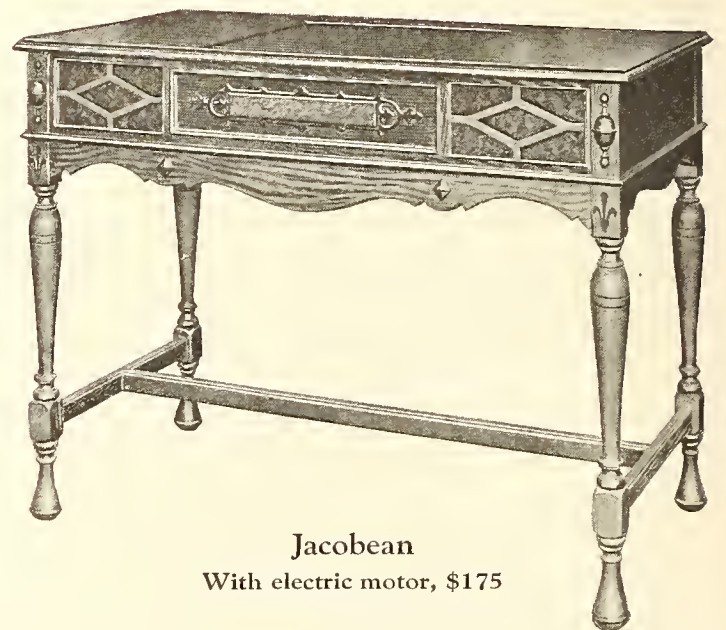
Think of being able to offer your customers a brand-new, highest-grade Console with the many Columbia features, authentic design, fine cabinetwork and equipped with an electric motor—all for only \$200!

We are ready to supply this complete line of quality Consoles that you can sell at a price that people will gladly pay. All that is necessary on your part is a little selling effort. Just a little effort will tap this Console market that is at your door.

Make that effort. Capitalize on this moderately priced line of high-quality Consoles.



William and Mary  
Simplified  
With spring motor, \$200  
With electric motor, \$225



Jacobean  
With electric motor, \$175

COLUMBIA GRAPHOPHONE COMPANY  
New York City



# Console Grafonolas



Queen Anne  
With spring motor, \$185  
With electric motor, \$200



Heppelwhite Mahogany  
With electric motor \$200



Adam Mahogany  
With electric motor \$200



Louis XV  
With spring motor, \$200  
With electric motor, \$225



Heppelwhite  
With electric motor, \$175



Simplified Adam  
With spring motor, \$200  
With electric motor, \$225





# The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

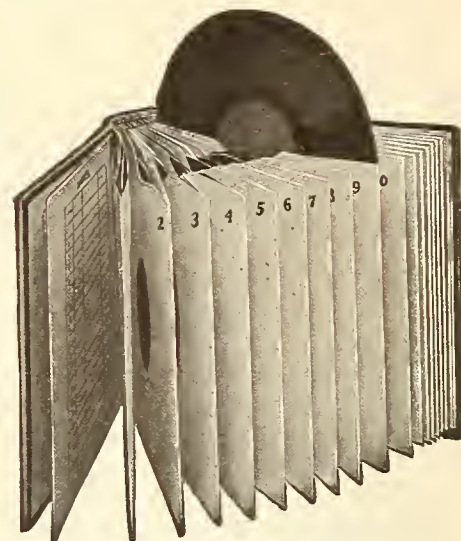
## To the Trade:

Our Record Album factory—all or any part of it—is at your command. Hundreds of customers can and will gladly testify as to the good quality of our production.

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

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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



THE PERFECT PLAN

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

### DEMONSTRATES RECORD MAKING

Gimbel Store in Milwaukee, Wis., Attracts Crowds to the Talking Machine Department and Greatly Stimulates the Sales of Records

MILWAUKEE, June 3.—Thousands of residents were treated to an insight into the method of manufacturing talking machine records through a special demonstration put on at the Gimbel store. A huge press was obtained from a talking machine record manufacturing concern and placed in operation in the Gimbel phonograph department. While the people watched they saw record after record stamped from the master record in the machine.

The demonstration was the first of its kind in the country, according to J. H. Hoffheimer, and a number of department store managers and talking machine distributors from the East were attracted to the local store to watch the show and its effect upon the public.

A notable stimulation was felt in the sale of records during the demonstration.

### HEALTH BUILDERS' RECORDS SCORE

NEW HAVEN, CONN., June 3.—The recent demonstration of the Health Builders' record course of Walter Camp's Daily Dozen, made by Health Builders, Inc., New York, which was produced in the windows of the Loomis Temple of Music, drew large crowds. A demonstrator went through the entire set to the accompaniment of the music and commands on the records.

### TOY PLANT MAKING CABINETS

OSWEGO, N. Y., June 3.—Operations at the Diamond Toy plant, which had been suspended for several months, have been resumed. The plant has been diverted from the manufacture of toys to radio boxes and talking machine cabinets.

### SCHWABACHER ADDS OKEH RECORDS

Prominent Talking Machine Dealer, of Lynch, Takes on Complete Line of Paramount Machines—A Record Sales Record

Ben W. Schwabacher, talking machine dealer, of Lynch, Ky., has recently taken on the local representation for the Okeh records. A complete line of Paramount machines has also been installed in addition to the Granby line and the firm is stocking a full line of music rolls and small musical instruments.

The value of knowing how to follow up record sales with more sales is evident from the concluding paragraph in a letter from Mr. Schwabacher to The Talking Machine World, which states that: "We have a record of having sold 221 records to one customer since we sold him a machine. Do you know any dealer who is able to beat that?"

### JOHNSON JOINS METROPOLITAN CO.

The many friends of Edward Johnson, the distinguished tenor and Victor artist, are delighted that he has joined the forces of the Metropolitan Opera Company next season, when he will sing leading tenor roles. Mr. Johnson has sung with some of the famous opera companies of Europe, and more recently with the Chicago Opera Company. His name ranks with those superlatively great artists who have so notably contributed in bringing the world's admiration to American musical genius. And when we say America, we include Canada, because it was in the city of Guelph that Mr. Johnson was born. Thus the honor achieved by Mr. Johnson is reflected on the continent as a whole.

Don't belittle the opinions of your associates. They are human, have brains, and the chances are that they know how to use them.

### GRINNELL BROS. EMPLOYES SCORE

"Steinway Four" and Male Chorus of Grinnell Bros. Make Big Hit at Recent "Sing" of Detroit Stores Music Association

DETROIT, MICH., June 5.—One of the big hits of the recent "sings" of the Detroit Stores Music Association held at Arcadia Auditorium were the four young ladies of Grinnell Bros., Victor distributors, and the male chorus of the same concern, numbering twenty-four voices. These four



Grinnell Bros.' "Steinway Four"

young ladies, popularly known as the "Steinway Four," scored a tremendous success, and the same may be said of the male chorus, which is a well-trained body of singers. Both of these musical groups entertained thousands of radio fans recently when the Detroit News broadcasted the playing of the "Steinway Four" and the voices of the male chorus.

The Detroit Stores Music Association is the outgrowth of Michigan's first Music Week held last October. There are over eight thousand employes of the stores represented in the Association. Morning "sings" are held once or twice a week by each of the organizations, and all join in the big general musical events. Grinnell Bros.' "Steinway Four," and Grinnell Bros.' male chorus appeared in the second of these events.



Patented 1914

Patented 1914

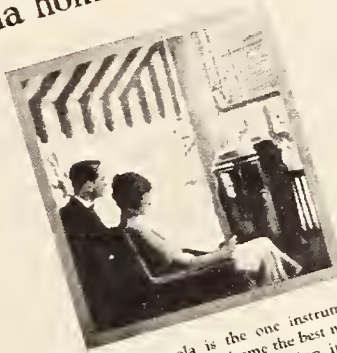
## YOU OWE IT TO YOUR CUSTOMERS

The successful merchant always appreciates the fact that his customers place in him their utmost confidence. Therefore, he makes it a point to supply them with goods of a kind that he would appreciate were he a prospective customer. He knows that in doing this he does not have to worry and think up all kinds of schemes in order to increase his business. His business increases automatically. BOSTON ALBUMS—with their wooden backs and interchangeable leaves—are goods of this character, and business builders. Have you sent for a sample of the latest Bostonian?

**BOSTON BOOK COMPANY**  
501-509 Plymouth Court CHICAGO, ILL



Victrola homes are happiest



The Victrola is the one instrument in the home the best music description in the

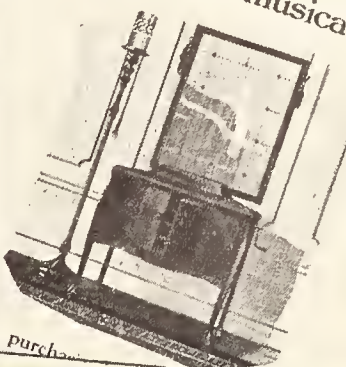
# Out today New Victor Records

June 1922

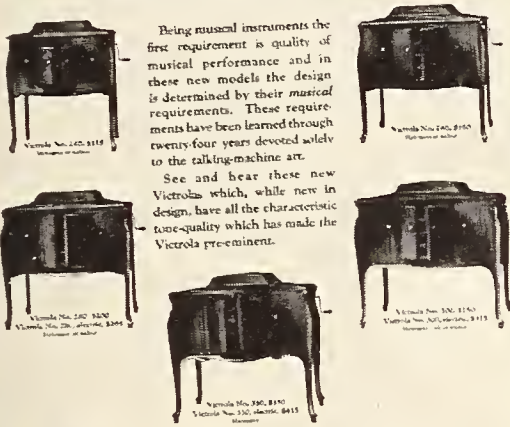


Artist	Title	Number	Price
St. Paul	But the Lord is mindful of His Own	1054	\$1.75
Sacred Master	Cyber Assurances	1055	1.75
Victrola	Inflammatus	1056	1.75
Miss Louise Homer	Lucy Isabelle Marsh	1057	1.75
Amelita Galli-Curci	Estrella de Goya	1058	1.75
Enrico Caruso	Lucy Isabelle Marsh	1059	1.75
Maria Jeritza	Lucy Isabelle Marsh	1060	1.75
Maria Jeritza	Lucy Isabelle Marsh	1061	1.75
Giuseppe Monteleone	Lucy Isabelle Marsh	1062	1.75
Enrico Caruso	Lucy Isabelle Marsh	1063	1.75
Enrico Caruso	Lucy Isabelle Marsh	1064	1.75
Enrico Caruso	Lucy Isabelle Marsh	1065	1.75
Enrico Caruso	Lucy Isabelle Marsh	1066	1.75
Enrico Caruso	Lucy Isabelle Marsh	1067	1.75
Enrico Caruso	Lucy Isabelle Marsh	1068	1.75
Enrico Caruso	Lucy Isabelle Marsh	1069	1.75
Enrico Caruso	Lucy Isabelle Marsh	1070	1.75
Enrico Caruso	Lucy Isabelle Marsh	1071	1.75
Enrico Caruso	Lucy Isabelle Marsh	1072	1.75
Enrico Caruso	Lucy Isabelle Marsh	1073	1.75
Enrico Caruso	Lucy Isabelle Marsh	1074	1.75
Enrico Caruso	Lucy Isabelle Marsh	1075	1.75

The Victrola is the standard of musical value



## New models that are true musical instruments



Being musical instruments the first requirement is quality of musical performance and in these new models the design is determined by their musical requirements. These requirements have been learned through twenty-four years devoted solely to the talking-machine art. See and hear these new Victrolas which, while new in design, have all the characteristic tone-quality which has made the Victrola pre-eminent.

**Victrola**  
REG. U. S. PAT. OFF.  
Important: Look for these trade-marks. Under the lid. On the label.  
Victor Talking Machine Company  
Camden, New Jersey



All that the most famous artists stage, the Victrola and Victor Records are in the homes of music-lovers everywhere. Just as the public recognizes the genius of an artist, so too does it recognize the value of the one instrument for which those artists have made records. Victrolas \$25 to \$1500. New Victor Records demonstrated at all dealers in Victor products on the first of each month.

Victor stands



My Victor Records shall be my biography

Victrola instruments are made for use with Victor records



"My Victor Records shall be my biography"

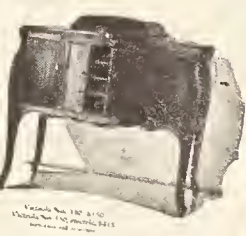
That was Caruso's characteristic remark when he was once approached regarding his biography. The one hundred and seventy-eight Victor Records by Caruso, and many more yet to be issued, truly are the world's greatest biography which has never an autobiography which continues to delight all



VICTOR products are known wherever music is known for Victor advertising constantly spreads the Victor message over the entire country. Through the advertisements which appear in the general magazines, newspapers, farm papers, educational publications, labor papers, foreign language newspapers, musical publications, opera programs, etc., the thoughts of people everywhere are turned toward the Victrola and their foot-steps directed toward the stores of dealers in Victrola products. And then along comes—

Victrola instruments are made for use with Victor records

Not Victor records alone, nor yet the Victrola alone, but both together bring about the perfect musical result. Fully evident when Victor records on instruments. In no way can you get such reproductions, nor editions which meet approval of the artists. Victrolas \$25 to \$1500. Victor Records demonstrated at all dealers in Victor products on the 1st of each month.



**Victrola**  
REG. U. S. PAT. OFF.  
Important: Look for these trade-marks. Under the lid. On the label.  
Victor Talking Machine Company  
Camden, New Jersey



The DECEMBER

# The JUNE Victor Records are here



**Crucifixus from the Messe Solennelle**  
(ROSSINI)

This magnificent record is the first Caruso number to be issued since the great tenor's death. It is specially

# Victor

REG.

the multitude of trade helps—helps which bring the people ever closer to the store and make them steady customers. Catalogs, monthly record supplements, foreign language supplements, hangers, window trims, booklets, folders, special educational literature, complete ready-made advertisements, lantern slides, card-cards, all have their part in connection with the Victor national

# Victor Talking Machines









**Victrola IV, \$25**  
Oak



**Victrola VI, \$35**  
Mahogany or oak

**Victrola No. 50**  
\$50  
Mahogany



**Victrola VIII, \$50**  
Oak



**Victrola IX, \$75**  
Mahogany or oak



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



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



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



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

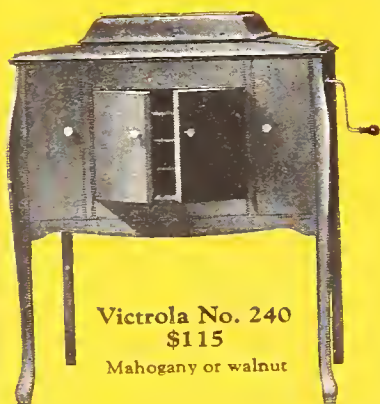


**Victrola No. 120**  
\$275  
**Victrola No. 120, electric, \$337.50**  
Mahogany or oak

a sale is simply a matter of supplying the particular style Victrola which suits their needs. That is easy to do with Victrolas in such complete variety—every instrument representing the highest quality and the utmost value. Besides the profit on every sale, there is satisfaction and good-will and prestige in being a dealer in Victor products.



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



**Victrola No. 240**  
\$115  
Mahogany or walnut



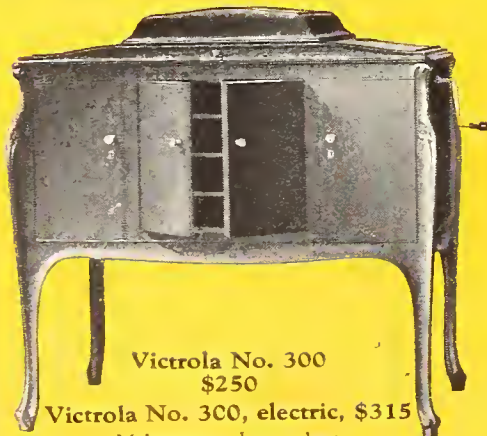
**"HIS MASTER'S VOICE"**



**Victrola No. 260**  
\$160  
Mahogany or walnut



**Victrola No. 280**  
\$200  
Mahogany or walnut



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



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

**Victor Talking Machine Company, Camden, N.J.**



# Seeing Ourselves as Others See Us, and a Few Hints on Business Practice :: By F. C. Parsons

The deplorable lack of business ability and aggressiveness on the part of many talking machine dealers is one of the outstanding reasons for many of the reports concerning poor business in circulation among the trade. The writer, in an investigation covering approximately twelve stores in widely separated localities, including the large city and the so-called small town, found only one dealer who measured up to the standard of a real live merchant. In any business, and especially the talking machine business, an attitude of far-sightedness and clear thinking for the future must be adopted if any degree of success is to be attained.

Some who read this article may feel offended, but frankness never hurt anyone and there is no time like the present to correct faults which are detrimental to good business practice. As you read about the faults of the several merchants analyze your own method of conducting your establishment, and if you find that you are making similar mistakes take measures to correct them at once.

The first establishment visited proved to be a fine, large store in a good-sized city. This merchant handled talking machines, records, pianos and musical instruments. When questioned as to his methods of obtaining customers and making sales he replied as follows:

"We do not concentrate very much on the sale of talking machines and records because they are more of a side line with us than anything else. We devote most of our attention to our line of pianos. We make no special effort to increase our sales of talking machine accessories. If a customer asks for them we have them in stock and can make a sale, but we do not push them. As for increasing our list of prospects, the only method we use is to get the names of people who enter the store. To these we send the monthly supplement."

What a confession of poor business policy for a firm which has spent several thousands of dollars in the construction of talking machine display rooms and sound-proof record demonstration booths! Despite the fact that he considers the talking machine as a side line his sales in this direction, from all indications, are very nearly the equal of his sales of pianos or other instruments.

This merchant could materially increase his business if he systematized his conduct of the talking machine department, adopted some method of increasing his prospect list, hired a couple of outside canvassers and salesmen and made a more personal contact with his customers, in addition to the sending out of record supplements.

Another merchant in the same city, who handles three lines of machines of well-known make, complained bitterly of poor business. A glance around the store was sufficient to find the reason for this. First, the window, instead of attracting passers-by, tended to repel. The display itself was fairly good, but the point was that it had not been changed for so long that a heavy dust had settled on every object therein. The window glass itself was covered with a film of dust which partly obscured the display. The interior was in keeping with the window. A fine large showcase was in a deplorable state of disorder and a pile of record supplements and talking machine descriptive matter on a small table was bunched together in a conglomerate mass which precluded the finding of any particular piece of literature descriptive of the machine asked for without a search, unless one happened to be in luck. Of course, this is an extreme case, but within a radius of five miles two more cases of a similar nature were discovered.

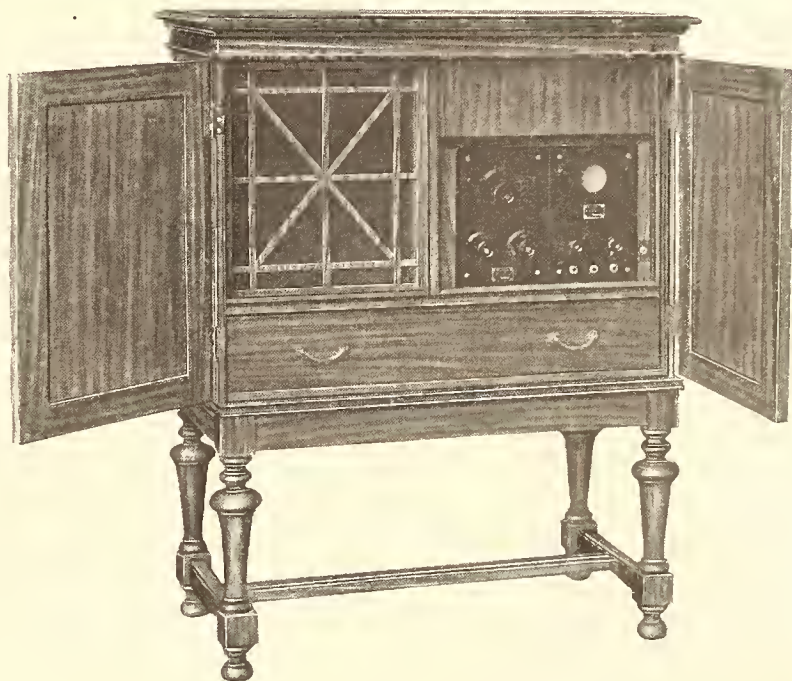
The writer entered another store in a medium-sized city a few miles distant and one of the members of the firm gave him such a cold greeting that he was glad to get out of the place.

As a matter of fact, this man did not know whether or not he was addressing a prospective customer. The writer asked if he could speak to the manager and in reply he received an ungracious "No." This firm has an attractive store, but the personality of this one man pervaded the atmosphere. He made no inquiry as to whether he could be of service, but stared steadily out of the window without saying a word more. He did not know or attempt to find out whether the writer was a customer who desired to see a machine, make a complaint or was merely a friend of the manager. If the writer had been a friend of the manager do you suppose for one instant that he would ever come to that store to buy a machine or records if he happened to be in the

market for one? I should say: Not on your life!

This article is written intentionally to bring forcibly to the minds of dealers just what mistakes are being made by some dealers and how they strike an impartial observer. How much more unpleasantly they must affect a man or woman who enters with the idea of making a purchase, has money to spend, and expects consideration and service. For, after all, it is well to remember that there are other stores and a customer is conveying a favor, strictly speaking, in doing business at any one of them. If these few paragraphs make only one merchant sit up and take notice, so to speak, they will have accomplished some good and the time and trouble of investigation will have been repaid.

## Radio de Luxe



### Console Cabinets Equipped with Radio Receiving Sets

We are now manufacturing four beautiful Console Cabinets, fully equipped with high grade Radio Receiving Sets having a range of several hundred miles and with the tonal chamber fitted with a loud speaker.

Or,—these Radio Console Cabinets may be purchased without the Radio accessories, ready for special Radio Assembly.

Phonograph Dealers, Jobbers and Assembling Manufacturers know what an unprecedented demand there is for Radio Sets—a demand that is growing greater every month with a marked tendency toward models that may have a permanent place in the living-room alongside the piano and reading table—sets that are not only efficient and easy to adjust, but ornamental as well.

**Big Profits Await You in This Field. Prices and Particulars Upon Request**

## THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President



SUPERIOR STEEL  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

SUPERIOR  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES

## Sell Your Trade American-Made Needles

Avoid handling the cheap and unsatisfactory foreign needles. They're trouble-makers. Sell your customers

### BRILLIANTONE NEEDLES

and you'll eliminate forthwith all complaints and "come-backs" from your needle business.

### Every Purchaser of Needles Holds You Personally Responsible

if his records are scratched and damaged by cheap foreign needles he buys from you. Don't take such long chances. Stock Brilliantone Needles and keep your customers in that satisfied frame of mind which helps your business to grow.

*Send for samples and prices*

**BRILLIANTONE** STEEL NEEDLE CO. OF AMERICA, Inc.

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

347 FIFTH AVENUE

NEW YORK

SUPERIOR STEEL  
**BRILLIANTONE**  
 REGISTERED TRADE MARK  
 NEEDLES



# The Cleverly Designed Window Display Card Is a Powerful Sales Factor :: By Aug. G. Baker

It would take a brave man to deny the fact that advertising is helpful to dealer or manufacturer. Yet there are those who complain that they cannot afford an appropriation for the kind of publicity they would like to use. We believe, however, that there is no merchant so poor that he cannot afford to advertise in some form, and the most inexpensive form of advertising, and in a great degree the most effective medium, is the display window.

But how many dealers realize this fact? When once you get off the main avenues, and strike the side streets and avenues in the average business sections of the city, there are plenty of stores handling talking machines the windows of which need attention, not merely in the matter of display, but, to put it bluntly, in cleanliness. The dirty window with its dusty stock does not invite customers to the store. It merely advertises the dealer as a slovenly, unprogressive personage. A clean window is helpful; a cleverly conceived display is more helpful and, better still, the cleverly designed display card is a most effective means of interesting the public in the window, in the line handled and in the store as a whole.

To-day the big merchants and the owners of the most prosperous stores find neatly lettered and tastily arranged window cards carrying timely messages about records and talking machines, or about music generally, to be a very effective means of attracting customers. Still, a great many small merchants apparently overlook this means of interesting the public. The latter type of dealer is more apt to use handbills or a similar form of cheap publicity.

Many dealers avoid the window card, because

of its cost, but this cannot be a deterrent as far as the talking machine man is concerned, for the leading companies are supplying some very striking display cards which, if the window is properly "dressed," should invite consideration that should be helpful as a sales promoter. If the dealer desires to have his own cards made up along individual lines the expense is not considerable, for there are many companies making a specialty of printing or designing window

*The Value of the Window Display Can Be Greatly Enhanced by the Use of Attractively Printed Cards*

cards and the cost is small compared with the value to be derived.

Every store window has a definite value in dollars and cents, and no dealer who is in the business to succeed should overlook its potentiality. Hence the merchant should not fail to appreciate the value of window cards as a means of advertising. All successful institutions use them because every one will read the signs in

the window. It keeps them in mind of the display twice as long as ordinarily. It makes people stop and look at the window who would pass it by if there were no cards to excite their inquisitiveness.

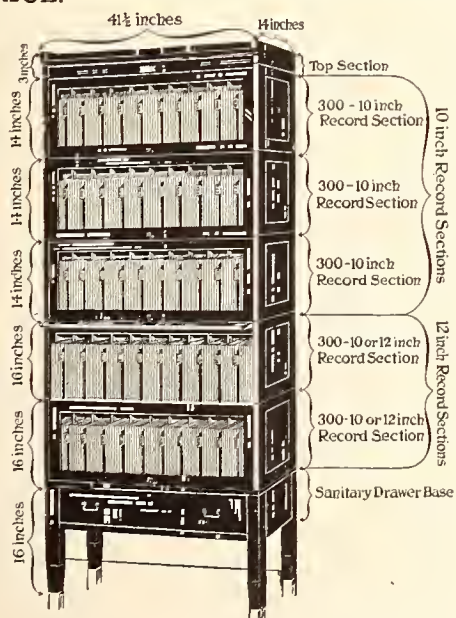
In fixing a value on your window just consider how many people pass your store every day and every night, and then figure out how you may attract the attention of this vast number of people to your individual display. Once you arrest the attention of these people, and their interest is focused on your window by striking display cards or other attractive features, you have then got in contact with a large number of prospects who are not only interested in what you say to them by means of the cards, but also in your product, and when they desire to make a purchase your store is kept in mind. As has been remarked before, the store window is a reflex of the character of the owner. You cannot disassociate the clever display window from the enterprising merchant, and people like to deal with such a type of merchant because he keeps the latest and the best in his line.

In these days when one is apt to hear complaints about the slowness of business is it not the time to concentrate more earnestly than ever before on ways and means of getting out of the rut, and of interesting the public in the talking machine and record trade? Those who do this systematically are bound to be rewarded. There is no question but that the cheapest way a merchant can advertise to-day is through his window, and when he gives this subject serious consideration he is bound to stimulate interest in his product and necessarily increases his business.

## Improve Your Service AND Increase Your Sales

### By Equipping With The OGDEN "UNIT" or Sectional System

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



Model No. 1 and No. 31 Sectional Cabinet

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

## ORDER PORTABLE VICTROLAS NOW

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

### OGDEN STAND YOU-NITS

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

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

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

#### Positively Rigid and Strong

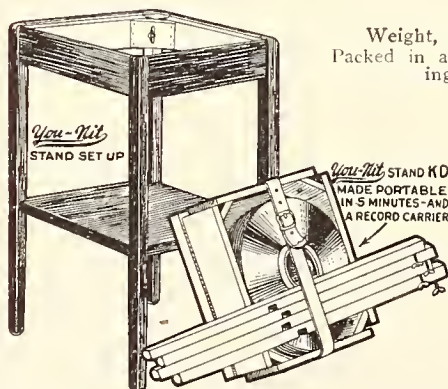
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

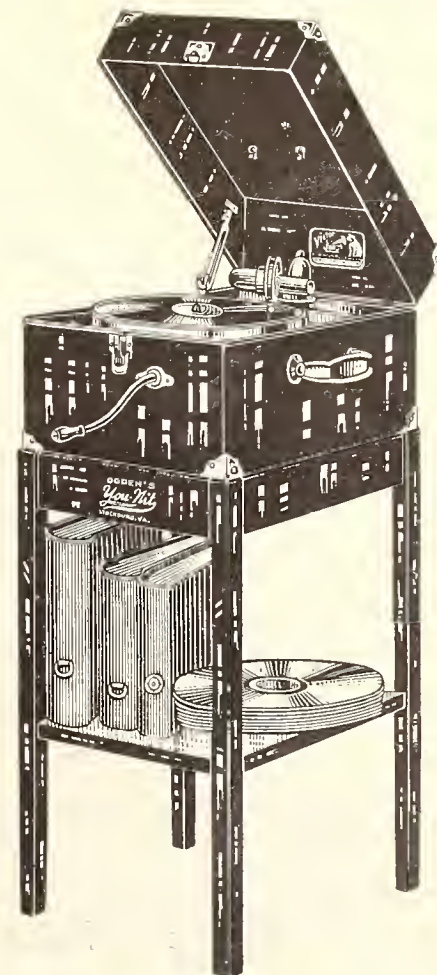
Write for New Catalogue and Cuts free.

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



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

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





## INVENTION ALLOWS RADIO SECRECY

Prevents Any Station From Receiving Messages Except Those for Whom Intended—Tested by Navy and War Departments

GLOUCESTER, MASS., June 8.—An apparatus for preventing any station from taking messages except those for which they are intended has been perfected by John Hays Hammond, Jr.

The same wave can be made to carry several messages at the same time, and, further, it is stated, both voice and code may be transmitted.

The new apparatus will allow a far greater number of stations to communicate over a limited number of wave lengths. Accidental interference from other stations is greatly reduced. Efficiency is increased. Atmospheric electricity, or static, is diminished in its effect upon the new system to such extent that the system may be operated under conditions when the standard radio apparatus cannot successfully receive.

Mr. Hammond's statement declares that he has been at work upon these problems for the

past fourteen years. A demonstration was given recently before officials and experts of one of the leading radio companies, and Mr. Hammond says the United States Navy and War Departments have given his latest discoveries exhaustive tests.

The system, it is declared, embodies a direct and simple means of insuring privacy, and it will be practically impossible under ordinary conditions for any other than the proper receiving station to hear anything but a jumble.

## PAYS TRIBUTE TO AUGUSTA DEALER

The W. P. Manning Music Co., 311 Jackson street, Augusta, Ga., which features the Columbia Grafonolas and Columbia records most successfully in that territory, was recently the subject of a two-column article in the Augusta Herald, which credited W. P. Manning with being the oldest music dealer in Georgia, and told of the success that had been achieved by him.

The line of least resistance often has an unhappy ending.

## FINE SERVICE HELPS BUSINESS

Wolf & Dessauer, Victor Dealers, of Ft. Wayne, Ind., Will Inaugurate Several Service Plans Which Prove Good Business Builders

FT. WAYNE, IND., June 4.—The Wolf & Dessauer store, of this city, has inaugurated several plans in its Victrola department which have proved effective in building good-will for the concern and have also been instrumental in greatly increasing sales of machines and records.

The company has secured the good-will of various organizations and societies by catering to their desires. For example, card tables and chairs have been provided for card parties, and whenever an organization plans to entertain in any manner the company offers the services of a Victrola and a selected list of records. Another service which is proving a sales maker is the demonstration of records over the telephone to customers who are unable to visit the store. Where machines and records are loaned to organizations of various kinds the company attends to the delivery up to a distance of seventy miles from the store.

"Courtesy Days" are frequently held. No merchandise is sold on these days, but the members of the sales staff show visitors through the store and explain the merits of the various things which interest them.

## VANDEVEER BUYS FORBURGER STORE

Will Push the Sales of Edison and Brunswick Machines Exclusively

ROBINSON, ILL., June 3.—J. Vandever, of the Vandever Music Store, North Cross street, has purchased the Forburger Music Store, on the north side of the square.

At present it is Mr. Vandever's intention to confine his efforts to the retail sales field, and push his present line of talking machines and records, consisting of the Brunswick and Edison. These, with his large stock of pianos and other musical instruments, will be moved to the new location. In the meanwhile both places will be conducted under his management.

## WILL CARRY OUT N. C. R. IDEALS

F. B. Patterson, President of National Cash Register Co., to Carry Out Plans Established by the Late John H. Patterson

DAYTON, O., June 3.—When F. B. Patterson, president of the National Cash Register Co., and son of the late John H. Patterson, was asked as to his future plans, he firmly stated that he fully expects to devote his life to advancing and carrying out the ideals which were established by his father.

He said: "The policies which have developed our business from a one-room factory to an organization employing more than 10,000 people in all parts of the world will be continued. I also will devote a portion of my time to promoting all uplifting activities in this community.

"I am especially interested in the progress of Dayton, and will do all within my power to further community betterment, welfare work and anything that will help improve the conditions under which we live."

## SIMON SALTER OPENS NEW STORE

PERTH AMBOY, N. J., June 3.—Simon Salter, who has been in the music business here for a number of years, recently opened attractive new quarters at 168 Smith street. The new store has been equipped with the most modern fixtures obtainable for a talking machine and musical instrument business. The Sonora and Columbia lines will be featured in a spacious department and a complete line of records has been installed.

The dealer who blames all reverses on hard luck had better retire to a quiet corner and analyze the situation again to see if perhaps he was not partly to blame.

# GRANBY *Personal* MESSAGE

## Number Two

Sent by Granby Phonograph Corporation, Newport News, Va.,

You, Mr. Dealer, want the one best Phonograph in the country for YOU, to sell. Whatever standard you set, you want your line to be the Best for your purpose.

By the One Best Phonograph we mean the one that is Best Suited to your trade, that sells easiest and STAYS SOLD. The one that calls for the LEAST SERVICE. And last, but by no means least, the one that shows you the best margin of PROFIT.

That meets with YOUR ideas, doesn't it?

Well, if that IS so, then you should handle the Granby.

In Design, Finish, Construction, Equipment and Tone the Granby is the peer of any phonograph at anything like its price.

Granby period models are perfect copies that appeal to the artistic eye of the discriminating buyer.

The finish we believe is superior to that of any competitive line.

The Construction is sturdy. Granby is built to last a lifetime.

The Motor is specially built for us by one of the largest motor manufacturers in the country. It embodies many unique features.

The Granby Dual Tonearm is distinctive and, with the highly polished horn, develops the unusual tone quality that has put Granby in a class by itself.

Granby prices are fair. Discounts are generous—showing you DOUBLE THE NET PROFIT you can make on any of the so-called standard lines.

Moreover, the Granby sells easiest in competition. It is live merchandise. It MOVES. And you have the benefit of a generous policy of CO-OPERATION.

If these are facts, as we claim, you will admit that the Granby proposition is at least worth investigating.

Then why not ask us to SHOW you?



# GRANBY Phonograph CORPORATION

Offices and Factory

Newport News,

Virginia





HERE IT IS!

The  
**FLETCHER UNIVERSAL  
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs  
 SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

**TONE ARMS**  
*Fletcher*  
 REG. TRADE MARK  
**REPRODUCERS**

*Fletcher*  
 REG. TRADE MARK



Reproducer  
 and Connection  
 for  
**NEW EDISON**  
 Plays all Records

Dealers, Send for Prices and Terms

**FLETCHER-WICKES CO.**

**6 East Lake St., Chicago, Ill.**

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

SOMETHING ENTIRELY NEW IN TONE ARMS  
**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore  
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**  
**6 EAST LAKE ST. CHICAGO**

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



# Organizations and Clubs Offer the Dealer the Opportunity of a Live Prospect List

One of the most important assets that a live talking machine dealer can have is a live prospect list. From such a list, in a large measure, does the development of the business spring, provided the proper measures are taken to follow up the prospects with the idea of making sales. There are a number of methods by which a fairly good prospect list can be obtained with comparatively little effort. Securing the names from the directory or telephone book is not the most resultful, for the simple reason that many of the people listed therein must be weeded out. This is done for several reasons, the most important of which is that a great number of people are poor risks and the merchant cannot afford to sell an expensive machine or a number of records to a person who is pretty sure to fall down on his or her contract.

From the preceding paragraph it may safely be deduced that the first essential of a good prospect list is that the names thereon be of a selected class. In other words, the names of people who not only offer an opportunity for the sale of a machine or records but people who are in a financial position to meet their obligations. The question, then, which naturally arises in the mind of the merchant is: "Where can I obtain a list of the people in my community who fall in the selected category?"

The answer is simple enough: Clubs, societies, churches, schools, country clubs and all other organizations where the membership is made up of good substantial citizens of the communities. The names of all other merchants in your community may be added to this list. In other words, the middle class and the well-to-do people of the city, town or country offer the best opportunities to the merchant of making a sale with a reasonable certainty of receiving payment for his merchandise. In every community there is a shiftless class of people which it is safer to steer clear of. Then there is the extremely poor class of people who cannot afford to invest in a musical instrument of any kind. In the first-named instance the sale may be consummated and the name affixed to the dotted line, but the purchaser, who is possessed of little or no sense of responsibility or what is right, is reasonably certain to try to "get away" with anything possible. In the second case the contract will probably be entered into with good

faith and the determination to meet the payments, but the condition of the finances of an extremely poor family makes the possibility of promptness very remote, and the dealer takes a greater chance than is justified.

In order that the talking machine dealer may insure the possibility of securing the names of the proper people, he must engage in civic activities of various sorts and actively enter into the interests of the community in order that he make himself known to as large a circle of people as possible. In this manner his chances of gaining access to the rosters of clubs and organizations will be greatly increased, and, besides, the fact that he is known to a large num-

## *Securing Prospects Financially Able to Meet Obligations Eliminates Loss of Profits and Wasted Time*

ber of people will react directly to his benefit by increasing the number of customers who will voluntarily come to his establishment to make their purchases.

There may be some "doubtful Thomases" among the readers of this article who declare that it cannot be done, but it most emphatically can and has been done. This article itself is the result of a conversation with a certain live dealer who has successfully accomplished that very thing and is now reaping the profits of his labor by an ever-increasing number of sales. This dealer declared that from the Y. M. H. A. and several country clubs in his community he had secured the names of 1,200 worth-while people in one month. He is now engaged in making a special effort to secure the names of the members of several women's clubs with good results. The Y. M. C. A. and

the Y. W. C. A., as well as several churches in his city, have also contributed live prospects.

The securing of the names is but the first step in obtaining a prospect list which will deliver returns in sales and consequently greater profits. The second, and equally important, step is to eliminate the names of persons who already possess a machine and those who are not in the market. There is little use of wasting a great deal of time and effort in trying to make a sale to people who already own a machine or to those who for some reason or other are not in a position to have one, when there are a large number of prospects who can be induced to buy with a great deal less effort.

The dealer referred to accomplishes this result as follows: After the names have been secured they are indexed alphabetically and placed on file. Then for three consecutive months personal letters, circulars, monthly supplements and other direct-by-mail efforts are made to secure the prospects' attention and interest in the line handled. The letters are so worded as to encourage in every possible manner that the prospective customer communicate with the merchant as to whether he or she is interested. If, after the expiration of the allotted three months, no reply is received the dealer makes one more effort to gain the desired information by making a personal call. Having finally assured himself which are the people who cannot be induced to buy, he drops them from the list and concentrates on the others.

Of course, there are some who will point to this method as involving a great deal of time and expense and to them the only answer is that every merchant pays rent and most of them pay for advertising, some of it non-productive, and for what? Why, to secure business, of course. In proportion to these expenses, when the sales possibilities to prospects secured in the manner described are analyzed it will be found that the cost of making sales is very small.

### TO EXPAND BOBOLINK SALES

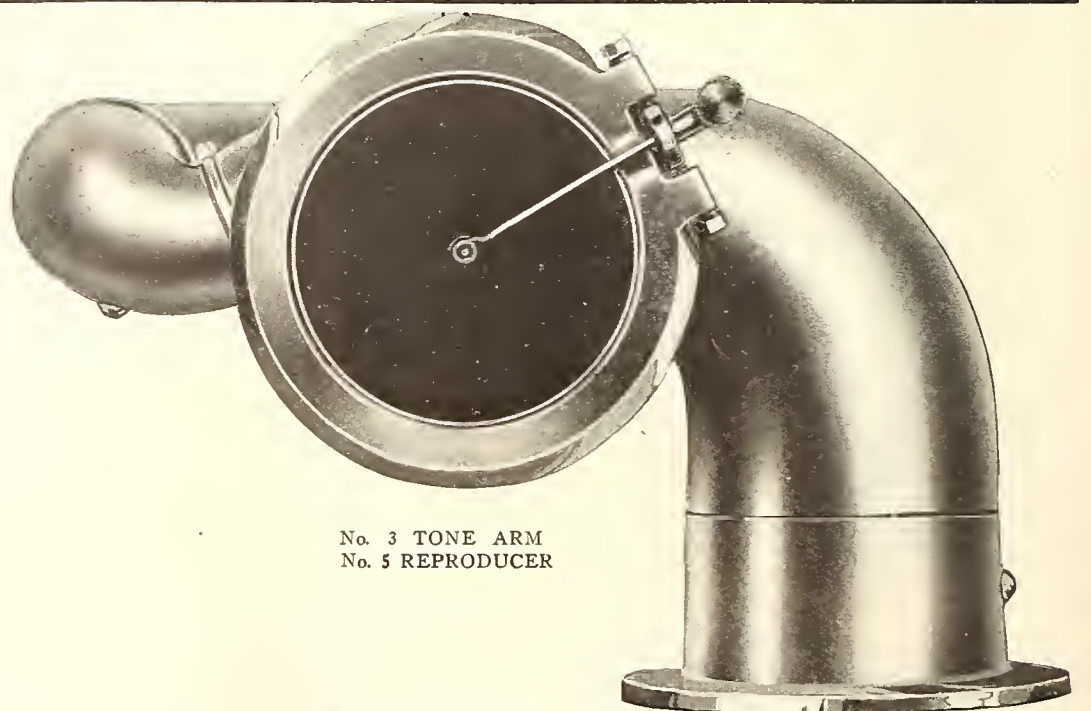
NEW HAVEN, CONN., June 5.—Steady demands for the Bobolink record books and talking machines are reported by the LaVelle Mfg. Co., of this city. Plans for further distribution during the Summer months are being made.

## MUTUAL TONE ARMS & SOUND BOXES

There are three things that go to make up satisfaction:

1. QUALITY
2. SERVICE
3. PRICE

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



No. 3 TONE ARM  
No. 5 REPRODUCER

## Mutual Phono Parts Manufacturing Corp.,

149-151 Lafayette Street  
New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions





# ANNOUNCING The Jewett Radio-Phonograph

Radio enthusiasm is here to stay. It will *not* put the phonograph out of the "picture" as a few people have predicted, but the combination of these two inventions will simply help to make your phonograph business better than it has ever been.

The trade is already familiar with the remarkable qualities of The JEWETT, as a phonograph — and now we have added "quality" to "quality" and are offering you The JEWETT Radio-Phonograph.

The JEWETT, equipped with a two-stage, regenerative set, is ready to "pep" up your business.

Write or wire for detailed information.

Territories Are Now Being Assigned to Jobbers and Dealers

## THE JEWETT PHONOGRAPH CO.

General Sales Offices: 9th Floor Penobscot Bldg., Detroit, Mich.

Branch Office: 1624 North American Bldg., Chicago, Ill.

# JEWETT

## PHONOGRAPHS



Adam Console Style  
No. 10-W  
Jewett  
Radio-Phonograph



Style No. 6-W  
Jewett  
Radio-Phonograph



Queen Anne Console  
Style No. 11-W  
Jewett  
Radio-Phonograph

LICENSED UNDER BASIC PATENTS





Anyone who likes dancing will like this July record. Two fox-trots. "In Blue Bird Land," by Paul Biese's Orchestra, and "I Want You" from *Marjolaine*, by Ray Miller and his Orchestra. A-3610.

Columbia Graphophone Co.  
NEW YORK

## CONSTRUCTIVE PLAN FOR USING RECORDS IN SCHOOLS

Henry D. Tovey, Director of Fine Arts in University of Kansas, Offers State-wide Musical Education Plan That Will Help Stimulate Use of Talking Machines and Records

LITTLE ROCK, ARK., June 8.—The credit for the development of the State of Arkansas from a music desert into a music oasis is frankly given to the talking machine and to the foresight of Henry D. Tovey, Director of Fine Arts in the University of Arkansas, in urging the use of talking machines in schools and preparing and laying out definite record programs.

Mr. Tovey found that not enough attention was being given to music in the schools, and conceived the idea of sending a bulletin to schools and women's clubs throughout the State offering seven programs of records with pictures and written talks. The records were to be retained two days and then sent on to a designated school or club. There was no charge for the loan of the record. The only expense was for the express charge one way on the records. A postcard was sent to every person receiving the records telling when they would arrive and from whom and when they were to be forwarded and to whom. Later the loan time of two days was extended and the circuits shortened.

Almost immediately Mr. Tovey received twenty-four applications for the records from women's clubs. Not a request came from the schools of the State. The clubs played the records on their own machines and then took them to the

schools. As a result there were many applicants for records from the schools the second year and the number has increased yearly since.

The fame of Mr. Tovey's state-wide musical education plan has spread the world over. Requests for information in regard to it have reached the originator from every State in the Union but four and from seven foreign countries.

In the majority of the schools of Arkansas the talking machine is as much a part of the equipment as the blackboard. There is a growing interest in the better class of music, and several State high schools now give credit for music.

This year the university has in circulation during ten months fifty programs, including music history, the art songs, the different voices, orchestra and instruments, operas, oratorio, etc.

The entire expense, except the purchase of part of the records and the express charges, is borne by the university.

Each set of records is accompanied by notes, explaining the music about to be heard and giving interesting facts regarding the origin, the instruments, the singers, etc. In the case of the records on musical history, and the world history of music, advance sheets are sent, so that the historic background for the music can be studied before the records arrive.

The collections include some of the finest and most valuable records made. They are shipped in new and easily handled boxes, with special packing which insures them against breaking.

Following are the rules governing the use of the records:

1. The collections are loaned free except for transportation charges. The borrower must pay charges from the person preceding him on the circuit, or, if he receives individual service, to and from this office.
2. No admission fee may be charged for the programs, except by public institutions, when the funds raised thereby go toward the purchase of material for musical education.
3. Only half tone needles must be used.
4. The turntable of the machine must be kept revolving at 78 times a minute.
5. The records must be carefully packed and shipped on the day specified by this office to the next borrower.
6. A report must be mailed immediately to this office on the blank supplied for that purpose.
7. The borrower must make good any damage to the material which occurs while it is in his possession.
8. The borrower must give at least two weeks' notice to be included or removed from a circuit. Requests for individual service will be handled in the order in which they are received.
9. In applying for material, the borrower should state for what purpose he desires it, and that he will conform to the regulations given above.



**BRUNS  
MADERITE**

## "BRUNS MADERITE"

**DELIVERY COVERS**

You can't go wrong on BRUNS MADERITE Phonograph Delivery Covers for Upright, Console or Period type machines—Our covers are also made for the radio cabinets.

**PORTABLE TALKING MACHINE COVERS**

We are making a line of covers for portable cabinets in various shapes and sizes—this type machine really needs a serviceable carrying cover.

**MADERITE DUST COVERS**

Made of durable fleece lined rubberized material—just the thing for the Spring season.

**A. BRUNS & SONS**  
50 Ralph Ave., Brooklyn, N. Y.  
Manufacturers of Everything Made of Canvas

**COVER, STRAPS ATTACHED**



**A. BRUNS & SONS**  
50 RALPH AVE.  
BROOKLYN  
N. Y.

## AUTOMATIC MUSIC SHOP HAS VICTOR

NEW HAVEN, CONN., June 3.—The Yale Talking Machine Co., trading as the Automatic Music Shop, has purchased the Victor retailing business in this city formerly conducted by A. Fasano. The warerooms have been newly decorated and modernly equipped, and will be conducted on an exclusively Victor basis.

## TO LEARN SPANISH FROM RECORDS

Learning a language by listening to records played on the talking machine is the latest innovation in New York University, New York City. Maximo Iturralde, a native of Spain, and a graduate and assistant professor at the University, proposes to teach Spanish in this manner. Ten double-disc ten-inch records have been made especially to give this method of teaching a trial.

## OPENS COLUMBIA DEPARTMENT

WAYNESBORO, PA., June 3.—W. F. Day, jeweler and optometrist here, recently opened an attractive new establishment in which a Columbia department is the feature. On the opening day a clever stunt was used to secure the names of prospects. A gift of a record was made to each person who signed his or her name in a book provided for that purpose.

M. Philips has opened an attractive music store at 1128 Seventh street, N. W., Washington, D. C.



**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

Ilsley's Lubricant makes the Motor make good Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

**EUREKA NOISELESS TALKING MACHINE LUBRICANT**

Write for special proposition to jobbers

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

**A NEW TURN TO AN OLD TRICK**

**Plays Talking Machine in Manhole on Sidewalk and Places Dummy Machine in Window—Stunt Attracts Considerable Attention**

Concealing the talking machine beneath the grilled cover of a coal manhole on the sidewalk, while the horn of another instrument was pressed tightly against the show window of the shop, an Indianapolis talking machine merchant attracted much attention from the people passing by and also succeeded in drawing many curious folks into the shop.

The usual stunt of letting the public hear the instrument in action by means of a horn protruding through the window or door of the shop was too ancient a plan for the merchant, who wished to do something different.

So the manhole scheme was finally hit upon as one that would make the passers-by pause and guess. The people naturally looked at the instrument the horn of which was pressed against the window and the majority wondered. Few discovered the real source of the music and many prospective customers and sales resulted.

**NEW YORK CONCERN CHARTERED**

The Seymour-Forsman Music System, of New York City, has secured a charter of incorporation under the laws of New York State, for the manufacture of talking machines, etc. The concern has been authorized to issue 150 shares of preferred stock at \$100 per share and 100 shares of common stock at no par value. Incorporators are M. M. Bartholomew, L. W. Scudder and R. Forsman.

**SELLING VICTROLAS TO SCHOOLS**

The Cline-Vick Drug Co., which conducts a chain of stores in Illinois and handles a complete line of Victor talking machines and records, has been paying considerable attention to the schools as Victor prospects, with the result that recent sales include a Victrola to the Logan school and the Marion Township High School. Fay Luyster is the wide-awake manager of the Cline-Vick Victor department.

**EDISON'S PLAN TO HANDLE CROPS**

At an agricultural inquiry recently held in Washington, D. C., members of the joint Congressional Commission considered a plan for marketing farm crops placed before them by Thomas A. Edison. Among other suggestions he urged the marketing of crops through a system of warehouse receipts and the establishment of a chain of great warehouses for storage purposes. Mr. Edison believes that more orderly marketing with benefits to the producers and consumers would result from the adoption of the suggestion.

**G. S. HARDS' STRIKING FLOAT**

Geo. S. Hards, Victor dealer, of Dormont, Pa., was recently represented in a business men's parade in Dormont by a very fine float, which attracted a great deal of attention. Mr. Hards reproduced the Victor trade-mark, using a Victrola with a horn and the well-known white papier-mache dog.

The man who congratulates himself on the easy job he holds down is usually incapable of holding down a more responsible position. Also, any job can be made easy by shirking responsibilities.

**PRODUCING BETTER CABINETS**

**Consensus of Opinion Among Veneer Men Is That Cabinet Makers Are Turning Their Attention to Making Better Products**

An interview with the heads of several prominent veneer houses brought out the fact that since the war manufacturers are steadily striving to produce the best cabinet work possible. The head of one of these firms stated: "Before the war many concerns were in the market for the cheapest quality of veneer which they could possibly use. This condition has been entirely reversed during the past year. Many of these firms have gone out of business and the balance have turned their attention to turning out a quality product. They cheerfully pay the price for the best quality woods and their cabinet work shows the results. This was brought about by the fact that the average purchaser is more discriminating than formerly and will not buy the cheap-appearing product, realizing that it pays in the end to buy something worth while."

**FINE ADS FEATURE MUSIC WEEK**

**Johnstown, Pa., Paper Devotes Entire Section to Pennsylvania Music Week**

JOHNSTOWN, PA., June 3.—In connection with the recent Pennsylvania Music Week, the Johnstown Sunday Ledger devoted an entire section of the paper to a music section. In addition to articles relating to the history of local concerns prominent in the music business a number of fine advertisements appeared. Among the ads, which were especially attractive, were those of the Modernola Co., manufacturer of the Modernola phonograph; Nathan's, featuring the Edison; Swank's, the Victrola, and Rothert's, the Vocalion and the Columbia Grafonola.

A charter of incorporation has been granted to the firm of Osland, of New York City, to handle talking machines, electric parts, etc. The concern, which has a capital of \$25,000, was incorporated by R. W. Osland, G. E. Cook and T. K. Jones.

**Make the test—  
then the decision!**

BANNER 50c RECORDS have come to the fore in the popular-priced record field — *deservedly!*

The BANNER organization offers a product that gives to your public full 75c worth of record value for 50c—in every respect!

It backs this unusual quality with dependable, efficient dealer service—both in releasing the big hits first and in delivering these hits to you.

On top of that it furnishes thorough, consistent advertising co-operation.

Write for the complete facts! Make the test!—then your decision!

**Complete  
July List  
Ready  
Now!**

**PLAZA MUSIC COMPANY**

18 West 20th Street

New York

Pin to your business card. Mail today!

PLAZA MUSIC CO. (BANNER RECORD DIV.)  
18 West 20th Street, New York.

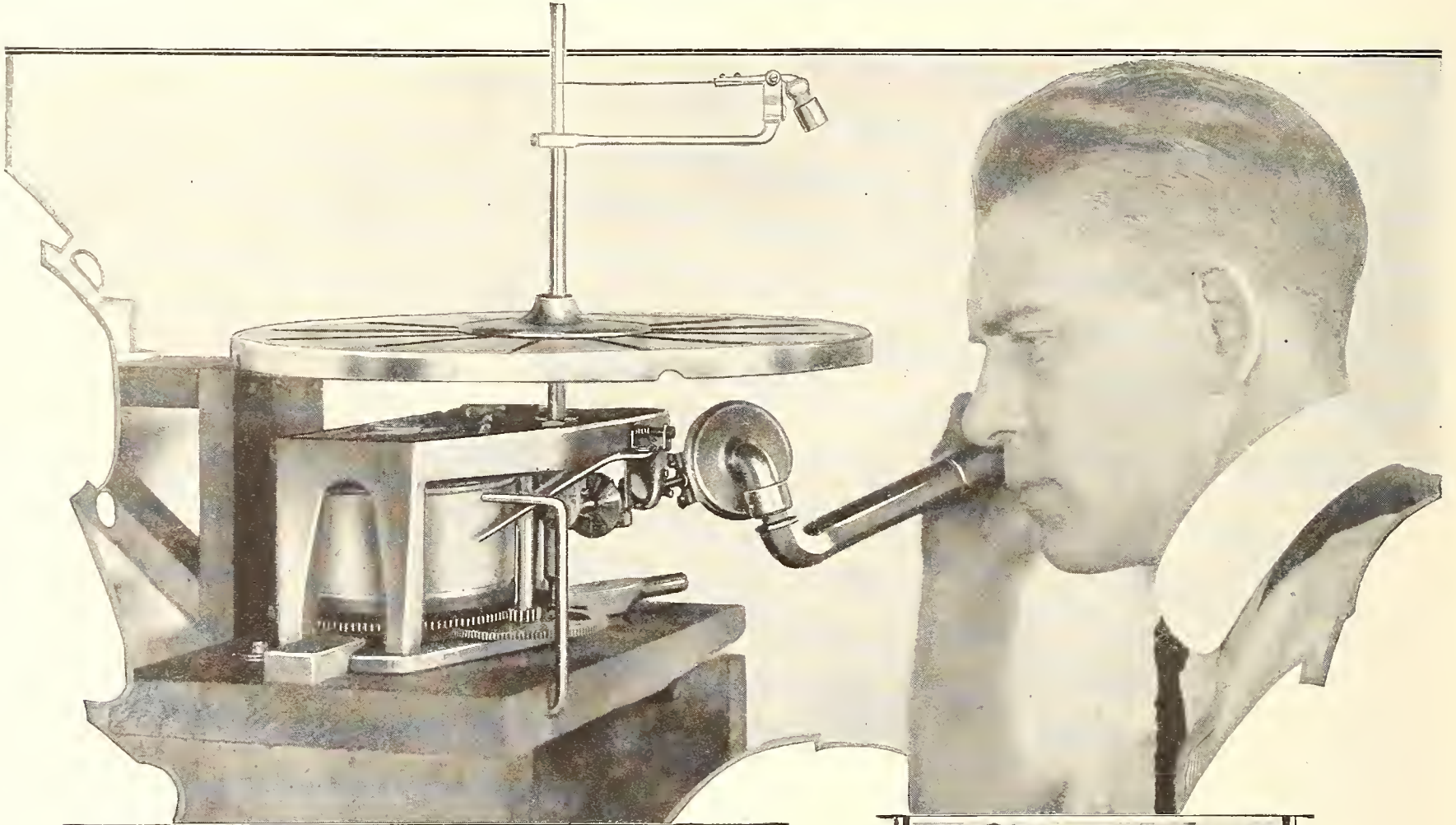
Send sample record and details on the BANNER RECORD proposition.

Name ..... Address .....



# The CHENEY

## THE MASTER INSTRUMENT



### *Testing the Heart of The Cheney with a Stethoscope*

Freedom from noise, throbs and pulses is one of the outstanding characteristics of the Cheney motor. The utmost simplicity of design and the most exacting standards of manufacture have made the Cheney motor as nearly perfect as it is possible to achieve. As one of the men in our factory said, "We pride ourselves on the fact that our motors are held to closer standards than any other phonograph motor that is made."

Above is illustrated the first test of a Cheney motor after it is assembled—the stethoscope test. While every part of the motor is in motion the stethoscope is applied. The slightest noise is so magnified by this device that a loose bearing or the least eccentricity is easily discovered.

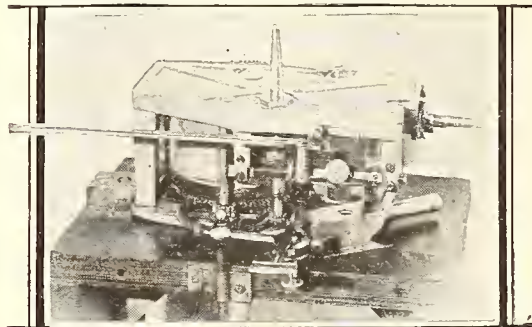
No Cheney motor is allowed to pass to further tests until it has satisfactorily demonstrated its ability to run smoothly and silently.

THE CHENEY TALKING MACHINE COMPANY  
CHICAGO



*The Assembly of the Cheney Governor*

This delicate part is the balance wheel which keeps the speed of the motor and the turntable constant. Special care is used to make it accurate.

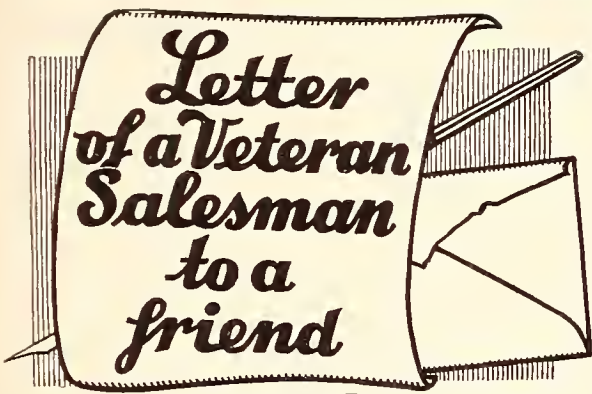


*The Cheney Motor Assembled*

Before it may take its place in the finished Cheney, it must pass four of the most exacting tests which can be given to any piece of mechanism. The first of these is the stethoscope test for noise, as described.

*"Genius is but the infinite  
capacity for taking pains"*





(NO. VI)

Dear Bill:

Reading between the lines of your most welcome letter, I have come to the conclusion that you are quick-tempered and that you are harming yourself and will continue to do so unless you mend your ways, and that without delay. The fact that you let your temper get away from you because of Brown's seeming unreasonableness and gave him a piece of your mind certainly has not done you any good. On the contrary, it undoubtedly has done you considerable harm. One thing is sure, Brown will do no more business with you. Even if his complaint seemed unreasonable and childish, you would have accomplished much better results by resorting to diplomacy and making an effort to reason with him. The chances are that if you had tactfully pointed out to him that the trouble with the machine he purchased from you was the fault of the lack of attention it received at his hands and courteously offered to send some one up to look into the matter for him he would probably have cooled down and he would also have left your establishment with good feeling toward you instead of the ill will he now bears. In this manner you would have made a good customer of him.

Many years ago when I first entered the selling game I lost an important customer through a display of temper and the chastisement I received at the hands of the boss was sufficient to stick in my memory all these years. In short, I learned a lesson which I have never forgotten. Concluding his "bawling out," my boss said to me: "And never forget that no matter how unreasonable a customer seems to be he is always right. Be sure that you place yourself in his position and attack the matter from that angle." Many times after that when I have had occasion to deal with an irate customer I have remembered that advice, and I certainly have had no reason to regret using it. It pays to have full control of one's temper.

You must remember, Bill, old chap, that no man or woman will take the trouble to come to your store with a complaint unless there is a reason for it. Perhaps the customer may be wrong in assuming that the fault lies in the machine which you have sold. A complaint should be welcomed as an opportunity to make a fast friend instead of a chance to show the customer what you think of him or her. A little diplomacy will do the trick.

Amiability is one of the most important assets a business man can have, and this applies equally to every line of business. If you feel your temper rising make every effort to control it. Cheerfulness can be cultivated as easily as a frown and the reward is certainly worth the trouble. Remember that if you act in a nasty manner to one customer you may lose more than merely the patronage of that one person. The average person has a habit of passing along news of this character to friends and neighbors and you can readily see what chance you will have of doing business with any of these.

On the other hand, if you can convert this person into a firm friend of the house through courtesy, tact and cheerfulness the word will be passed along just as surely as in the case mentioned above and your circle of friends is immediately widened and your chances of enlarging your patronage is considerably increased. One thing is sure, courtesy always pays.

With best wishes,

JIM.

VICTOR SALES SCHOOL IN BUFFALO

Over Threescore Dealers and Salesmen Attended Sessions Held in That City Last Month

BUFFALO, N. Y., June 3.—The Victor Talking Machine Co. recently decided after considerable thought to carry the School for Salesmanship to the dealers in the various localities rather than require the retailers and members of their staffs to go to Camden for instruction, and the idea which is now being carried out has proven most successful.

The first point visited by the Victor School of Salesmanship was Buffalo, where the sessions opened last month with an attendance of sixty-six and continuing for four days. The majority of those attending were from Buffalo, but there was a good representation from west of New York generally and several from Pennsylvania. The sessions were held in the Buffalo Consistory, 164 Delaware avenue, a central and most convenient location.

The school was in charge of F. A. Delano, who has had charge of the Red Seal schools at the Victor factory, and he found time following the closing of the school to visit and study the Victrola departments of a number of local dealers.

The Buffalo jobbers, the Buffalo Talking Machine Co. and Curtis N. Andrews acted as host to the visiting dealers on Wednesday evening and entertained them at a dinner and theatre party, and arranged to have a group picture of the class taken, a print of which was given to each member upon leaving Buffalo.

SOME INTERESTING STATISTICS

Figures Compiled by New York Merchants' Association Show That 138,897,981 People Visited New York Last Year—Some People to Sell

Every day of last year the railroads brought to New York City 97,000 visitors, and in addition the same roads carried 307,700 persons into the city each day from surrounding communities who have regular occupations here. During the year a total of 138,897,981 persons came to New York, according to statistics just made public by the Traffic Bureau of the Merchants' Association. Read, and think this over, you merchants who sit



Dealers and Salesmen Who Attended Victor School for Salesmanship

in your stores with gloomy mien waiting for business to come to you, and remember that most of these people read the Metropolitan papers. The answer is: Advertise and get the business.

MAKING RADIO HEAD SETS

The Triangle Phono Parts Co., 722 Atlantic avenue, Brooklyn, N. Y., well-known manufacturer of motors and tone arms, recently entered the radio field as the manufacturer of head sets for radio receiving apparatus.



Wall-Kane Needles  
Protect the Record

WALL-KANE NEEDLES

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

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

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

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

JOBBERS ONLY—APPLY FOR  
SPECIAL PROPOSITION

WALL-KANE NEEDLE MANUFACTURING CO.

Successors to

The Greater New York Novelty Co.

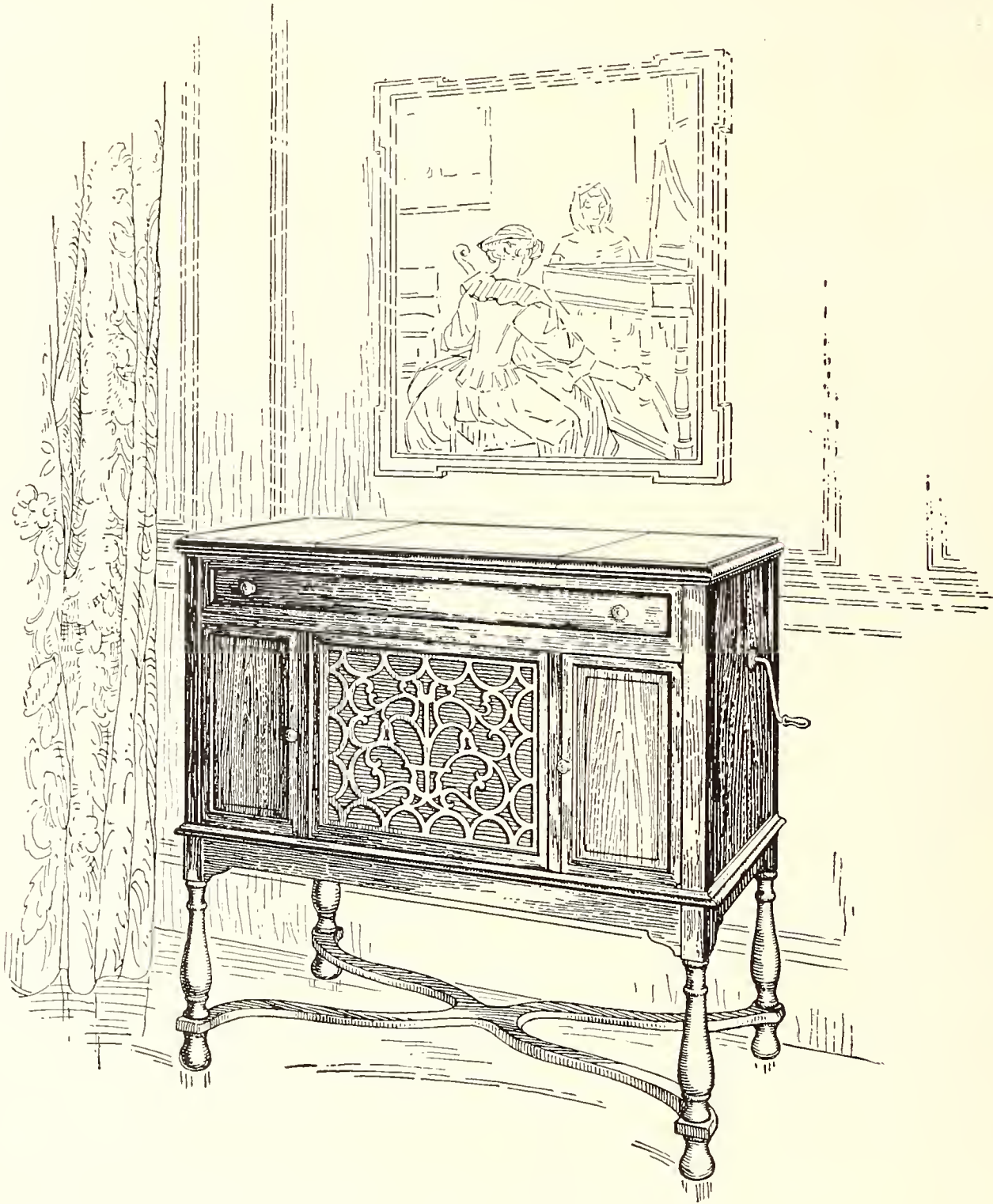
Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.





The New EDISON  
William and Mary  
Console

[See page facing this]



*On the opposite page is illustrated the new William and Mary Console Model of the New EDISON Phonograph*

**A**NOTHER new and popularly priced Console takes its place in the New EDISON line—a William and Mary design at \$325.

Authentic in design, exquisite in finish, and rich with the characteristic craft of this delightful period in furniture design, it is one of the handsomest and easiest-to-sell Models that Thomas A. Edison, Inc. has ever offered at any price, and at this price of \$325 it is one of the best values that has ever been produced by any manufacturer.

It is made in Mahogany (Brown only).

*New Prices on Three of the New EDISON Period Designs*

In line with the long-established EDISON policy of re-adjusting prices whenever changes in manufacturing costs permit, new prices have been made effective on the following Period Models:

The New EDISON XVIII Century English (Adam) lowered from \$500 to \$375

The New EDISON Italian (Umbrian) lowered from \$500 to \$350

The New EDISON Louis XIV lowered from \$350 to \$295

**THOMAS A. EDISON, Inc.**  
Orange, New Jersey



### E. L. GRATIGNY JOINS FORCE

Becomes Vice-President of the Oklahoma Talking Machine Co.—Valuable Addition to Official Force of This Live Organization

OKLAHOMA CITY, OKLA., June 8.—The executive personnel of the Oklahoma Talking Machine Co., Victor distributor, with headquarters in this city, was completed last week when E. L. Gratigny joined the staff to take active part in the



E. L. Gratigny

company work and has been elected to the office of vice-president in the organization.

E. L. Gratigny, who is a brother of B. W. Gratigny, president of the company, has been connected with the C. D. Smith Drug Co., of St. Joseph, Mo., for twenty-five years—in the later years as secretary and director. The latter is one of the largest wholesale drug houses in the West and Mr. Gratigny's recent sales promotion activities there have been largely in the line of foun-

tains and store fixtures and in modernizing stores—an experience which will be of value to him in his work with the Oklahoma Talking Machine Co. He will bring to this organization a wide experience in store management and specialty selling as well as sales promotion work, and his efforts will be given largely toward dealer service and dealer development.

The existing personnel of the company will not be disturbed by Mr. Gratigny's addition—it is in the nature of an expansion and addition to the Victor distributing organization.

### A LITTLE STORY WITH A MORAL

A Few Pointed Facts Which Are the Reason for Dull Business and Lead to Disaster

A music merchant who had been in business for a number of years and did not seem to be making much progress one day complained that his business was extremely dull. The writer asked him if he did anything to get new customers outside of a few inches of space which he used in the daily papers; whether he used outside salesmen and canvassers; whether he kept track of old customers in any way and made any effort to bring them back into the store.

To all of these he answered: "No, what's the use?" The writer also suggested that the fact that his windows were dusty, dirty, disarranged and the displays changed once in a "blue moon" might have something to do with the condition of his business. This man will not be in business very long. The handwriting on the wall is plain for all to see.

### OPENS "TALKER" DEPARTMENT

HARTFORD, CONN., June 3.—Sage-Allen & Co., Inc., of this city, has opened an attractive talking machine and radio department. A complete line of Brunswick phonographs and records has been installed. Radio outfits and accessories of all kinds occupy a considerable portion of the new department.

### RAISA AND RIMINI IN ITALY

Opera Stars and Vocalion Artists to Tour That Country During the Summer

Rosa Raisa and Giacomo Rimini, prominent members of the Chicago Grand Opera Company and exclusive Vocalion record artists, sailed on May 18 on the S. S. "Christopher Columbus" for Italy, and plan to spend the Summer touring that



Giacomo Rimini and Rosa Raisa

country in their new Pierce-Arrow car, which they purchased before leaving. Before leaving for Italy Mme. Raisa and Sig. Rimini made several new recordings for the Vocalion, which will be released shortly.

Making money by questionable methods is a losing game. Read the records of gamblers and crooks and you will find the cases rare where any of them secure wealth and hold it.

Stubbornness is a fine quality when you are absolutely sure that you are right.

## YES—THE BEST

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

Always Insist on Getting

# DE LUXE NEEDLES

and you won't be disappointed.

**DUO-TONE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*

ANSONIA, CONN.



Full Tone

**DON'T FORGET THESE FACTS.**

**Perfect Reproduction of Tone No Scratchy Surface Noise**

**PLAYS 100-200 RECORDS**



Medium Tone

**Three for 30 cents (40 cents in Canada)**



# :: CHEERFULNESS ::

By EDWARD FRASER CARSON

I do not know just how many cardinal virtues there are, but this I do know—I am sure of it—that one of said virtues is Cheerfulness.



Edward Fraser Carson

The chap who always looks on the bright side of life is good to have around. You know "the man worth while is the man who can smile when everything goes dead wrong."

On the other hand, if there is one kind of person that every other kind of person hates it is the crape-hanger—the black face artist—the sorehead who is always bemoaning the past, kicking at the present or fearing the future.

They say it's love that makes the world go round. Maybe it is. But if so it is Cheerfulness that lubricates the works. I know how hard it is to feel Cheerful when things are not breaking right. But it is surprising how much easier it is to feel Cheerful if you only look so. You can easily look Cheerful if you only make up your mind to do so.

If you will just smile you simply can't help seeing the sun shining. You simply can't hold hard feelings against any man. Try it and see. All your troubles disappear as if by magic the instant a smile chases away the clouds from your face.

One of the most successful merchants in Philadelphia—a self-made man—born in poverty and forced to support himself before he was ten years old, told me the other day that he was often asked what was the secret of his success.

"There is no secret about it," he said. "I simply 'smile my way.' I used to sell newspapers and I found that I always sold more papers when I was feeling good. Business was always poor when I had a grouch. I figured it out that smiling had something to do with it and I got the habit. It has never left me, for I find that it has paid me well in cash."

That man is not a Rockefeller or a Vanderbilt or a Morgan, but he has passed the point where he has to worry about where his next meal is coming from. You may not believe it, but this man's "secret" will just as surely work for you as it is working for him—for he is still prospering. Just try it out. Prove it to yourself. Make up your mind to be Cheerful and smile.

If the boss or customer or friend asks you to do something do it Cheerfully. Do it with a smile. Better not do it at all than do it grudgingly. No one wants to be waited on by a grouch. So in every retail store it is the Cheerful smiling face whose sales show the biggest increase. It is sales that count when the time comes for the boss to pass out the raise in pay or to pick the man to fill the job on the next step up the ladder in his organization.

Yes, sir, Cheerfulness is the cream on the

strawberries of life. The face with the smile does win. It wins happiness—it wins friends—it wins business—it wins prosperity. It disarms your enemy and leaves him nothing on which to vent his spleen.

So I say to you, "Young man, be Cheerful—be Cheerful and smile—be Cheerful if only because it will put money in your pocket and it surely will.

But—be Cheerful—smile.

## EDISON'S EARLY RADIO DISCOVERY

Phenomenon Bared in Studying Incandescent Lamp of Importance in the Field of Wireless

Although the name of Thomas A. Edison is rarely, if ever, connected with radio in the minds of the enthusiasts, he was, nevertheless, one of the early experimenters who discovered a phenomenon which later proved to be of vast importance in the field of wireless.

Mr. Edison was busy working on other phases of electricity at the time that he made his observations, so that nothing then came of them. Later, however, Lee de Forest and many other investigators went further along the same line and the result was the vacuum tube, the marvelous bulb which has made the modern radio possible.

Mr. Edison, in studying the action of the incandescent lamp, observed that a current could be passed from the filament across the vacuum in the bulb to a wire or plate inserted in the tube. He found that this current flowed as soon as the filament became incandescent and flowed only in one direction, toward the extra wire of plate. What was happening was that a great number of electrons of negative electricity were leaping the gap from the negatively charged filament to the plate, which was positively charged in relation to the filament. This phenomenon later became known as "the Edison effect."

## H. V. STEER OPENS FINE STORE

MONTGOMERY, N. Y., June 3.—An attractive music store has been opened here by H. V. Steer, of Walden, N. Y. A complete line of Brunswick phonographs is being displayed and a large stock of Brunswick records has been installed. Talking machine supplies and music rolls are also handled.

## MANUFACTURING FIRM CHARTERED

The Union of Irish Industries, of New York City, has been granted a charter of incorporation under the laws of the State of New York, to manufacture talking machines, with a capital of \$1,000,000. C. Henry, P. D. Benson and A. E. Claffey are the incorporators.

A. E. Landon, manager of the Toronto, Can., branch of the Columbia Graphophone Co., was a recent visitor to the executive offices of the company in New York.



## LATEST RELEASES

- 0989x Mia Dolce Amica...Cav. Uff. G. Godono  
Voce D'Amor.....Cav. Uff. G. Godono
- 0995x Totonno 'E Quagliarella.....Ciaramella  
Niru Te .....Langella
- 1001x Signora Mia (Duetto),  
Donnarumma-Ciaramella  
'A Cura 'E Mamma' (Duetto),  
Donnarumma-Ciaramella
- 1003x Canzone Americana .....Donnarumma  
Donna Fifi' .....Ciaramella
- 1005x Mo Esce Achille. Scena Comica.  
Il Cavamaecchie. Scena Comica.
- 1017x Gli Ussari. Polka,  
Ricordi Del Villaggio. Orchestra.
- 1019x Momenti Gioiosi. Orchestra.  
Al Bosforo. Polka.
- 1021x Carmen (Selection). Bells.  
Nozze D'Oro. March.
- 1033x Abat—Jour (Salomè),  
Ciaramella-Rondinella  
Ninnolo....Cav. Uff. G. Godono, Tenore
- 1045x Momenti Felici. Violino Solo.  
Tutto L'Amore. Violino Solo.
- 1047x Sempre Avanti. March.  
Ricordi Milanesi. Waltz.
- 1041x Amor Bidente. Waltz.  
Ilona. Mazurka.

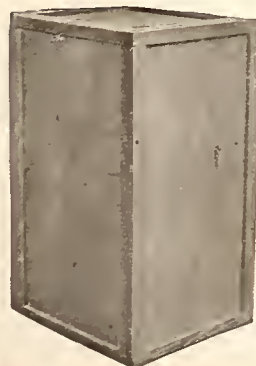
We Are Also Manufacturers & Distributors of  
**Italian Popular Music Rolls**  
New Hits Released the 15th of Each Month

## JUST OUT

- x201—Te Chiamme Maria. Versi di L.  
Bovio. Musica di G. Lama. (Word  
Roll) .....\$1.25
- x180—Acqua Mmoeca. Versi di R. Chiu-  
razzi. Musica di R. Falvo. (Word  
Roll) ..... 1.25
- 051—Napule, Addio! Versi di R. Cacace.  
Musica di D. Ietti. (Word Roll) 1.25
- x208—Stella Marina. Waltz by A. A. Egidi .90
- x187—Se Mi Baciassi. Mazurka by H.  
Ciauri ..... .90

## ITALIAN BOOK CO.

Music Dep't  
145-47 Mulberry St.  
New York City  
DISCOUNT TO DEALERS—ASK FOR  
CATALOGUES



## PHONOGRAPH CASES RADIO CASES

### Reinforced 3-ply Veneer

The Standard Case for Talking  
Machines and Radio Sets

Let us figure on your requirements

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





Here's Frank Crumit with two new ones hot off the griddle. "Down on Avenue A" and "Mamma Loves Papa—Does Papa Love Mamma?"—both on one record. Both sure-fire hits. A-3613.

Columbia Graphophone Co.  
NEW YORK

### WORK FOR TRUTHFUL ADVERTISING

Birmingham Music Merchants Participating Actively in Local Campaign

BIRMINGHAM, ALA., June 3.—Birmingham piano and talking machine dealers, together with other merchants of the city, are co-operating with The Birmingham Age Herald in a new movement of "truthful advertising." The Age Herald guarantees to its readers the reliability, the honesty and truthfulness of all Birmingham firms advertising in that publication.

This method of advertising is something new in the South, but it is proving most popular with the merchants of the city in general. The reliable merchants say this method of advertising will drive from the city snide stores, selling inferior goods with an effort to deceive and defraud the public.

"That day has passed when an unscrupulous music dealer can sell an inferior piano, talking machine or other musical instrument to the people, claiming it is a first-class instrument," said a well-known piano dealer of Birmingham. "The public is too wise nowadays to be humbugged as a general rule. However, there are times when an untruthful advertisement will sell an inferior piano or talking machine, thus knocking the honest merchant out of a sale, and at the same time making a dissatisfied customer of the purchaser later on, when that person has learned what he has really bought. This kind of advertising always injured the business, and it always will. This is an age when business must be con-

ducted along business lines and the merchant must advertise and tell the truth, if he expects to remain in business and prosper," said this merchant.

Some of the piano dealers, as well as merchants engaged in other lines of trade, say that the "truthful advertising" plan is increasing their business. This method of advertising is especially bringing more and more out-of-town business to the city, a number of merchants say. "People outside of Birmingham have learned that they can depend on the advertising they read in the Birmingham newspapers—knowing that when they visit the city they will find the goods as advertised—and, I tell you, it is helping trade, too," said one big talking machine dealer.

### RADIO ON TRAINS A SUCCESS

Experiments of Two Railroads With Radio Installation May Result in Other Lines Equipping Trains With Receiving Sets

The successful installation of radio equipment on trains of the Chicago, Milwaukee & St. Paul and the Lackawanna railroads is attracting considerable attention and the near future is likely to see equipment of a similar character on other lines. The buffet cars on trains of both these companies have been equipped in this manner and the monotony of a long, tedious rail journey has been broken by music, etc. The next step will probably be the installation of transmitting apparatus on trains, so that travelers may send messages while en route.

### WOODBIDGE ELECTED PRESIDENT

Sales Manager of Dictaphone Division of the Columbia Graphophone Co. Elected Head of the Advertising Club of New York

C. K. Woodbridge, sales manager of the Dictaphone division of the Columbia Graphophone Co., New York, was recently given a signal honor in being elected president of the well-known Advertising Club of New York City. In his new post of distinction he carries with him the good wishes of his many friends in the talking machine trade for a thoroughly successful administration of the Club's affairs during the coming year. Mr. Woodbridge is well known in advertising talking machine circles in New York City and his election to the presidency of this live organization is a flattering reflection of his popularity among advertising men in this city.

### THE ART OF SELLING DEFINED

The Essential Points So Necessary to Success in the Sales Field Interestingly Presented

The art of selling includes: The ability to lead the customer by diplomatic suggestion and the exercise of tact. Otherwise the salesman descends to the status of a mere order-taker.

The treatment of various types of personalities in order to get the best results. No two people will react in the same way to the same kind of treatment. What is sauce for the goose in many instances is vinegar for the gander.

A knowledge of human nature sufficient to permit the salesman to study quickly and accurately the character of the customer with whom he is doing business in order that he may select the type of merchandise which will most please the prospect.

Knowing the line handled thoroughly so that there is absolutely no hesitation in the presentation of the sales argument. Lack of this knowledge is detrimental to the best results in trying to make a satisfactory sale.

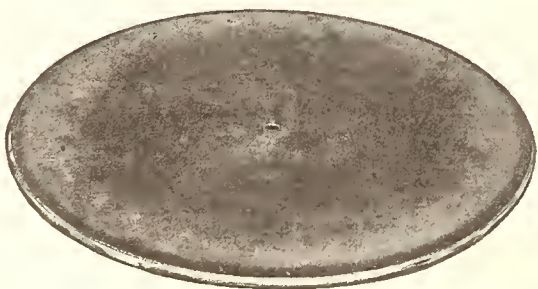
### DEALERS TIE UP WITH HAPPY SIX

Miller & Kades, of Harrisburg, Pa., Profit by Local Appearance of Columbia Artists

HARRISBURG, PA., May 31.—Miller & Kades, Columbia dealers of this city, received some excellent publicity through the recent appearance at the Willow Garden, here, of the Happy Six, exclusive Columbia artists. Previous to the appearance of the artists Miller & Kades ran a number of "hook-up" advertisements in newspapers and also placarded the various dance halls, telling the dancers where records by the Happy Six could be obtained. On the night of the concert the dealers had a Grafonola placed in the main entrance of the hall and a boy to keep it in continuous operation. The stock of Happy Six records was checked up by John F. Trace, sales representative of the Philadelphia Columbia branch, so that it was complete and ready for the rush which followed.

## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard  
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845



## What Okeh Dealers Think of

# Okeh Records

*Okeh Records bring bigger business to Dealers Everywhere. Read what they say*

I sell more Okeh Records than others because of their wonderfully smooth surface. Customers always come back for more.—*A. J. Whartnaby, Philadelphia, Pa.*

Since I have begun to handle Okeh Records my trade will have nothing else. Am dropping other lines; Okeh exclusively hereafter!—*J. A. Schillinger, Syracuse, N. Y.*

I am agreeably surprised at the way people compliment us on Okeh Records. It surely is a line no live dealer can be without. I personally think they are the peppiest records on the market, and the line of foreign language records is marvelous.—*Hillman's, C. Buell, Record Department, Chicago, Ill.*

We are having splendid success with Okeh Records since taking on the line and the records are giving universal satisfaction. The people are coming in every day and asking for Okeh. This is the best index we know of as to what they think of them.—*Harry N. Chesebrough, Oakland, Calif.*

Okeh Records sell fast, and make friends. Three hours' record was 25 sales consisting of three old friends and 22 new ones.—*Moore Music, Royal Oak, Mich.*

We wish to go on record as saying that we consider Okeh Records the best lateral cut record on the market, *without exception*. The Okeh policy of being first with the hits makes them a most valuable asset to any dealer.—*Cowling Music Shop, Wyandotte, Mich.*

We are well satisfied with Okeh Records. Customers who buy them return for more. We think they are the best and sweetest toned records on the market.—*G. I. Holland, Arlington, Mass.*

We handle three lines of records, and Okeh are two to one the best sellers. Our business in Okeh Records is double that of last year. Most of our customers will not buy any other kind.—*T. H. Perkins, Furniture Co., Brookhaven, Miss.*

We take pleasure in saying that we have found the Okeh Records entirely satisfactory and one of the best sellers of three leading lines. Our customers especially appreciate the wide range of up-to-date music obtainable on these records, and the fact that there is always a good selection on both sides of the Okeh Record.—*Barker Brothers, Greensboro, N. C.*

Okeh Records are good, snappy and clean. The manufacturers have done well in keeping them so. They are fast sellers.—*Smith & Nixon Piano Co., Cincinnati, Ohio.*

I like to handle Okeh Records because they are easy to sell, they stay sold and every record sold means future sales.—*C. Gether, Gether Piano Co., Milwaukee, Wis.*

We find that Okeh Records are first with the latest hits, and last to be discarded on account of their clear, natural tone, and wonderful durability.—*Adel Drug Co., Adel, Ga.*

**Now is the time for you to establish an Okeh Agency**

**Write us for your nearest Distributor**



## General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT

25 West 45th Street, New York City









**OPENING OF PACKARD MUSIC HOUSE**

**Elaborate Musical Program and Eight-page Newspaper Supplement Mark Opening of New Retail Quarters in Ft. Wayne—Two Anniversaries Fittingly Celebrated**

FT. WAYNE, IND., June 5.—The formal opening of the attractive new quarters of the Packard Music House, which was held in this city recently and marked the twenty-fifth anniversary of the establishment of the retail store, and the fiftieth anniversary of the Packard Piano Co., was made the occasion for compiling a special eight-page newspaper supplement which appeared in the Ft. Wayne Journal-Gazette on Sunday, May 14. The supplement gave a complete history of the music house with details of the interior arrangement and views of the various departments. Those decorators and supply houses who played a part in the decoration and equipment of the new store filled much of the space in the supplement with their congratulatory advertisements.

The new home of the Packard Music House is at the corner of Harrison and Wayne streets in the heart of the business section and comprises over 14,000 feet of floor space. The main floor, which has five large show windows facing the street, is given over to the Victrola department, band instrument and musical merchandise department, the sheet music library and the main office. The Victrola department is well equipped with sound-proof booths and includes a large record library. In the band instrument section are carried the C. G. Conn, Pensler, Mueller & Co., Ludwig & Ludwig, Deagan, Schuster and Vega lines of instruments.

The second floor of the building is given over to piano showrooms, where the Packard and Bond pianos and players are handled exclusively. The showrooms are handsomely decorated and hung with a number of valuable paintings. The third floor has been laid out as an auditorium with a seating capacity of 400.

An elaborate musical program was arranged for the opening with concerts by Johnny Watt's Orchestra. The Packard reproducing piano was featured in the concert with a number of local artists appearing.

In the newspaper supplement two full pages were devoted to the history of the Packard Piano Co., embellished with pictures of Albert S. Bond, president of the company, with various officials and department heads.

**WIRELESS RECORDS ON PAPER**

**Wireless Station in France to Receive High-speed Messages on Paper Disc**

Two systems of receiving high-speed messages which will be installed in a new wireless station in Lyons, France, are described in a recent issue of Popular Mechanics. One is the method of making a photographic record on a strip of sensitized paper, and in the other method the message is taken on a special high-speed phonograph. After the message has been recorded on the extra-heavy disc, the latter is placed in a machine running at much slower speed, and can then be transcribed by an operator. The reverse of this system can also be used in transmitting messages at speeds up to 150 words per minute.

**FIRE DAMAGES MELODY PHONO. SHOP**

PATERSON, N. J., June 3.—The store of the Melody Phonograph Shop, 364 Main street, this city, was seriously damaged by fire recently. Following the fire thieves entered the store and made off with a number of talking machines and musical instruments.

**NEW QUARTERS IN COLUMBUS**

COLUMBUS, O., May 23.—The Robbins Piano Co. has secured a ten-year lease on the storeroom at 80 South Third street and will move from its present quarters at 172 South High street.

**EXCELLENT PROGRESS WITH CENSUS**

**Figures for 1921 Will Be Published About October of This Year**

WASHINGTON, D. C., May 12.—Very good progress on the 1921 census of manufactures is reported by E. F. Hartley, chief statistician for manufactures, of the Census Bureau, who states that approximately 80 per cent of all the reports have already been received in less than four months' actual working time. Mr. Hartley's division is making every effort to cut down the time which must elapse between the taking of the census and the publication of the figures, and expects to be able to issue the first preliminary statements by October, cutting down by more than a year the time required for the publication of the 1919 census.

A new method of handling the work is to be adopted whereby the reports of production in various industries will be issued before reports showing production by areas, it being Mr. Hartley's belief that the desires of the business men can be best met by furnishing them as soon as possible with a report showing the total production in their industry and following it with reports giving details of manufacturing in the various sections.

**OPENS MUSIC ROLL EXCHANGE**

**Horace M. Hull Heads Company Supplying Music Roll Service to Motion Picture Houses**

Horace M. Hull, formerly connected with the Aeolian Co., has organized a New York Music Roll Exchange with headquarters at Columbus Circle, and is engaged in supplying music rolls on a regular rental service basis to motion picture houses. Mr. Hull tried the plan out on the Pacific Coast very successfully, and is meeting with much encouragement in New York. Mr. Hull is president of the new company, and his brother, Charles Hull, is secretary and treasurer.

**Collings & Co. And You**

Collings Record Delivery Service meets all emergencies.

Special messengers carry our Dealers' requirements all over Northern Jersey as needed.

And over-night deliveries are maintained to all towns in Southern Jersey and Northeastern Pennsylvania.

When minutes mean money—

*"Buy Where You Sell."*

*"Collings Covers Your Wants."*

**COLLINGS & COMPANY**

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.





# OUR REPAIR DEPARTMENT



Service for Victor Dealers is of paramount importance to us. Therefore, we operate a completely equipped REPAIR DEPARTMENT - manned by skilled mechanics and cabinet makers who have specialized in Victor Repairs for years. Here, you have every Victor part obtainable - ready for your "hurry calls." Here, you are assured of reasonable Repair Prices. Our Repair Department was established to aid you! Why not look to us for Service your customers may require? Service to your trade has much to do with business increases.



VICTOR DISTRIBUTORS

# Blackman

TALKING MACHINE CO.

28-30 West 23<sup>rd</sup> St. New York



WHOLESALE ONLY



# Distinction Conferred on the Home by the Selection and Use of Good Record Music

Too many people are prone to overlook the distinction conferred on the home by the selection and use of good music. Before the advent of the talking machine millions of people in America were unable to enjoy good music in their homes because a great majority of them did not play any musical instrument. If they played at all it was indifferently. They had to go to the concert halls to hear the great pianists, violinists or famous orchestras. But what a change! To-day rich and poor alike can in their homes hear and enjoy the greatest artists and organizations in the world supplying music that reflects their tastes and inclinations. The great artists, as well as the great soloists of world fame, are at their command, and with a good book and a happy spirit no millionaire or kingly personage can enjoy a greater treat or one that exalts the spirituality of the humblest citizen. The selection of records in the home invariably mirrors personality, and in this connection there were some very timely words in a recent article in the record department of the New York American which fit in very aptly with the line of thought just expressed. It read:

"When a man has, in heat of battle, done a fine and fearless act of heroism he is rewarded by a mark of distinction. With regiment drawn up in panoply, he is called from the ranks and recognition is conferred. A medal, as a mark of valor, is pinned over the stout heart that beats rapidly in his breast, for it is the emblem of his fellow man's respect that lies above it.

"This mark, this medal, is but an inanimate lump of metal dangling from the bosom of his uniform that, but for the difference of a die, might as well have been a button on his coat, yet it lies there and marks him apart among men—the mark of distinction, of character.

"We, all of us, have our marks of distinction. Some are conferred, like the friendship of a worthy fellow man; others are acquired and we display them unconsciously in our every act and speech. Good breeding, education, honesty and clean living are some of them.

We are judged, in a great measure, by the company we keep; like attracts like, birds of a feather flock together. Worthy friends serve worthy ends.

"In the same sense are we judged by our characteristic differences of personality, of refinement and by the things of beauty and charm with which we surround ourselves. The home is the mirror that reflects, in a hundred different ways, our good taste through the silent expression of the things it contains that distinguish it as different.

"It may be an old-fashioned but home-like place that breathes a spirit of sweet simplicity, or it may be garishly over-furnished and uncomfortably oppressive—the sign of sudden affluence and a pronounced desire to show it. In any event, these things have a marked tendency to indicate the character of its occupants. How often have you been judged thus unknowingly?

"But of all things, our music and our books are the most important gauges of the true culture of the individual. If my friend has a 100 per cent collection of the latest popular jazz numbers, and no good music, I am moved to conclude that he is perhaps a little light-headed but, withal, a very jolly fellow and endowed with certain social graces that center mostly around a pair of nimble feet. On the other hand, should he have a well-balanced collection, comprising the finer music, I very naturally assume that he has an appreciation of the beautiful; that he is not shallow and that there must be much in his nature that is in harmony with these finer things. If, also, I notice a volume of Keats or Longfellow or Shakespeare lying

on the library table, it is just another indication in support of my deductions.

"You might answer me by saying that surroundings count for very little. 'Was not the Keats you speak of born in a stable, the son of a stableman? Did not Poe write his "Raven" in a garret? Was not Lincoln born in a log cabin where he had none of these things?"

"True, but these conditions were but the circumstances of birth and fate, they were not

matters of choice. If you could have gone into their literary workshops, if you could have peeped over Keats' shoulder or Poe's and read the stuff they were creating, you would have said, 'Not for the lack of these things but in spite of the lack of them genius prevails.' But then, again, that is the way of genius, and my friend of the books and records, after all, is not a genius and therefore has a greater need of these things."

## CHANGES IN COLLINGS PERSONNEL

Promotions for H. A. Lamor, A. J. Wilckens and R. P. Vause Announced by L. W. Collings

Collings & Co., Victor distributors of Newark, N. J., who confine their activities to New Jersey and northeastern Pennsylvania, recently announced changes in personnel which were made necessary by the untimely death of John L. Spillane, secretary of the company.

L. W. Collings, general manager of the company, stated he thought the best interests of the trade would be served by the general promotion of the staff. In this manner the company will be able to continue its past policies with as little

interruption as possible and secure the co-operation of a set of men to promote the interests of its customers who are already acquainted with their particular needs.

The new appointments are as follows: Harold A. Lamor, manager sales and order departments; Alexander J. Wilckens, special sales representative for northern New Jersey and northeastern Pennsylvania; Raymond P. Vause, manager shipping and stock departments.

The Pizarro Phonograph Co., with headquarters at 3217 Avondale avenue, Chicago, Ill., has filed a voluntary petition in bankruptcy. Liabilities are listed at \$2,074.37 and assets are valued at \$1,250.

# Cash in on the Wireless Demand

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



Seaburg Mfg. Co.

Jamestown, N. Y.

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

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





## New Gennetts Every Week!

In the Blue Label Gennett Records are released the latest popular songs and dance hits and standard numbers. Their timeliness, wide range and quality have given them tremendous popularity.

Gennett Records released under the Green Label represent the highest attainment in the art of sound recording. The best standard numbers come under this label, which assures variety in selection, perfect reproduction and the real musicianship of the artist.

"First and Best on Gennetts" is the slogan today. There is an opportunity for you in selling Gennetts. Get acquainted with them.

### GENNETT RECORDS

Manufactured by  
**THE STARR PIANO COMPANY**  
 Richmond, Indiana

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



Van & Schenck, the universally popular entertainers, have come through with two home runs for July. "California" and "Sweet Indiana Home"—both on one record. Every Van & Schenck fan will want this one. A-3614.

Columbia Graphophone Co.  
NEW YORK



**A SUGGESTION FOR EDITING AND IMPROVING RECORDS**

New Yorker Suggests Method for Inscribing on Records Lines and Indentations Not Actually Recorded, but Which Will Tend to Improve Reproductive Qualities

Dr. N. Sulzberger makes a rather original suggestion in a recent communication to the New York Times in which he points out that in order to utilize the talking machine, or rather its records, creatively, he would inscribe on these records (which may possibly be modified as to material and shape of the present ones) lines and various other indentations by sharp-pointed instruments (pencils, etc.) and other mechanical means, such lines and indentations being similar, more or less, in their nature to those which are, up to the present, inscribed on the records by sound waves only. "By the use of such mechanical means it is readily understood and seen," says Dr. Sulzberger, "that lines and markings can be made which have never been heard or in audible form before being inscribed on the records. The first time these mechanically inscribed indentations and markings on the records will be transcribed into audible form will be when these records are placed in touch with the reproducing needle and sounded into the air.

will be required to produce pleasing and the desired effects. But when once these sound values are and have been ascertained there is practically no limit to novel and beautiful and artistic effects, and the musical composer, for instance, may find a new way of expressing his ideas and inspirations by novel combinations of notes and chords, and by sounds which no instrument or other means could produce."

In view of the foregoing it is interesting to note that a new device has just been completed by students at the University College in England, whereby vibrations and sounds of a talking machine record are by special means magnified

and reproduced on a chart. It is claimed that by this device inventors are enabled to improve records by remedying any existing defects, and in this way procuring a perfect tone. On the chart appears an actual imprint of the recording of the music or voice sufficiently enlarged to enable one to study and analyze the movements of vibrations, and by the use of expert tools, such as are used in watch making and other minute high-grade work, to correct any defects which may exist.

It is asserted by record fans that this magnifying device would be invaluable in the recording laboratory because a great many records of great voices which may contain minor faults could be made perfect, and from them could be made a master or mother record from which others could be pressed, in this way securing the perfect record creation.

**ORDERS CUT IN FREIGHT RATES**

Average Reduction of 10 Per Cent to Be Effective July 1, Under Orders of Interstate Commerce Commission—A Big Saving

WASHINGTON, D. C., June 6.—Under a decision of the Interstate Commerce Commission railroad freight rates will be reduced on July first by amounts equal to 10 per cent of the present level.

Practically all classes and commodities of traffic are affected by the decision concluding the investigation begun last Autumn into the reasonableness of existing freight levels.

Agricultural products in all sections of the

country outside of New England, live stock and Western grain and grain products are the chief commodities excluded from the reduction, these comprising the freight classifications recently reduced. Passenger charges and Pullman fares are left unchanged by the decision.

With its decision the Commission announces also its determination of 5.75 per cent as the reasonable annual return which carriers in the future will be entitled to earn on their actual capital investment. This compares with 6 per cent fixed under the Transportation Act for the period expiring March 1.

Railroads were required to signify to the Commission before May 31 whether they would voluntarily make new schedules or require the Commission to issue its detailed order for the alteration. The full weight of the Commission appeared to be thrown behind the statement made in the majority and controlling opinion that "general reduction in the rate level as substantial as the condition of the carriers will permit will tend to stabilize the conditions under which commerce and industry are carried on, with consequent fuller assurance to carriers of realizing a fair return."

On the statement of the Commission that rail freight revenues in 1921 approximated \$4,000,000,000, to-day's decision will reduce the national freight bill by \$400,000,000 per year.

**AN ADVERTISING YARDSTICK**

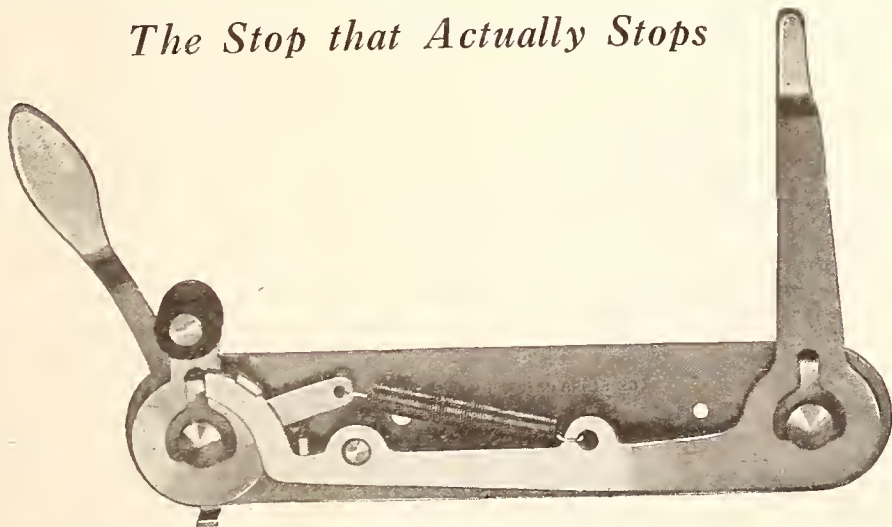
The four essentials of a good advertisement are defined by the Wales Advertising Agency, New York, as follows: First, it must attract attention; second, the first glance must arouse interest; third, it must be persuasive; fourth, it must determine action. This is a yardstick for measuring the worth of advertising, which is worth considering.

**ANDREW McCARTHY A VISITOR**

Andrew G. McCarthy, manager of the wholesale Victrola department of Sherman, Clay & Co., San Francisco, was a recent visitor to New York and nearby cities. His many friends were delighted to greet him.

**Sherburne Automatic Stop**

*The Stop that Actually Stops*



You Manufacturers who are having trouble with your automatic stop — Investigate the Sherburne Stop. *Sample sent upon request.*

**SHERBURNE MANUFACTURING COMPANY**  
948 Penobscot Building Detroit, Mich.



# COLUMBUS

*Dealers Tie Up With Concerts—  
Ernest L. Arthur With Elder-  
Johnson Co.—Trade Activities*

COLUMBUS, O., June 3.—Announcement has just been made by the Women's Music Club of this city of the artist concert course to be presented during the next season and in that course it is gratifying to note that three Victor artists of the first magnitude have been engaged. They are Frances Alda, famous soprano of the Metropolitan Opera Co.; Merle Alcock, American contralto, and John McCormack, the noted tenor.

It is of interest to show that all three of these artists have given concerts in this city before, and, in view of this fact, the general public is looking forward with pleasure to their appearance.

The local Victor dealers are co-operating with the Women's Music Club for the reason that they see a distinct advantage in having these great Victor artists here. Outstanding among the dealers who are helping to make this course a success is Heaton's Music Store, at 168 North High street. The seat sale is being conducted in the box office of this firm at the present time. Otto B. Heaton, president of the Heaton's Music Store, is also running large display advertisements of this course in the local newspapers. Mme. Frances Alda and her concert company will open the course on Friday evening, October 6. Merle Alcock appears during the second week in January. The course will be concluded with the appearance of John McCormack, who will sing here on the 19th of April.

Ernest L. Arthur, formerly of the Starr Piano Co., Indianapolis, Ind., has joined the Elder-Johnson Co. at Dayton, O. Mr. Arthur is an accomplished vocalist, having sung tenor roles at festivals given at Ann Arbor and Evansville, on which occasions he appeared on the program with Frieda Hempel. More recently he has been singing in the Jewish Temple in Indianapolis. Because of his thorough knowledge of music Mr. Arthur is very much interested in his work and the fact that he is in the Victrola department of the Elder-Johnson Co. is considered by him a splendid opportunity to serve his firm through his service to the public.

Don Johns, of the Johns Music Store, Lima, O., reports a steady increase in the sale of records

to the schools. Practically all the schools are showing a marked improvement in their record libraries, according to Mr. Johns.

Through the generosity of the Elite Music Store, 211 South High street, the field day exercises in a number of the local public schools were made more attractive. Not only were machines loaned to some of the schools, but members in this firm's sales force worked in co-operation with the school teachers in picking out the appropriate records for the folk dances, drills and marches, which records also were loaned to the schools for these occasions. Perhaps it is because this firm is so ready and willing to assist the teachers in bringing music to the school rooms that it enjoys a large school trade. Harry Patton, general manager of the Elite Music Store, has also arranged the presentation of Victrola concerts in the Knickerbocker Theatre as a part of this theatre's program.

So well pleased was Frieda Hempel with the Z. L. White's Jenny Lind window display that before leaving Columbus, following her concert, she came in person to the talking machine department of this firm and thanked the attachés of the concern for it. She told members of the firm that in all the cities that she had visited she had not seen a window that was more artistically designed or that she liked better than that of the Z. L. White Co.

All the June records released by the Victor Talking Machine Co. will be offered in concert before the patrons of the Z. L. White Co. on Monday, June 5. A well-known vocal soloist will also be on the program. This is to be the third concert that Mr. Connor will have presented to the patrons of his firm. "Our customers are in the habit of looking forward to these concerts now. They find it a help in their selection of the new records and we are glad to let them know the records that are released," said Mr. Connor in commenting on these concerts.

Through the efforts of Phillips & Son, Victrola dealers, Mt. Gilead, O., approximately seventy rural schools have purchased Victrolas and records. These machines are being used in teaching music appreciation and folk dances.

During the past two years the Shakespeare Club of Kenton, O., has devoted a great deal of time to the study of music. In 1920 a course on the opera was taken by members of this organization. The following year this club studied the history of music. In this course the members used the book entitled "What We Hear in Music," which is published by the Victor Co. As a culminating feature of the club's progress



## Okeh Records

GRANBY PHONOGRAPHS  
MASTER-TONE TALKING MACHINES  
OUTING PORTABLES

### NEEDLES

Okeh — Truetone — Wall Kane  
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St.

BUFFALO, N. Y.

in the study of music a music memory contest will be held at the end of this year. The program for next year will be considerably more comprehensive than the present year and will include the study of oratorios and symphonies.

Albert Fink Music Co., of this city, is co-operating with the Shakespeare Club, as well as the schools in their efforts to learn more about the broad subject—music.

Mrs. J. F. Bowers, Chicago, spent two weeks in Columbus recently. During her stay here Mrs. Bowers was entertained by Mrs. Perry B. Whitsit. Mrs. Bowers is the wife of J. F. Bowers, of Lyon & Healy, Chicago.

Recent visitors to the Perry B. Whitsit Co. included H. C. Summers, Jackson, O.; F. G. Mardis, Mt. Vernon, O., and M. G. Chandler, Chillicothe, O. The Perry B. Whitsit Co. is a wholesale jobber of Victrolas and Victor records.

## ASSISTANT TO SECRETARY HOOVER

David L. Wing Appointed to Take Charge of Trade Association Activities

WASHINGTON, D. C., June 6.—David L. Wing, formerly with the Federal Trade Commission, has been appointed an assistant to Secretary of Commerce Hoover, and will be in charge of all the department's trade association activities. The announcement recently that the Department of Commerce was anxious to confer with all trade associations regarding co-operation in the gathering of statistics, information regarding foreign trade, etc., has resulted in a number of organizations asking for conferences, which the crowded calendar of the Secretary will not permit him to hold. He has, therefore, designated Mr. Wing to meet with the representatives of the associations and to work out with each association individually the method in which the organization and the department can co-operate with the best possible results.

Because of the different activities of the various associations, no formula can be devised for working out a program that will apply to all, and it will be necessary to do this association by association.

## PHONOGRAPH JOBBERS CORP. FORMED

Among the recent additions to the New York City talking machine jobbers is the Phonograph Jobbers Corp., which has been granted a charter of incorporation under the laws of New York State, with a capital of \$50,000. B. and R. K. Anarnek and B. Abrams are the incorporators of the concern.

## THE PHONOMOTOR CO.

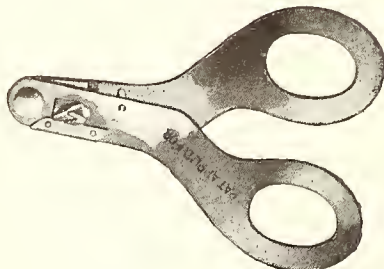
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%  
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

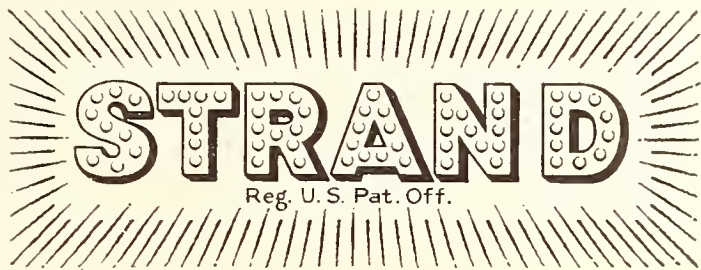
NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.



Latest Design  
Beautiful Tone



Best Quality  
Lower Price

## What Makes the Strand Sell NOW

The popular type of talking machine—the type that today is bringing the dealer a big volume of business and good profits—is the moderately

priced, flat-top period console. Strand Period Consoles are flat-top, have the correct lines and can be profitably retailed at common-sense prices.



Strand Louis XV Console  
Lists at \$150

Our sales to date on the Strand model illustrated at the left (our Louis XV \$150 Model) show that the trade recognizes its quality as well as its sales value.

We also offer models listing at \$125, \$175 and \$200—all true to the period.

Every Strand is guaranteed not only as regards tone, finish, design and workmanship in every part, but also in *packing*. Our packing and shipping system is *trouble-proof*.

The Strand dealer policy: "*The man who does the selling is entitled to a REAL profit.*" And—"*Better merchandise, lower list and fatter discounts.*"

Protected territory for Strand dealers.

Write for full information on this fast-moving line and learn why Strand dealers are the most enthusiastic in the phonograph trade.

### These Direct Strand Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City

W. O. CARDELL, Tulsa, Okla.

A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.

CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. S. GRAY, 942 Market Street, San Francisco, Cal.

STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio

ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.

G. C. SILZER, 1019 Walnut Street, Des Moines, Ia.

WALTER L. ECKHARDT, Empire Bldg., Philadelphia, Pa.

RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.

W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.

R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio

H. J. IVEY, General Delivery, Dallas, Texas

OTIS C. DORIAN, 11 Bloor Street, E. Toronto, Ont.

R. L. CHILVERS, 49 Lincoln Avenue, Montreal, Que.

MANUFACTURERS PHONOGRAPH CO., Inc.

95 Madison Avenue

New York

GEO. W. LYLE, *President*





To hear the warm contralto voice of Carmela Ponselle singing Handel's Largo, "Ombra mai fu," and "Ave Maria" is to want this wonderful July record. For all lovers of good music. A-6215.

Columbia Graphophone Co.  
NEW YORK

### TRADE REVIVING, SAYS HARDING

Speaking Before Chamber of Commerce of the United States, President Urges Honesty in Business as a Vital Necessity to Success

WASHINGTON, D. C., June 3.—President Harding, speaking before the Chamber of Commerce of the United States here recently, declared that the country "at this very moment is on the threshold of a new era"; that business is reviving and the "country is finding itself."

The Government, he said, was greatly interested in restoration of normal world business and economic conditions and he added that there was no disposition on its part to hold aloof from other nations. American industry, however, he said, should not be destroyed to build up the commerce of other lands.

"If there is any one realization," he said, "which fixes itself more firmly than another in the mind of one charged with great responsibility it is the conviction that the business life of the Republic is the reflex of all its good fortunes. I think I can venture to say that commerce and civilization go hand-in-hand, and were it not for commerce there would be no civilization."

"From the viewpoint of one in authority and having responsibility comes another consideration. Commerce finds its place in all our considerations. Undoubtedly it had much to do with the bringing about of the World War and

I think I can say just as confidently that it was never once forgotten in the negotiation of peace. It is so inextricably associated with all we do that commerce is always foremost in the life of any people.

"While I am speaking very briefly I wish to speak for a commerce with a conscience.

"If I were to bring only one admonition to you I would like to charge you men and women of influence and responsibility with the task of eliminating from American commerce those who do not have conscience, whose conscienceless practices bring that criticism which sometimes attends our American activities.

"There is not an agency in American life which can so quickly put an end to abuses and offenses in American commerce as those who are conspicuous in the leadership of that commerce.

"At the very moment we are on the threshold of a new era. Undoubtedly there is more than a mere business revival in sight. Our country is finding itself again. We are fundamentally right and we do not intend ever to be discouraged for a long time.

"Business is reviving and we are soon to resume our onward sway.

"I know you are interested in world restoration. So is your Government. But I beg to remind you we must always be right at home before we can be very helpful abroad. We do not mean to hold aloof; we want to play a great

nation's, aye, a great people's part in the world. I do not know of anything that would help more than to give the world an example of a commercial nation with an abiding conscience."

### BANNER RECORD DEALERS' SERVICE

New Department Opened to Co-operate With Retailers in Arranging Window Displays, Advertising Campaigns, etc.

The Plaza Music Co., New York City, manufacturer of the Banner records, has opened a service department which will co-operate with retailers in arranging window displays and carrying out advertising campaigns. A series of advertising mats has just been forwarded to Banner dealers to be used in local papers and special dealer circular matter. These mats are of various sizes, making them available for either a small or large advertising appropriation. They include illustrated matter, publicity on current hits and general constructive copy. These mats are sent to the dealer free.

The window display service includes free multi-colored prints resembling oil paintings. They are most attractive and have the appearance and qualities which should make them available for any dealer's window. Full instructions are sent with each set and the designs, copy and titles are changed each month. In connection with the exploitation of Banner records, the Plaza Music Co. has copyrighted the name "Opera-Trots." This is a special series of dance records the themes of which are based upon famous operas. The arrangements, however, are most modern, carrying a snappy fox-trot rhythm. Since their original introduction last month the "Opera-Trot" records have made notable progress in the talking machine trade.

### WHITEMAN PLAYS IN WOONSOCKET

Noted Orchestra Gives Concert in That City Under Auspices of LaRoe's Music Store

WOONSOCKET, R. I., June 1.—Paul Whiteman and his famous Palais Royal Orchestra gave a most successful concert at the Laurier Theatre, this city, recently under the auspices of LaRoe's Music Store, exclusive Victor dealer, who emphasizes strongly that the Whiteman Orchestra made the popular Victor dance records.

Earl J. LaRoe, proprietor of LaRoe's Music Store, has been instrumental in bringing a number of Victor artists to Woonsocket, among them Reinald Werrenrath, Lambert Murphy, Lucy Marsh, Charles Harrison, the All-Star Trio, the Eight Famous Victor Artists, etc., and as a result has increased the company's business to a most substantial degree. Naturally, he is among the optimistic ones regarding Fall trade.

Acting without thinking is like looking into the business end of a gun and pulling the trigger and trusting to Providence. The inquest usually follows, both in business and personal life.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

## EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment  
Personal Appearance of

### Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1922-1923  
Sample program and particulars upon request

P. W. SIMON, Manager

1658 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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



## DISCUSSES BRUNSWICK DEVELOPMENT

Interesting Article by D. M. Hubbard in *Printers' Ink* Tells of the Success of the Brunswick-Balke-Collender Co. in Entering and Establishing Itself in the Phonograph Field

One of the feature articles in *Printers' Ink* for May 25 was entitled "New Hall of Fame of Music Rises Out of Bar Fixture Ashes," and referred at length to the success of the Brunswick-Balke-Collender Co. in the talking machine field following prohibition and the dropping off in the demand for billiard equipment. The article was by D. M. Hubbard, who put the matter well when he said: "It is a far cry from bar fixtures to baritones," and who described most interestingly the progress of the Brunswick Co. in building a definite place for itself in the talking machine field and building up a catalog of record artists of international standing.

One of the most important features of the article was an interview with A. J. Kendrick, sales manager of the Phonograph Division of the Brunswick-Balke-Collender Co., who is quoted as saying:

"When we entered the phonograph field we had a ready-made jobbing organization in the form of a number of branch houses in different parts of the country. These had handled our line of billiard and bowling equipment for years and they simply added our phonographs and records. This condition led us to concentrate on the retailer, and let me say that the average retailer needs help in rolling selling obstacles out of his path. Fortunately, we have not had to push our line with the jobber and we have accordingly been able to give the dealer more time and help than many manufacturers.

"One of the first things we found out was that our line would become known by the company it kept—that is, by the dealers who handled it. That is a cardinal principle with us now. If we sign up a dealer who is asleep and unprogressive to represent us, we know that Brunswick phonographs and records will not get across in his territory. So we have picked dealers. We have never drafted them. We have recruited volunteers and we have always rejected more dealer applications than we have accepted.

"In working with the dealer we found that there was an immense field for education. We have had to sell dealers on advertising. We have had to teach them effective display methods. We had to determine what was the kind of booth in which the customer could best listen to Brunswick records and then get the dealer to install that kind. Some of our dealers felt that the phonograph market had about reached the saturation point. We sent out a man to study the field. The results of his investigations proved interesting and enlightening. For example, in and around Columbus, O., territory, his census showed that there were phonographs in only 23 per cent of the homes. That convinced us and the dealer as well that there was business still to be had for the man willing to supply what the remaining 77 per cent wanted.

"The Brunswick sales force has always encouraged and helped our dealers to advertise. And in working with them we have furnished the copy and cuts and shared their expense. But it has been our aim to have the retailer put his advertising on a schedule basis so that it would run systematically and regularly instead of simply now and then.

"As for the retailer, he has been willing to work with us because he has felt that we were doing our best to help put him on the map. For example, last year when values were changing we protected dealers when a number of new models which we were bringing out made old phonographs hard to move. We called in 15,000 old models, took them to our factories and rebuilt them, thereby pulling many a dealer out of a hazardous position. You can imagine what that did for dealer morale."

The person whose activities are not actuated by the divine discontent will not travel very far on the road to success.

## VAN WICKLE OPENING CELEBRATED

Elaborate and Interesting Concerts Mark Formal Opening of New Washington Store

WASHINGTON, D. C., June 3.—The formal opening of the elaborate new store of the Van Wickle Piano Co., at 1222 F street, previously announced in *The World*, was celebrated most effectively during the middle of May with a concert at the company's store in the afternoon and evening, followed by an elaborate public concert in the Willard Room of the Willard Hotel, under the auspices of the Van Wickle Co., at which a number of prominent artists appeared, including Blanche DaCosta, soprano; Elizabeth Winston, pianist, and Henri Sokolov, tenor. Gertrude McRae Nash appeared as accompanist.

A feature of the concert was the presentation of the A. B. Chase reproducing piano, which reproduced the playing of Gabrielowitsch and other noted pianists. The instrument made a distinctly favorable impression.

For the formal opening the Van Wickle Building was profusely decorated on the outside with

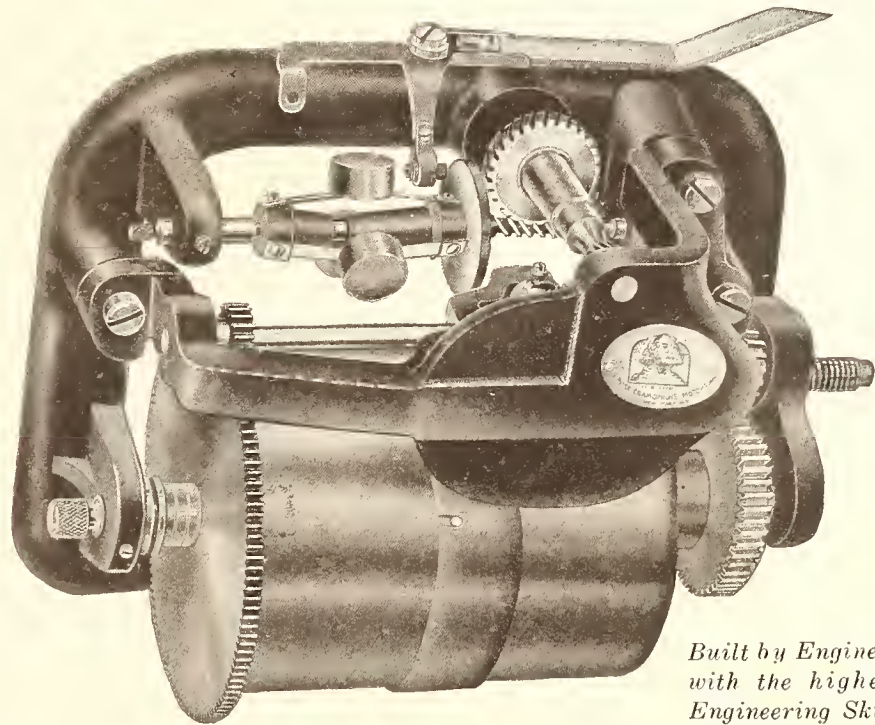
flags and bunting and on the interior with palms and baskets of cut flowers. Many floral pieces were sent by trade and personal friends of Mr. Van Wickle.

The concert at the store was given by Meyer Davis' New Willard Orchestra, which played both afternoon and evening. Selections were also played by the A. B. Chase reproducing grand, the Price & Teeple reproducing upright piano and the Victrola.

## SATISFIED CUSTOMERS BOOM TRADE

There are many talking machine dealers who make it a point in their advertising to impress the public with the service they render. In many instances this so-called service is merely a myth, as the customer soon discovers to the harm of the merchant. If a statement of this sort is made the firm should back it up to the limit of its ability, because the satisfied customer is the best advertising which a business can receive.

The Art Music Shop, Chicago, Ill., has changed its name to the Brunswick Music Shop, Inc.



*Built by Engineers  
with the highest  
Engineering Skill.*

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

*Write for prices*



# Sphinx Gramophone Motors Inc.

21 East 40th St.  
NEW YORK CITY



ANDREWS'  
VICTOR SERVICE

**CURTIS N. ANDREWS**

BUFFALO, N.Y.



## STEP by STEP

The growth of the Curtis N. Andrews business has not been spasmodic or spectacular, but has been steady and consistent, going forward step by step. This is the kind of progress that reflects the confidence and good-will of the Victor dealers

For 1922 we have developed several new forms of dealer co-operation that are meeting with the hearty approval of our dealers. These plans are practical and result productive—why not investigate them?

**CURTIS N. ANDREWS**

*Victor Service represents the highest  
type of Dealer Service*



**This record will sell itself to all fun-loving music lovers. "Mr. Gallagher and Mr. Shean" and "When Those Finale Hoppers Start Hopping Around." Tenor and baritone duet by Furman & Nash. A-3609.**

**Columbia Graphophone Co.  
NEW YORK**



**ADVERTISING AS A TRADE SOLUTION**

**Wm. H. Rankin, Noted Publicity Specialist, Tells How Advertising Is More Necessary To-day to Manufacturers and Dealers Than Ever Before**

Discussing the importance of advertising as one of the great factors in developing and stabilizing business, Wm. H. Rankin, the well-known advertising specialist, made the following remarks in the Chicago Journal of Commerce, which are well worthy of the consideration of those who have not given his viewpoint attention. He said:

"Nearly every business man is asking what can I do to help business and unemployment. Here is the remedy:

"Advertising is more necessary to-day to manufacturers and retailers than ever before. It can be used to help restore the proper balance of trade and produce more work through emptying the dealers' shelves. The sooner any business—and especially the retail business—is able to price its present inventories so that the public will rush in and buy the sooner salesmen will

have an opportunity to get real substantial orders from the retailers.

"Orders from retailers will help the manufacturers make up their minds to help sell their goods to the consumer through advertising. Such advertising, provided the price and the quality of the merchandise is right, will help the retailer sell the consumer at less cost than through any other means.

"Consumer buying will help the retailer—when the retailers' shelves are cleared. Then the manufacturer's salesmen will have the opportunity not only to book orders for immediate delivery, but for future delivery as well. These orders will start the smoke in many factories which will give employment to thousands that are now unemployed—and to get to the seat of things—advertising can and will start this wheel of employment and prosperity if it is given the chance.

"I know of a half dozen instances where advertising is doing and has done during the last six months just what I have described in this article, and I will be glad to give names and show plans that have worked out successfully.

"When you stop to consider that an advertiser may use a national or local newspaper campaign at a cost of one-tenth of a cent for each home reached you can understand why newspaper advertising pays so well.

"If advertising can be used to restore proper buying by the consumer—and I know it can if properly used—then automatically the unemployment problem will be solved, and solved quickly.

"So let us all set about to see what we can do to help solve this unemployment problem by getting behind a campaign to help the retailers clear their shelves through energetic and persistent advertising and salesmanship, and thus create orders for the manufacturer, which, in turn, will put the unemployed to work."

**A CLEVER USE OF THE POST CARD**

QUINCY, ILL., June 6.—The Halbach-Schroeder Co., Brunswick dealer of this city, has evolved a clever stunt, which is proving effective in keeping his store before the public. At periodical intervals post-cards containing a picture of the store on one side are sent to customers. On the other side of the card are listed certain records which it is believed will interest the customers.

**CHANGES IN NEW TARIFF BILL**

**Senate Finance Committee Reports Many Changes in Section Bearing Upon Talking Machines, Records and Supplies for the Trade**

WASHINGTON, D. C., June 5.—The new tariff bill, as prepared by the Senate Finance Committee, contains many changes of interest to talking machine and musical instrument dealers. The bill is now being considered by the Senate. Some of the provisions of vital interest to our trade are:

Phonographs, gramophones, graphophones and similar articles, and parts thereof, 30 per centum ad valorem.

Mica, unmanufactured, valued at not above 15 cents per pound, 4 cents per pound; valued above 15 cents per pound, 25 per centum ad valorem; mica, cut or trimmed, and mica splittings, 30 per centum ad valorem; mica plates, and built-up mica, and all manufactures of mica or of which mica is the component material of chief value, 40 per centum ad valorem; ground mica, 20 per centum ad valorem.

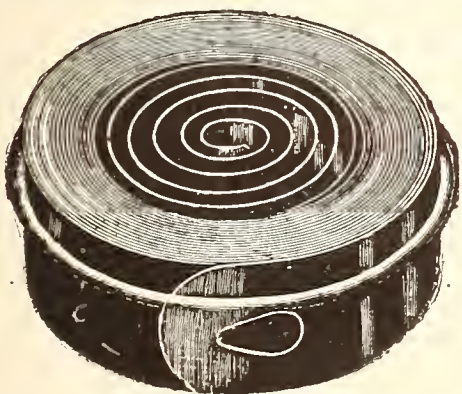
Felts, not woven, wholly or in chief value of wool, valued at not more than 50 cents per pound, 20 cents per pound and 30 per centum ad valorem; valued at more than 50 cents, but not more than \$1.50 per pound, 30 cents per pound and 35 per centum ad valorem; valued at more than \$1.50 per pound, 40 cents per pound and 40 per centum ad valorem.

Albums for phonograph records, wholly or partly manufactured, 35 per centum ad valorem (House Bill, 23 per centum).

The bill places the following on the free list: Music for educational purposes; discs of soft wax, commonly known as master records, or metal matrices obtained therefrom, for use in the manufacture of sound records for export purposes admitted free of duty under such regulations as the Secretary of the Treasury may prescribe; cedar, lignum vitae, lancewood, ebony, box, granadilla, mahogany, rosewood, satinwood, and cabinet woods, in the log, rough or hewn only.

The rates on graphite fixed by the Senate Finance Committee have been approved by the House and the Senate. The duties recommended by the Finance Committee consist of a 10 per cent ad valorem tax on amorphous graphite, 20 per cent on crystalline lump and 2 cents per pound on crystalline flakes.

**Main-Springs**



**For any Phonograph Motor  
Best Tempered Steel**

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

**SAPPHIRES—GENUINE**

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

**TONE-ARMS**

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

**PHONOGRAPH NEEDLES**

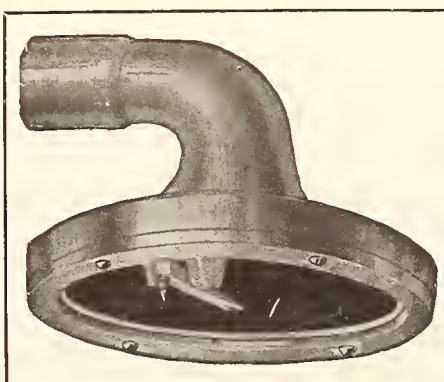
We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvetone Needles.

**ORDER RIGHT FROM THIS AD**

Send for price list of other repair parts and motors.

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

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



**The "VICSONIA" REPRODUCER**

For Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

*Meet the demand—Serve your customers*

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

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

**VICSONIA MFG. CO., Inc.**

313 E. 134th STREET

NEW YORK, N. Y.



# Why You Should Sell Sonora Phonographs

*Reason Six—*

## Sonora's Tone



*Baby Grand*  
\$200

*The Highest Class  
Talking Machine  
in the World*

Sonora has never surrendered its leadership in tone—nor has it ceased to develop and refine the perfection of tone with which it began.

The Sonora of today is vastly greater than the Sonora which won highest score for tone at the Panama-Pacific Exposition. Such an instrument as the new Baby Grand—to mention only one of the many new models—is a miracle of clarity and naturalness never before equaled.

The more the great mass of phonograph buyers learn about phonographs and music, the more they believe that ultimate satisfaction lies in Sonora for its matchless tone.

To the dealer this prestige means less sales resistance and lower selling costs. And with Sonora quality taking new strides forward, Sonora prices are lower than they have ever been.

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL





The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you.

**Gibson-Snow Co.,**  
Syracuse, N. Y.

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

**Griffith Piano Co.,**  
605 Broad St., Newark, N. J.  
State of New Jersey.

**Hessig-Ellis Drug Co.,**  
Memphis, Tenn.  
Arkansas, Louisiana, Tennessee, Mississippi.

**Kiefer-Stewart Co.,**  
Indianapolis, Ind.  
State of Indiana.

**Lee Coit-Andreesen Hardware Co.,**  
Omaha, Nebr.  
State of Nebraska.

**M S & F,**  
221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont.

**C. L. Marshall Co., Inc.,**  
514 Griswold St., Detroit, Mich.  
Michigan, Ohio and Kentucky.

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

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**Southern Drug Company,**  
Houston, Texas.  
Southeastern part of Texas.

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

**The Fox-Vliet Drug Company,**  
Wichita, Kans.  
Southern part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.

**Doerr-Andrews-Doerr,**  
Minneapolis, Minn.  
States of Montana, North Dakota, South Dakota, Minnesota.

**C. D. Smith Drug Co.,**  
613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

**Moore-Bird & Co.,**  
1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**Strevell-Paterson Hardware Co.,**  
Salt Lake City, Utah.  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**  
720 S. Michigan Ave., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**  
Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**  
1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Sonora Dist. Co. of Pittsburgh,**  
505 Liberty Ave., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.,**  
150 Montague St., Brooklyn, N. Y.  
All of Brooklyn and Long Island.

**Greater City Phonograph Co., Inc.,**  
311 Sixth Avenue, New York.  
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.





## STARR PHONOGRAPH PRESENTS ITSELF TO BILLY SUNDAY

Over 1,000 Employees of Starr Piano Co. Attend Big Revival in Richmond When Starr Phonograph With Special Records by Rodeheaver Is Presented to Noted Evangelist

RICHMOND, IND., June 6.—The evening of Thursday, May 18, was "Starr Night" at the big tabernacle here where Billy Sunday, the noted evangelist, was holding one of his successful meetings, and over 1,000 employes of the Starr Piano Co. marched to the meeting in a body wearing appropriate ribbons with the Starr trade-mark thereon and carrying banners bearing inscriptions such as: "The Starr Piano Co.," "Starr Pianos," "Starr Phonographs" and "Gennett Records."

The main event of the evening was the presentation of a Style X Starr phonograph to Billy Sunday by the factory, the phonograph making its own presentation speech. A special Gennett record was made by Homer Rodeheaver, the Sunday choir leader, at the Starr recording laboratories at Richmond for the occasion and caused a great deal of surprise and comment. A special spruce horn four feet long was built and connected to the regular horn of the phonograph, so that the words of the presentation speech could be heard in the most remote corner of the great building. The instrument was played by Clarence Gennett, treasurer, and Fred Mayer, superintendent of the Starr factory.

The obverse side of the record bore a talk calling attention to the fact it was the first

time a phonograph had ever presented itself to an individual, in commenting upon the manufacture and equipment that made such a feat possible. The reverse side reviewed in well-chosen words the development of the phonograph, how it had the magical power of invoking happiness and joy or sorrow and sadness. Its value in spreading the Gospel was also dwelt upon and, in closing, the record said: "Many a soul would rejoice and accept religion through my reproduction and many a family could be held together if I were allowed to speak out the truths of Christianity."

The reproduction of the special record aroused tremendous and prolonged applause and Mr. Sunday had difficulty in finding words to express his appreciation of the gift.

Gennett records of the tabernacle songs recently recorded at the Starr factory by Homer Rodeheaver were then played and enjoyed by the crowd. An interesting feature of this was the playing of one verse and chorus of various selections alternated with the singing of the same piece by Mr. Rodeheaver, much to the delight of the throng. The stage was decorated with several large baskets of irises presented to Mr. Sunday by the women of the Starr Piano Co.

## BRUNSWICK DEALERS TRY NEW ONE

Sending Out Girl to Find Users of Brunswick Machines Stimulates Record Sales and Results in Considerable Publicity and Business

Dealers handling the Brunswick line of phonographs and records throughout the Philadelphia territory have adopted a new plan which is acting as a considerable stimulant in the sale of records and, in addition, is arousing keen interest in the Brunswick line.

The plan is to announce in the papers that be-

tween certain hours in the evenings a girl will call at residences and wherever she finds a Brunswick in use she will present the owner with a certificate which may be used to pay for a \$2 purchase of Brunswick records in the dealer's store. Among the dealers who have operated this plan is M. J. Thorman, of Bangor, Pa., who states that winners of certificates often purchase more than the amount called for.

There can be no question but that sentiment is a great factor in making business. But keep in mind that advertising makes sentiment.

## NEW VAN VEEN INSTALLATIONS

Handsome Equipment for Griffith Piano Co. in Newark—Lyons and Schwartz's Establishments Also Fitted Most Artistically

L. Tobias, secretary of Van Veen & Co., Inc., New York, points to the number of installations of wareroom equipment in process and completed by his firm as evidence of the revival of activity in the talking machine and piano business. Arrangements have just been completed by T. M. Griffith, of the Griffith Piano Co., of Newark, N. J., with Van Veen & Co. for the complete equipment of its establishment, including booths, record racks, ornamental screen fronts and other appointments.

The Griffith wareroom will rank without doubt among the most beautiful piano showrooms in the Eastern part of the United States. The decorations will be in the Louis XVI period, finished in ivory and blue. The walls will be laid out in panel effect and the Griffith Co. is sparing no expense in making it complete in every detail, such as rugs, furniture and other appointments. The Griffith Co. will feature the Steinway piano in this store and also Sonora phonographs.

Van Veen & Co. have recently completed a very handsome Sonora establishment for Mrs. Margaret F. Lyons, 306 Seventh avenue, Brooklyn, N. Y., and also will equip a complete Colvan department for the Schwartz Bros. Furniture Co., in Norwich, Conn. The Schwartz department will consist of four large hearing rooms, approximately running from 9 by 9 to 9 by 15, and complete record department.

## CAMPAIGNING FOR BUSINESS

BLUEFIELD, W. VA., June 1.—The Lemkuhl-Shepherd Co., Victor retailer of this city, is using energetic methods to develop business. A Ford truck was purchased last week and a house-to-house canvass and demonstration in the surrounding country will be made.



*Main Wholesale Depot:*  
741 Mission Street, San Francisco

*Branch Wholesale Depots:*  
10th and Santee Sts., Los Angeles, California  
N.W. Corner 13th and Glison Streets  
Portland, Oregon  
Oceanic Bldg., Cor. University and Post Sts.  
Seattle, Washington  
330 W. Sprague Ave., Spokane, Washington

**Victor Victrolas—Victor Records—Victor Accessories**

**Sherman  Clay & Co.**

*Pacific Coast Distributors*

**Five Wholesale Depots for Your Convenience**



**DEATH OF JOHN L. SPILLANE**

**Secretary of Collings & Co., Newark, Passes Away Suddenly as Result of Operation—Widely Known in Talking Machine Industry**

The death of John L. Spillane, secretary and sales manager of Collings & Co., Victor jobbers of Newark, N. J., which occurred on Thursday, May 18, at St. Mary's Hospital, Brooklyn, N. Y., from blood poisoning following a cut on the arm incurred while working in the garden at his home, was a severe shock to his large circle of



John L. Spillane

friends in the metropolitan district and New Jersey.

Mr. Spillane was one of the best-known members of the Victor trade. For many years he was associated with the Blackman Talking Machine Co., New York, Victor wholesaler, holding the position of assistant secretary with that important concern.

With the reorganization of Collings & Price, under the direction of L. W. Collings, and the forming of Collings & Co., Inc., he was induced to join this organization. He was generally recognized as one of the foremost authorities on Victor distribution, particularly as applied to records, having specialized on the development and growth of that department.

It is indeed with regret that the host of friends which Mr. Spillane had in the trade will learn of his unexpected death. He was a man who possessed those admirable traits of character that endeared him to all with whom he had business or social relations and who admired him for his broad sympathies and desire to help his fellow man.

The funeral services were held at the family residence, 376 Madison street, Brooklyn, on Saturday morning, followed by requiem mass at the Church of Our Lady of Victory, the interment being in Calvary Cemetery. Among those from the trade attending were Mr. and Mrs. L. W. Collings, Mr. and Mrs. Harold A. Lamor, Fred P. Oliver, George E. Thau, Mr. Pavie, of the Chalmers Music Co.; Mr. Millard, of the Ridgewood Talking Machine Co., Ridgewood, N. J.; Hugo Traeger, Sr., of Stapleton, Staten Island, and George Hirtzel, of Elizabeth, N. J.

Mr. Spillane is survived by his widow, three sons, John, James, Charles, and a daughter, Catherine.

**CORLEY ACTIVITIES IN RICHMOND**

**Special Window for Virginian Historical Pageant—Schwoebel Reports Business Improvement—R. C. Gentry's New Post in Wholesale**

RICHMOND, VA., June 6.—The Virginian Historical Pageant held here during the week of May 22 was appropriately marked by many excellent window displays.

One of the most attractive was that of the Corley Co., Victor wholesaler, of this city. The Corley window represented a cotton field, real earth and plants being used. This formed the setting for featuring the Red Seal record of "Carry Me Back to Ol' Virginny," sung by Alma Gluck.

F. W. Schwoebel, in charge of the Victor wholesale department, recently completed a trip through the Southern States. He states that crops look good and that the Victor retailers expect a marked improvement in business.

The Corley Co. announces the appointment of R. C. Gentry to the wholesale sales staff. He has had a number of years of retail experience and is well fitted for his new duties.

**STOP SENDING MAIL TO DEAD ONES**

**Some Excellent Advice on Avoiding the Wasting of Supplements Offered by Victor Co.**

To talking machine dealers who make a practice of developing business through the means of a live mailing list the Victor Talking Machine Co. in a recent circular letter offered the following excellent business advice:

"One of the best ways to stop duplication in mailing lists is to stop sending the supplements to the Victrola owner who is not patronizing your store.

"Your time and effort and our time and effort, to say nothing of the money involved, are deliberately wasted when you continue to send the supplement to the customer who does not respond—who fails to come to your store for the new records.

"The monthly supplement produces business in direct proportion to the amount of intelligent effort made to place it in the hands of customers buying from your store. But the finest piece of sales literature ever written will fail to fulfill its mission if it is distributed in a haphazard manner."

**MAKES EXHIBIT DURING PALMA FESTA**

COLUMBIA, S. C., June 1.—J. L. Mimnaugh, Victor retailer of this city, had a striking exhibit at the Palma Festa, held here recently in Exhibition Hall. In addition to the merchandise well-displayed operatic figures in costume drew much attention.

Rhodes Bros., Inc., of Tacoma, Wash., recently opened a phonograph department in which the Brunswick line is featured.

**SUCCESSFUL EDISON CONCERT TOUR**

**"Tone Test" Recitals and Mood Change Charts Stimulate Interest in the Edison Product in the Southern States Visited by Artists**

Edison "tone test" recitals given in a number of Southern cities by Elizabeth Spencer, soprano; Jacques Glockner, 'cellist, and Emil Bertl, pianist, were received with enthusiasm by Edison dealers and the public in Georgia, South Carolina, Florida and Tennessee, the States covered by the tour. The concerts were instrumental in arousing the interest of the public in the Edison, and the mood change charts, prepared at the music research department of the Edison laboratories, also came in for considerable attention.

**BUTELER WITH ROGERS & FISCHER**

WASHINGTON, D. C., June 1.—Rogers & Fischer, Victor wholesalers of this city, have announced the appointment of Charles S. Buteler to the sales staff of the organization. He was formerly connected with the Corley Co.

**Mr. Edison Man:—**

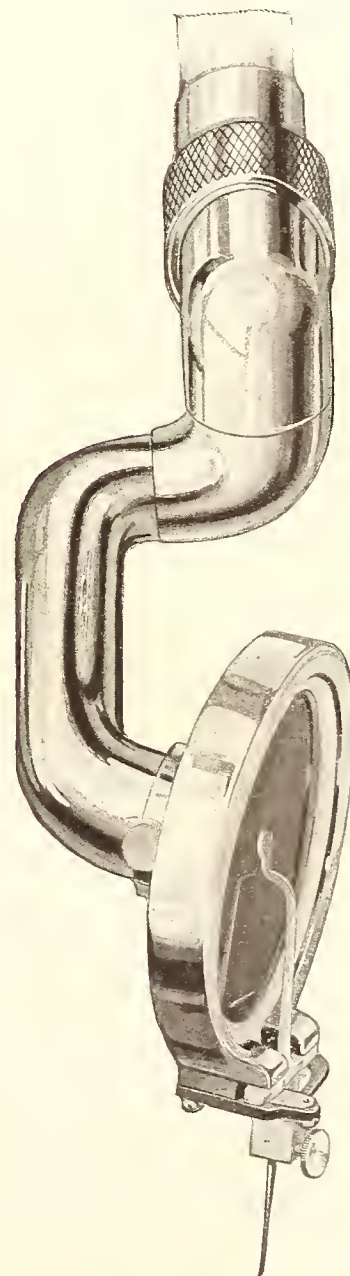
Don't Say

**"KAN'T," say "KENT"**

Write for catalog of complete line

**The KENT No. 1**  
With "S" Sound Box

**Has given complete satisfaction for years**



Reg. U. S. Pat. Off.

**F. C. KENT CO.**  
Irvington, N. J.

**H. N. McMenimen**  
**Consulting Engineer**

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

**Recording, Plating and Pressing**

**Motor, Tone-Arm and Reproducer Design**

**Patent and Model Development**

**Sales Promotion and Advertising Plans**

Laboratory:

**Scotch Plains, N. J.**  
Tel. Fanwood 1438

Offices:

**2 Rector Street, New York**  
Tel. Rector 1484



**TALKING MACHINE MEN TALK RADIO**

Subject Discussed at Length at Monthly Session—M. P. Campbell Makes Address—New Committees Appointed—Ball and Entertainment to Be Held in October

The regular monthly meeting of The Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held at the Café Boulevard, New York City, on May 17, and as usual, the meeting proper was preceded by a luncheon.

An unusually large attendance was on hand and the important subject of the day relating to radio and its relationship to the music dealer was freely discussed. Max Landay, of Landay Bros.; M. Max, of Gimbel Bros., and Sol Lazarus, well-known New York talking machine dealer, all of whom have stocked radio apparatus, treated the subject in a way that was most enlightening to their hearers.

It seemed to be the consensus of opinion that the present rate of discount given to the dealers by radio manufacturers did not justify the stocking of such goods, although it was generally admitted that these discounts would be increased shortly. Most of the dealers seemed to be under the impression that radio was a permanent proposition and that it behooved the dealer to give it attention. Some even suggested that the goods should be stocked even with the low discounts and await the further development of that industry.

There was some discussion on what is the matter with business and ways and means of improving conditions.

The committee empowered to investigate the radio situation and report back at the June meeting was appointed and was composed of M. Max, Henry S. Conn and H. Goldfinger. The following were added to the membership of the Association by unanimous consent: Jack Bliss, of the United States Music Co.; Cheney Sales Corp., Musical Products Distributing Co. and Schliecher & Sons.

Mark P. Campbell, the well-known piano manufacturer, was the guest of the Association and made an address in which he reviewed the work of the Music Industries Chamber of Commerce and its ally, the National Bureau for the Advancement of Music. His remarks were well received, and while some members of The Talking Machine Men, Inc., are already members of the National Association of Music Merchants, there seemed to be an indication of additional members joining, in order, as they ex-

**Ward's Khaki Moving Covers**



Grade "D" Cover with No. 3 Straps

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

**Distributors**

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

C. L. MARSHALL CO., INC.,  
Butler Bldg., Detroit, Mich.

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

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

**Prices of Covers**

For table or small machines, without straps ..... Net \$3.65

For cabinet or large machines, without straps:

- Grade D, medium size ..... 5.35
- Grade D, large size ..... 5.65
- Grade K, medium size ..... 6.65
- Grade K, large size ..... 7.35

Grade K has double-weight padding and each upright corner is reinforced with a 9-inch strip of quilting of same materials as body.

The medium cover for any make of machine corresponds in size to the Victrola Nos. 10 and 11, Edison Nos. 100 and 150, Columbia Nos. 75 and 100, Sonora, Baby Grand, Imperial and Troubadour. The large cover is for all larger cabinet machines of any make.

**Ward's Detroit Cover With Straps Attached**

The only cover on the market with this special feature. It eliminates all possibility of straps becoming misplaced or lost.

- Medium size ..... \$6.65
- Large size ..... 7.00

Slip-on Dust Covers, for wareroom and home, medium size \$1.70. Large size \$2.00.

Also complete line of Covers for Console Model Machine. Prices on application.

pressed it, to be more closely related to the work of the Chamber.

According to an announcement of the entertainment committee the annual outing of the Association will be held some time in August, the committee looking over several sites for the affair.

The annual public entertainment inaugurated last Fall will again be held this year and the date has been set for October 30. It is understood that the Pennsylvania Hotel will again be reserved for the purpose.

The following committees have been appointed for 1922: Entertainment Committee, Sol Lazarus, chairman; Max Berlow, Otto Goldsmith, C. B. Riddle, Albert Galuchie, N. Goldfinger, B. G. Evans, Henry Conn, Fred Herrman, C. Abelowitz, E. G. Brown and Valentine Faeth. Service Committee, Joseph H. Mayers, chairman; Albert Bersin, Sol Lazarus. Grievance Committee, Theodore Arison, chairman; J. Goldberg, H. Bersin. Membership Committee, Valentine Faeth, J. C. May, Otto Goldsmith, C. Abelowitz, C. A. True, F. Bullenkamp, Harry Davega, J. Friedman and L. Leibowitz. Auditing Committee, Milton Weil, chairman; Joseph H. Mayers, Henry Conn, Ben Roth. Executive Committee, Irwin Kurtz, Ernest Leins, Joseph Friedman, Albert Bersin, Joseph Tylkoff, Joseph H. Mayers, L. J. Rooney, E. G. Brown and Albert Galuchie. Mother's Day Committee, Max Landay, chairman; Milton Weil, Matthew Levin and B. H. Roth.

**SERVICE AND THE SALES FORCE**

We will have reached the millennium when everybody wakes up to the fact that he is a salesman, and that the price he gets for his service is potentially influenced by one of the same laws that so largely regulate the sale of merchandise, namely, that the price is very largely regulated

by the quantity and quality of the goods delivered, "I'm not paid for doing that" never made good goods in the way of service. "I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render never becomes a master salesman, and that's what every man in the commercial world to-day should strive to be—a master salesman; for a master salesman is a master business builder, and the master business builder is the architect of a nation's commercial greatness.

**A NEW PORTABLE PHONOGRAPH**

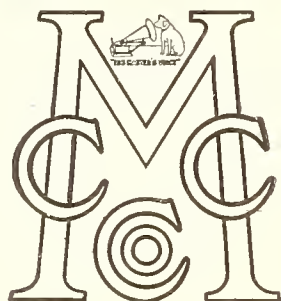
Plaza Music Co. Announces New Portable Model to Be Known as the "Pal"

The Plaza Music Co., 18 West Twentieth street, New York City, recently placed on the market a new portable phonograph which carries the trade name of "Pal" and will retail at a popular price. The case is delivered finished in either walnut or mahogany, as desired. It is a small compact machine, weighing about twenty pounds, plays all makes of records and has a special sounding board.

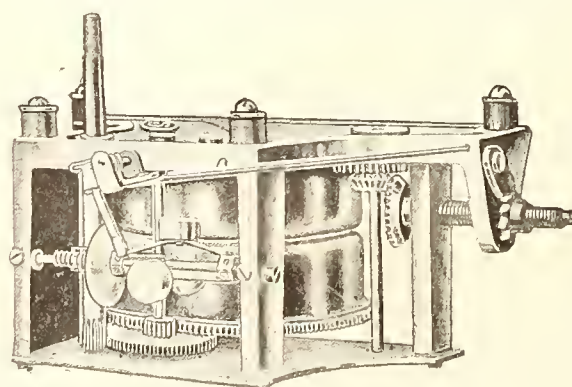
The sales department of the Plaza Music Co. looks forward to a heavy demand for portable machines throughout the Summer months; in fact, they are using the slogan: "This is a portable year," in all their advertising material. Special literature to assist the dealer in selling this new portable machine has been issued by the company.

The fellow who thinks the world owes him a living and tries to exist on that basis really works harder than the chap who works hard and long for a small weekly stipend.

**Victor Wholesalers**



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



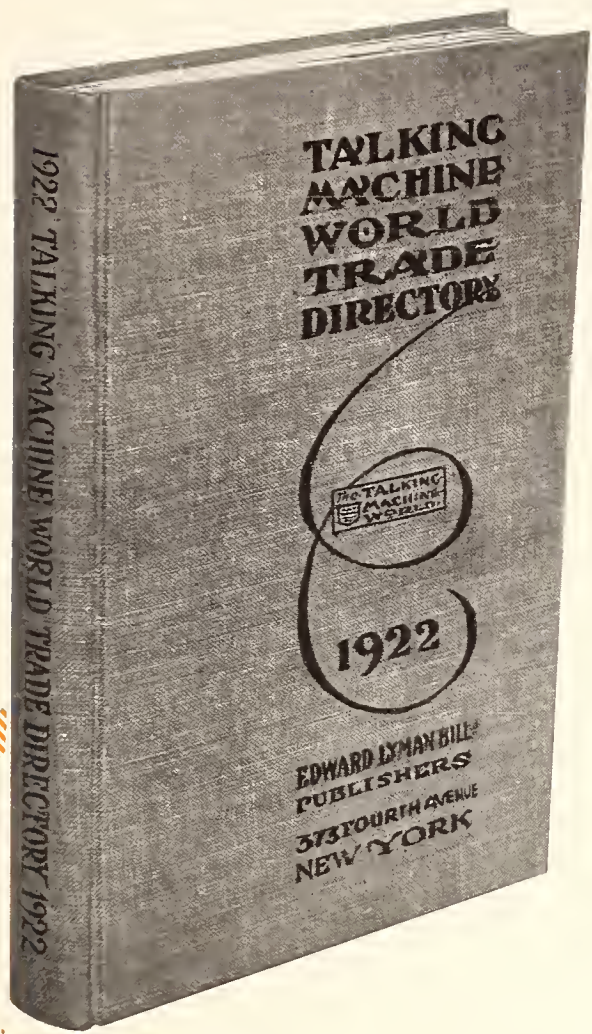
**LIBERTY MOTOR COMPLETE Price \$6.00**

**Double Spring Motor Complete Suitable for Portable Machines Price \$3.25**

Write for Repair Part Catalog  
Jobbing Territories Open

**Pleasing Sound Phonograph Co.**  
Manufacturers—Jobbers  
204 East 113th Street New York City





## Only 50 Cents

The Talking Machine World Trade Directory has filled a long standing want of the industry. It is kept as a handy reference volume on the desks of a large number of the members of the talking machine industry where, in an instant, it provides detailed knowledge about this or that company and the products made by each company.

It gives the kind of information it would otherwise consume much time to secure. For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including the invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

## HERE IS WHAT SUBSCRIBERS SAY:

"Your 1922 Model Talking Machine World Trade Directory reached us all right, and the writer went over it carefully yesterday at his home, and we wish to compliment you. There has never been a Trade Directory got up that has been so accurate as regards firms listed and that has covered the field so thoroughly.

"There is no question but that this Directory will prove of real, tangible benefit, not only to its advertisers and those who are listed in same, but to the general dealer trade at large, who have needed a directory of just this nature."

"We congratulate you on the appearance of The Talking Machine World Trade Directory and trust that you will make it a yearly feature of your business.

"We could use two more copies of this publication in our organization to great advantage, therefore request that you send them to us, proper billing.

"Just before closing wish to state that we consider the move on your part of issuing a directory of the talking machine industry as being one of the most forward movements occurring in the industry for several years."

### Only 50 Cents

### Only 50 Cents

## USE THIS COUPON NOW

Send Stamps or Check



EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....

Firm .....

Street .....

City and State .....







**COLUMBIA NEWS FROM LOS ANGELES**

**Many New Accounts Opened—Percy Grainger Enthusiastically Received—Dealers Using Extensive Publicity—New Representatives Chosen**

LOS ANGELES, CAL., June 3.—There has been considerable activity in Columbia circles during the past few weeks, and among the important events was the opening of a new exclusive Columbia store by Samuel Lavatt and John Cooper. This store, which was opened at 229 West Second street, is one of the most attractive retail establishments in this city, and the clientele is already under way of development. Mr. Lavatt has been in the real estate business for some time past, and Mr. Cooper is the owner of Cooper's Melody Shop, exclusive Columbia dealer, at 432-A South Broadway, in this city. The name of the store will be the Los Angeles Phonograph & Record Co., and it will be managed by Mr. Lavatt personally, Mr. Cooper continuing to manage his other store. Mr. Cooper, in addition to being a Columbia dealer, is a very well-known songwriter, having to his credit such successes as "Do You Ever Think of Me?", "In Siam," and "Have You Forgotten?"

The Norma Talmadge picture, "Smilin' Through," which ran recently at the Kinema Theatre in this city, created quite a sensation, and the local Columbia dealers tied up very strongly with it. Nearly every city dealer carried a complete window display featuring the photoplay and the "Smilin' Through" record by Oscar Seagle. An added feature was the broadcasting by wireless from the Kinema Theatre broadcasting station of the Oscar Seagle record, and the playing of the record at the Los Angeles Athletic Club on a special machine which had a screen in the mouth of the tone chamber, on which a portion of the picture was projected at the same time that the record was played.

A new Columbia account, the International Music Co., located at 229 West Third street, opened its door recently. Mr. Van Grove, the proprietor, also controls the International Music Co., 124 West Second street. Columbia Grafonolas will be handled exclusively, together with a line of pianos at both stores.

Percy Grainger, the famous pianist and exclusive Columbia artist, received a warm welcome in Southern California on the occasion of his recent concert appearance here, particular effort being made by Elliott's Music Shop, 216 Pine avenue, Long Beach, Cal. Mr. Grainger appeared personally at this store in the afternoon of the day of the concert, autographing all of his records that were sold during his stay. After his personal appearance Mr. Elliott entertained Mr. Grainger, Mr. Mills, local concert manager, and H. J. Allen, of the Columbia sales staff, at dinner at the Hotel Virginia at Long Beach.

A new exclusive Columbia dealer opened recently at Huntington Park, Cal., consisting of the firm of Elliott & Youmans. The latter has been for some time associated with Mr. Elliott in a sales capacity and enters the new store as a full-fledged partner.

The Eastern Outfitting Co., exclusive Colum-

**An Announcement of Interest to Manufacturers and Jobbers**

CHARLES POLLAK, a member of the firm of

**J. WEISS & CO.**

BERLIN, GERMANY

has established temporary headquarters at

**Room 723**

**PENNSYLVANIA HOTEL**

**NEW YORK, N. Y.**

where he is displaying a complete line of

**SINGLE SPRING MOTORS  
DOUBLE SPRING MOTORS  
TONE ARMS  
SOUND BOXES**

**Also a Complete Line of Machines**

Quantity Orders Solicited  
Immediate Deliveries Guaranteed  
PRICES Exceptionally Low

References—Equitable Trust Company, New York

bia dealer, at 620 South Main street, Los Angeles, has opened with the Selected Dealers' Grafonola Newspaper Campaign, series number one, and from the first advertisement sold forty-two instruments. They expect at least 250 sales from the entire campaign.

A new Columbia dealer, the Inglewood Music Store, has opened in Inglewood, and Arthur Domasch, the proprietor, is also owner of the San Pedro Furniture Co., San Pedro, Cal. Columbia Grafonolas are carried exclusively at both locations.

The Italian Jewelry Co., 205 North Spring street, Los Angeles, has opened with a complete line of Columbia Grafonolas and records exclusively. This company caters to the Italian trade, and in addition to its jewelry and phonograph business conducts the largest Italian newspaper in this city.

A wireless broadcasting station has been installed at El Monte, Cal., and daily concerts are being given at which Columbia records are used exclusively. This is an achievement on the part of A. D. Bassett, proprietor of the El Monte Music Shop, exclusive Columbia dealer at El Monte, Cal.

A. E. Stuelke, owner of Stuelke-Fullerton Music Shop, Fullerton, Cal., has opened a new store at Corona, Cal., which will be called Stuelke-Corona Music Shop. The owners are Albert E. Stuelke and Wm. H. Haaf, who has been associated with Mr. Stuelke for some time in a sales capacity. Columbia records and Grafonolas are carried exclusively at both of these stores.

**OPENS NEW STORE IN ALMA, MICH.**

Sawkins Piano Co. Now Has Most Attractive Quarters in That City

ALMA, MICH., June 3.—The Sawkins Piano Co. recently held the formal opening of its attractive new music store in this city, where talking machines, records and pianos are dealt in.



Interior of Sawkins Piano Co.'s Store

The interior finish of the store and all the decorations are in a rich shade of old ivory. Demonstration booths for talking machines line one side of the store, while facing them are the record racks. The piano stock is in the rear. A number of manufacturers and jobbers took occasion to express their good-will for the success of the venture through the medium of handsome floral pieces.

The accompanying photograph affords some idea of the general arrangement of this new establishment.

**PERCY GRAINGER INHERITS ESTATE**

WHITE PLAINS, N. Y., June 6.—Percy Grainger, well-known pianist and Columbia artist, whose mother and constant companion, Mrs. Rose Annie Grainger, was killed when she fell from a window in the Aeolian Building, New York, recently, has been named as sole beneficiary in his mother's will, which has been filed in the Surrogate's Court here. The estate is estimated to reach a total value of close to \$1,000,000.

**NEW YORK CONCERN INCORPORATES**

The Winslow Talking Machine Shop, of New York City, has been granted a charter of incorporation, under the laws of New York State, with a capital of \$35,000. Incorporators are: G. S. Wittson, J. M. Edelson and R. Lowenstein.



**Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,**

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season.

With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

*We have a circular for you. Ask for it.*

Also

**Piano Trucks, Hoists, Covers and Straps**

Made only by

**Self Lifting Piano Truck Co.**

**FINDLAY, OHIO**



# CONGRATULATIONS

WE CONGRATULATE THE  
SOUTHERN VICTOR DEALERS  
UPON THE SINCERE SUP-  
PORT THEY ACCORDED THE  
1922 CONVENTION  
OF THEIR ASSOCIATION



SERVING  
VICTOR DEALERS

# REYNALDS

VICTOR DISTRIBUTOR  
ALABAMA  
MOBILE

IN  
MISSISSIPPI  
ALABAMA  
FLORIDA



TMW

JAS. YALOWE



# Convention of Southern Victor Dealers

**Most Successful and Best Attended Convention of This Association Held at Mobile May 16-18—W. H. Reynolds Officiates as Host—Unusually Effective Sales Talks and Addresses—Governor Harding Guest at Banquet—J. V. Dugan Elected President for Coming Year—Many Visitors From Far Distant Points**

MOBILE, ALA., June 5.—The fourth annual convention of the Southern Victor Dealers' Association, held in this city on May 16 to 18, was by far the most successful held in the history of this Association. There were almost one hundred official registrations at the Cawthon Hotel, headquarters of the convention, establishing a new record for attendance.

W. H. Reynolds, Victor jobber of this city, was the official host for this year's convention and he carried out his duties with typical Southern hospitality and good cheer. On Tuesday morning, May 16, when the convention preliminaries were scheduled for settlement, the members of the executive committee were all on hand, together with several out-of-town guests and jobbers' representatives from nearby points. Mr. Reynolds took charge of the party at noontime and after luncheon was served they were conveyed by automobiles through Mobile, visiting the many points of interest in this famous Southern city. Arriving at "Minnehaha Farm," Mr. Reynolds' Summer home, the visitors were amazed at the beauty and size of his farm, which has over 3,000 orange trees—one of the show places in this section. At 7 o'clock in the evening the entire party were Mr. Reynolds' guests at a shore dinner, served at the Alba Hunting and Fishing Club, on Dog River, one of the famous scenic spots of Alabama.

### Wednesday Morning Session

The convention formally opened on Wednesday morning in the auditorium of the Cawthon Hotel, when Mayor Crawford, of Mobile, made an address of welcome, handing the visitors the "key

to the city." Gordon E. Smith, president of the Mobile Chamber of Commerce, followed the Mayor in extending to the Association a most hearty welcome. Both of these speakers con-



Wm. H. Reynolds

gratulated the Association and the talking machine industry upon having such an able and popular representative in Mobile as Wm. H. Reynolds. B. B. Burton, of the Cable-Shelby-Burton Piano Co., Birmingham, Ala., responded to the addresses in behalf of the Association.

Subsequent to the annual reports of the president, secretary and treasurer, the business meetings were opened with R. G. Brice, Charlotte, N. C., president of the Association, occupying the chair. The first paper, entitled the "Voice of the Victor," was read by J. A. Hofheinz, manager of the wholesale Victor department of Philip Werlein, Ltd., New Orleans, La., who pointed out in an interesting, practical way just how the "Voice of the Victor" could be used to splendid advantage by the Victor dealers.

Under the heading of "The Problem of Trade-ins" W. G. Quinn, of Adam Glass & Co., Mobile, Ala., furnished the dealers with plenty of food for thought. Mr. Quinn treated his subject from two angles: First, when the customer desires to trade in a machine other than a Victrola and, second, when the prospective purchaser wishes to trade in a small Victrola to apply on the purchase of a larger-type instrument. William Humes, of the Humes Music Co., Columbus, Ga., followed Mr. Quinn with a paper entitled "Why I Am an Exclusive Victor Dealer." The Humes Music Co. is one of the best-known music houses in the South and Mr. Humes' paper was followed carefully by those in attendance.

Martin L. Pierce, research and promotion manager of the Hoover Suction Sweeper Co., Canton, O., was the principal speaker at the Wednesday morning session, closing the meeting with an inspiring talk, entitled "If I Were a Victor Dealer." Mr. Pierce is recognized nationally as one of the foremost exponents of the most efficient methods of merchandising, and in his im-

(Continued on page 54)

PHILIP WERLEIN  
 THE SOUTH'S  
 FOREMOST JOBBER  
 AT YOUR SERVICE  
 in  
 NEW ORLEANS  
 THE SOUTH'S FOREMOST CITY



## CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 53)



Panorama Photograph of Members and Guests Attending the Convention of the Southern Victor Dealers' Association Taken on a Visit to Fair Hope

portant capacity as research and promotion manager of the Hoover Suction Sweeper Co. has attained phenomenal results. For many years Mr. Pierce has been keenly interested in Victor activities and has made a careful study of the Victor industry, particularly in connection with efficient and productive merchandising. His address was one of the convention features and at the close of his talk Mr. Pierce was given a rising vote of thanks for the practical and valuable suggestions that he had given the Association.

**Wednesday Afternoon Meeting**

The convention assembled at 2 o'clock on Wednesday, when the meeting was opened by J. V. Dugan, of the Dugan Piano Co., New Orleans, La., on the subject of "Interest Charges." As one of the leading Victor merchants in the South Mr. Dugan was well qualified to handle this interesting topic and at the close of his talk there was a general discussion by the members, which brought out many important points. J. D. Moore, manager of the Victor department of the Maison Blanche Co., New Orleans, La., followed Mr. Dugan with a talk on "Record Stocks." Mr. Moore divided his subject into five parts: First, systems of ordering and moving stock in order to get the proper percentage of turnover; second, advisability of carrying a representative stock; third, value of catalog numbers, as compared with supplement records; four, building up Red Seal trade; five, selling records on the club plan. Mr. Moore's extensive experience in the Victor industry provided him with facts and figures on this topic that were keenly appreciated by every one present.

J. B. Gressett, of the A. Gressett Music House, Meridian, Miss., read a paper on "Go Out and Get 'im," his talk living up to its title in a most convincing fashion. The main speaker of the Wednesday afternoon session was J. J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave an excellent discourse, entitled "Questions

Victor Dealers Ask Reincke-Ellis." "Jimmy," as he is popularly known in the Victor industry throughout the country, was in splendid form at this particular meeting and furnished the dealers with a series of practical, informative ideas regarding advertising and publicity plans that were based on his many years' experience in the Victor industry. His talk was enthusiastically applauded and at the close of the meeting Mr. Davin gave an impromptu discussion anent dealer advertising and publicity, in response to the inquiries of many of the dealers.

**The Annual Association Banquet**

On Wednesday evening the fourth annual banquet of the Association was held in the "Vineyard" on top of the Cawthon Hotel. A delightful dinner was served and a number of informal addresses were made, the speakers including W. G. P. Harding, governor of the Federal Reserve Bank; Wm. H. Armbrrecht, a prominent Mobile attorney; John G. Paine, of the Victor Talking Machine Co.; M. L. Pierce and J. J. Davin. The banquet was entirely informal and was one of the high spots of the convention program.

The various addresses were enthusiastically received, particularly the talk by Governor Harding, who is recognized internationally as one of the world's foremost financial authorities. In his address, Governor Harding suggested to the talking machine dealers that they take their local bankers into their confidence, and co-operate with them in every possible way. This is the first time that Governor Harding has ever attended a talking machine function, and W. H. Reynolds was congratulated in securing this famous banker as one of the speakers at the dinner.

**Thursday Business Session**

On Thursday morning the business meetings were resumed with a talk by E. W. Wilson, Jr., of the Collins Piano Co., New Orleans, La., on "Closer Co-operation Between Competitive Deal-

**THE  
TALKING  
MACHINE CO.  
BIRMINGHAM..... ALA.**

## Winning Confidence

By giving Victor dealers in this territory helpful, constructive service, we have won their confidence and friendship; an invaluable asset for any distribution.

The fall of 1922 promises to be one of the greatest seasons in Victor history, and Southern Victor dealers will find our organization splendidly equipped to give them the type of service that will produce tangible results.





CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 54)



1, M. L. Pierce; 2, J. J. Davin in action; 3, J. A. Hofheinz, "Bill" Reynolds, W. H. Lewis; 4, On the grounds of the Mobile Golf Club; 5, John G. Paine.

La.; treasurer, W. H. Cummings, Cummings Hardware Co., Huntsville, Ala.; executive committee member, R. B. Brice, Parker Gardner Co., Charlotte, N. C.

The Sail Down the Bay

On Thursday afternoon the entire convention party assembled at the docks, where they boarded the "Bay Queen," a good-sized steamer, which had been chartered by "Bill" Reynolds. All the way down the bay the dancing devotees had plenty of time to exercise their favorite sport, while some of the boys tried to prove that "naturals" were merely incidents and not necessities. The boat landed at "Fair Hope," where a large Victor dog extended a welcome to the convention party. It was announced that dinner would be served at 5:30 and during the intervening hour the swimming enthusiasts decided to test out the famous waters of Mobile Bay. Jimmy Davin gave a diving exhibition that was

(Continued on page 56)

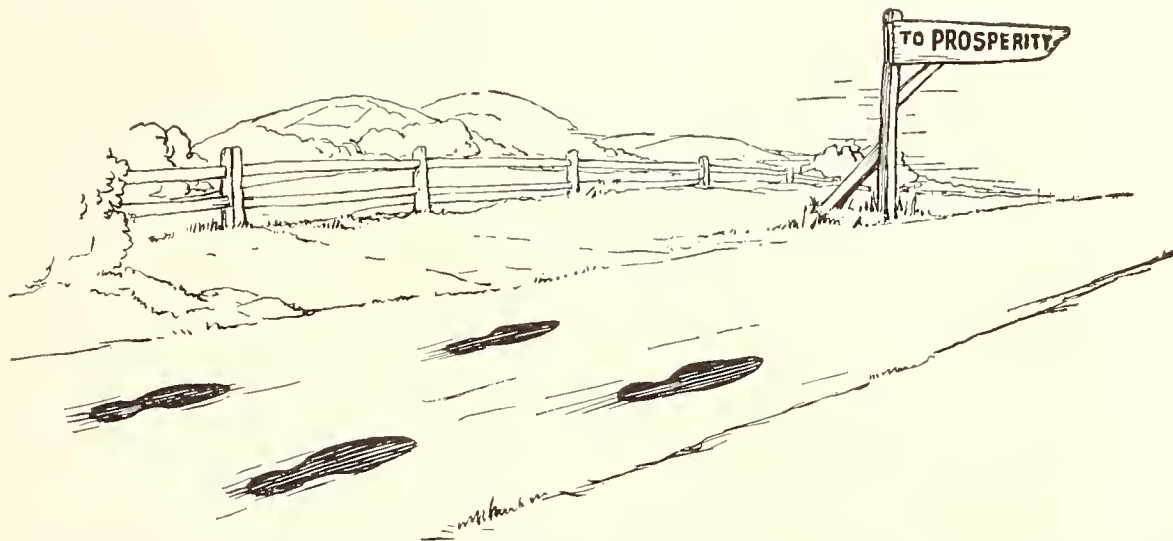
ers." Mr. Wilson covered this topic thoroughly and carefully, pointing out that co-operation and not competition is the life of business to-day, showing the dealers ways and means by which competing dealers may get together to their mutual advantage. W. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga., appealed to the dealers to have maximum faith in the product they are handling, complete confidence in the factory making the goods and to work together in every possible way. Mr. Lewis pointed out the advantages of the new types of horizontal Victrolas, urging the dealers to give the new product everything possible in the way of co-operation and stimulation. On the subject of "Resale Selling" Mr. Pierce again provided the Association with a powerful and effective address, giving the dealers important statistics on the trend of business, and emphasizing how sales efficiency could be intensively developed.

Wm. H. Reynolds was called upon for a brief address, and, although he insisted with characteristic modesty that he had not prepared a talk, he was still able to furnish the dealers with one of the most inspiring addresses of the convention. Mr. Reynolds was followed by French Nestor, of the French Nestor Co., Jacksonville, Fla., the newest entrant in the Victor Southern field. Mr. Nestor, who is widely known throughout the Victor industry, having been associated with the Standard Talking Machine Co., of Pittsburgh, Pa., for a number of years, recently acquired the Florida Talking Machine Co., Victor jobber. He was given an enthusiastic ovation by the convention visitors and responded with a message of appreciation of the cordial reception extended.

John G. Paine, of the Victor Talking Machine Co., was the main speaker at the Thursday morning meeting and in the course of his address gave the dealers interesting facts, based on the practical knowledge of every phase of Victor retail merchandising. Mr. Paine cited as an example the success attained by one enterprising Victor dealer who had made a conscientious study of his business. Incorporated in this part of Mr. Paine's address were vital, practical sales suggestions that could be used to advantage by Victor dealers everywhere. Mr. Paine emphasized the necessity of all the dealers carrying a representative stock of records and a representative stock of machines. He illustrated how record sales had been stimulated by the particular dealer he had in mind and how the most minute details of this dealer's activities were subject to careful consideration and thought. Mr. Paine's address was received with tremendous applause and he was personally congratulated by all of the members of the Association upon the logic and practical merit of the suggestions he had offered them.

New Officers Elected

After Mr. Paine's address, Mr. Brice announced that the Association had elected the following officers for the coming year: President, John V. Dugan, of the Dugan Piano Co., New Orleans, La.; vice-president, Dan Orndorff, Knoxville Music Co., Knoxville, Tenn.; secretary, E. W. Wilson, Collins Piano Co., New Orleans,



# Real Constructive Work

TALKING machines today are sold not only on their intrinsic merits, but also on their tendency to harmonize with surrounding furniture in homes that reflect the owners' taste. Mahogany-made machines embody the discriminating genius of such master furniture builders as Chippendale, Sheraton, Hepplewhite and others.

Far-seeing furniture manufacturers have fostered and cultivated the public's pride in correct house appointments. Two long steps in the right direction have been taken toward placing their business on a sound, healthy basis. The National Council of Furni-

ture Associations has published standards that should govern dealings between Manufacturers and Dealers in Furniture.

— and the Associated Advertising Clubs, after conferences with Manufacturers and Dealers in Furniture, has established standards that should govern in the Retailers' relations with the Public.

Both standards are so much alike as to indicate a genuine desire to protect and foster the confidence upon which all good business rests, and the Mahogany Association tenders its hearty congratulations upon the results achieved.

MAHOGANY ASSOCIATION, INC.

New York City

After all—there's nothing like

# MAHOGANY



## CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 55)

enthusiastically received, especially as Mr. Davin is recognized as one of the foremost diving experts in the Victor industry.

When dinner was served it was noticed that a jazz orchestra had been provided by Mr. Reynolds, and during the course of the dinner the latest Victor hits were served as music for the dancers. The orchestra also provided music subsequent to the close of the dinner and was induced to join the party on the "Bay Queen" for the trip back to Mobile. It was a tired but happy party of conventioners who reassembled at the Cawthon Hotel before the final good-byes were in order. Mr. Reynolds was given three cheers and a tiger for the tireless efforts he had made in behalf of the Association, and for the wonderful entertainment that he had provided for their stay at Mobile. All of the dealers were unanimous in stating that this year's convention had furnished them with a greater number of practical ideas than they believed could ever be presented at any convention.

## Among Those Present

Among the official registrations at convention headquarters were the following: Mr. and Mrs. J. B. Gressett and Mr. and Mrs. M. A. Taylor, A. Gressett Music House, Meridian, Miss.; R. G. Brice, Parker-Gardner Co., Charlotte, N. C.; S. G. Wilson, Wilson Furniture Co., Greenwood, Miss.; Robt. H. Williams, Williams-Guttenberger Co., Macon, Ga.; A. D. Peden, Laurel Furniture Co., Laurel, Miss.; Dan Orndorff, Knoxville Music House, Knoxville, Tenn.; W. R. Lewis, Elyea Talking Machine Co., Atlanta, Ga.; W. G. Humes, Humes Music House, Columbus, Ga.; Julius Dupont, Houma Mercantile Co., Houma, La.; Geo. J. Emanuel, Reynolds Music House, Pensacola, Fla.; French Nestor, French Nestor Co., Jacksonville, Fla.; A. R. Boone, Irving Bimstein and Roy Weinberg, Talking Machine Co., Birmingham, Ala.; C. W. Troy, St. Claire Drug

Co., Tupulo, Miss.; Mr. and Mrs. John A. Hofheinz, Mr. and Mrs. B. G. Powell, Mr. and Mrs. H. W. Clapperton and E. L. Staples, Philip Werlein, Ltd., New Orleans, La.; E. J. Lovett, Mathis & Youmans Co., Valdosta, Miss.; A. A. Martz and W. H. Smith, Gressett Music House, Jackson, Miss.; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; B. B. Burton and E. J. Silliman, Cable-Shelby-Burton Co., Birmingham, Ala.; A. H. Howard, Howard Drug Co., Tuskegee, Ala.; J. J. Davin, Reincke-Ellis Co., Chicago, Ill.; Mr. and Mrs. W. H. Cummings, Cummings Furniture Co., Huntsville, Ala.; E. E. Mitchell, Montgomery Fair, Montgomery, Ala.; R. E. Jones and Miss W. Clark, Clark & Jones Piano Co., Birmingham, Ala.; John G. Paine, D. S. Pruitt and Knight Owen, Victor Talking Machine Co.; V. H. Thompson, Montgomery, Ala.; W. E. Thomas, Johnson Thomas Hardware Co., Dothan, Ala.; J. D. Moore, Maison Blanche, New Orleans, La.; Lee Robinson, Talking Machine World, New York, N. Y.; D. C. Andrews, Andrews Music Store, Charlotte, N. C.; Mr. and Mrs. W. G. Quinn, Adam Glass Co., Mobile, Ala.; Will P. Berry, Dwyer Piano Co., New Orleans, La.; A. H. Williams and T. Williams, Williams Piano Co., Birmingham, Ala.; Martin L. Pierce, Hoover Suction Sweeper Co., Canton, O.; Mr. and Mrs. E. W. Wilson, Jr., Collins Piano Co., New Orleans, La.; Leon Hammond, Foster Jewelry & Music Co., Monroe, La.; Mr. and Mrs. J. C. Dumas and W. J. Laflan, Dumas Drug Co., Foley, La.; Mr. and Mrs. I. M. Rosenbush, M. U. Ulmer, Meridian Chair & Furniture Co., Meridian, Miss.; E. A. Bondreaux, Bondreaux Furniture Co., Franklin, La.; Miss Holliday, P. E. Daniels Music Co., Brewton, Ala.; J. D. Crane, Crane Jewelry & Music Co., Pascagoula, Miss.; Mr. and Mrs. F. G. Murphey, Pincus-Murphey Music House, Alexandria, La.; H. W. Scofield, Bosier,

La.; A. T. Woodruff, Woodruff Furniture Co., Hattiesburg, Miss.; A. C. Dom, Q R S Co., Chicago, Ill.; J. V. Dugan, Dugan Piano Co., New Orleans, La.; Mr. and Mrs. Adam Glass, Jr., Mr. and Mrs. W. G. Quinn, Mr. and Mrs. Barton, Mrs. Sancier, Miss Waller and Mr. Keeney, Adam Glass Co., Mobile, Ala.; W. H. Reynolds, W. D. Miller, M. H. Wheat and Miss Ruth Hoerig, Wm. H. Reynolds, Mobile, Ala.; Robert S. Fee, J. W. Scales, Robert B. Davidson, R. G. Hoyen, A. A. Heldt, W. G. Austin, Sr., W. G. Austin, Jr., Albert Drago, Geo. W. Adams and the Misses Flock, Council, Hinote, Anderson, Crenshaw, Cox, Simons and Jensen, Reynolds Music House, Mobile, Ala.

## Bokaz and Brikbatz

The pre-convention ceremonies were held Tuesday night in the park in front of the hotel. There was a convenient railing around the fountain so that all catastrophes were avoided.

John G. Paine, of the Victor Talking Machine Co., was with "the boys" at all times. He not only provided the most important address on the program, but participated in the aquatic events, danced with all the fair members of the party and proved himself an "all-around good fellow."

Where was "Jimmy" Davin when the boat pulled out? Possibly he was arranging for a special course in advertising for some of his friends down South.

"Bob" McDavid, secretary of the Association, was unable to attend the convention because of serious illness in his family. He was greatly missed, as he is one of the most popular members of the Association.

Governor W. G. P. Harding, of the Federal Reserve Bank, recalled the fact that he purchased the first Victrola XVI to be sold in the city of Birmingham, mentioning, incidentally, that the instrument was still in service.

The Reynolds "dough boys," Judge Miller and



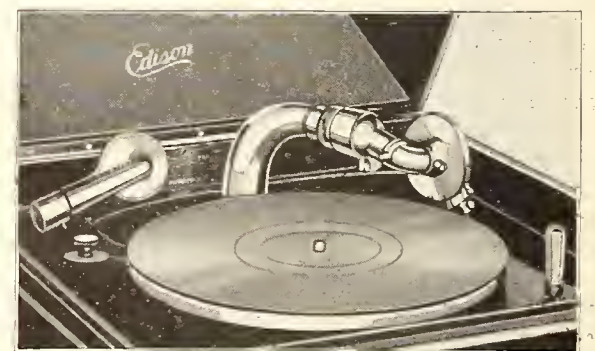
Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

# Jewel

NEEDLE EQUIPMENT

## For The New Edison

**NOT**  
Just Another Equipment  
**BUT**

a distinct improvement in  
Tone Reproduction as well as  
in Mechanical Construction  
and Finish.

Send for descriptive circular  
which contains "HINTS RE-  
GARDING THE CARE OF A  
PHONOGRAPH."

If your jobber does not handle,  
write us.

Price the same. Liberal dis-  
count to dealers.

**GUARANTEED IN EVERY  
WAY.**

**MONEY BACK IF NOT  
SATISFIED.**

We handle highest grade  
Jewel Point Needles.

Needle CENTERS on all records.

Straight air-tight construction and absence of  
movable joints insure perfect reproduction and  
great volume.

Pivoted ball-joint insures perfect reproduction and  
freedom of movement both vertically and hori-  
zontally.

Weight is the lightest that can produce perfect  
results, thus saving the record, and permitting a  
freedom and sweetness of tone considered impos-  
sible.

Indestructible NCM-Y-KA diaphragms do not  
blast, crack, split or warp, and are the greatest  
development in phonographic sound reproduction  
in years.

Plays all types of records. Operates the same as  
the "EDISON" with the LEVER.

No adjustments necessary when changing from  
lateral to vertical cut records. Stop prevents  
swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy  
access to needle socket and saves records from  
unnecessary scratching.

Is the ONLY equipment that plays vertical cut  
records in the proper "EDISON" position with  
the Reproducer turned FACE DOWN to the  
record, giving it a floating action.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**



**“Just A-Wearyin’ for You” is one of the most appealing compositions ever written. Hulda Lashanska sings it with her pure soprano voice—a record that people will appreciate and buy. No. 79856.**

**Columbia Graphophone Co.  
NEW YORK**



Buck Wheat, missed a few trains, but their batting average compared fairly well with that of Babe Ruth's 1922 figures.

Messrs. Hofheinz and Clapperton, of Philip Werlein, Ltd., were very quiet during the convention proceedings, but their friends feel sure that they know the reason.

One of the features of the convention was the wonderful window display at the Reynalds Music House. The “Consecration” scene from “Aida” had been worked out in every detail by Robert Fee, of the Reynalds staff.

“Bill” Lewis, of the Elyea Talking Machine Co., wired home for money. It was forwarded with the suggestion that hereafter he carry his own instead of depending on Mobile African wonders.

One of the most enthusiastic convention visitors was Mrs. Ned Wilson, of New Orleans. When she wasn't renewing old acquaintances or making new friends, she was always to be found on the dance floor.

**J. E. CLOKEY'S NEW POST**

Appointed Office Manager of the Sales Department of the Columbia Graphophone Co.

J. E. Clokey, who has been connected with the sales department of the Columbia Graphophone Co., New York, for some time, has just been appointed office manager of the general sales department, and is to take up his active duties there in this capacity immediately. Mr. Clokey will have charge of the requirements of Columbia branches throughout the country. His promotion to this important post was earned through his good work, and it is expected that he will be successful in the management of the affairs of his new post.

Keep after the old “stand-bys.” Don't let them slip away during the night to swell the ranks of your competitor's customers.

**“BLACK DIAMOND”  
GRAPHITE  
Spring Lubricant**

*The Lubricant  
Supreme*

Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by  
**HARTZELL CRUCIBLE CO.**  
North Side, Pittsburgh, Pa.  
Factory Representative  
**LOUIS A. SCHWARZ, INC.**  
1265 Broadway, New York City  
**S. F. LARRIMORE**  
5836 Easton Ave., St. Louis, Mo.  
FOR SALE BY ALL LEADING JOBBERS

**HEMPEL SINGS IN THE CHOIR**

Sings in Christ Church, Brooklyn, N. Y.—Closes Busy Season and Sails for Europe

Frieda Hempel, exclusive Edison artist, celebrated Mother's Day by singing in Christ Church, Brooklyn. A special service marked the eighty-seventh anniversary of the church. Miss Hempel sang an old English vesper hymn, “I Know That My Redeemer Liveth,” from the “Messiah,” and joined the surplice choir in the “Inflamatus” from “Stabat Mater,” and the regular hymns. Robert Gaylor, organist and musical director of the church, played Miss Hempel's wedding march four years ago. He is also a phonograph impresario of great renown, being the Gatti-Cassaza of Thomas A. Edison, Inc.

Frieda Hempel closed her season of more than seventy appearances at the Ann Arbor May Festival, as soloist with the Chicago Symphony Orchestra, on May 19. She sailed on the “Aquitania” on Tuesday, May 23, for a five months' trip abroad.

The prima donna will sing in Albert Hall, London, on June 11. Later she goes to Copenhagen, where her debut last year caused such a furore, for a number of concerts. Later she will go up in the Engadine, near St. Moritz, her favorite mountain resort, to follow the trails for a month. In September she will appear in “The Rosenkavalier” at the Royal Opera, Budapest. The King of Sweden has invited Miss Hempel to sing in Stockholm on October 6, the 102nd birthday of Jenny Lind.

**BRUNSWICK GETS RADIO PUBLICITY**

Westinghouse Electric Co. Broadcasts Brunswick Records Exclusively—Springfield Brunswick Dealer Co-operates

SPRINGFIELD, MASS., June 7.—Among the many radio broadcasting stations using Brunswick records in their programs is the Westinghouse Electric Co., according to R. H. Wilson, publicity manager, with headquarters in this city. In a letter to the Brunswick Co. Mr. Wilson states that Brunswick records are used exclusively in the radio programs of his company. M. W. Brown, who has the local Brunswick agency, is co-operating with the broadcasting station.

Other concerns who are broadcasting Brunswick records include the Wanamaker and Gimbel Bros. department stores in New York City and the L. Bamberger store, of Newark, N. J.

**PREMIER RECORD CO. CHARTERED**

A charter of incorporation has been granted to the Premier Record Co., of New York, under the laws of New York State, to deal in talking machine records. The concern has an active capital of \$300,000. Incorporators are: D. Groese and F. A. Desilva.

The Globe Wholesale & Distributing Co., of Wilmington, Del., has been incorporated in that State with a capital of \$100,000, to deal in talking machines and pianos.

**E. R. JOHNSON AIDS WAR MEMORIAL**

Victor Talking Machine Co. President Presents Money and Site for “War Tribute” House to Merion, Pa.—Will Be Community Center

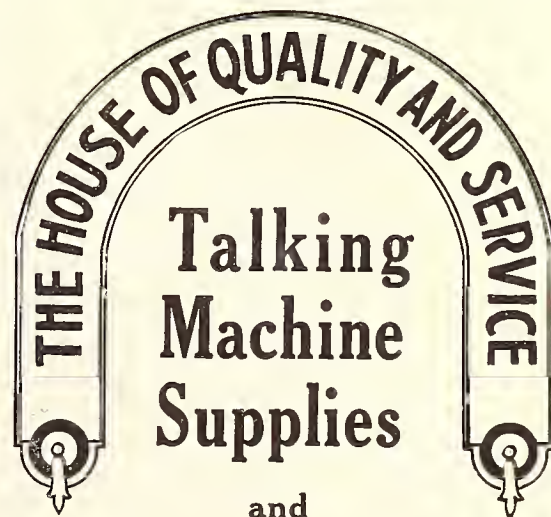
MERION, PA., June 7.—At a community mass meeting recently Merion voted unanimously to accept the magnificent “war-tribute” house jointly provided for by popular subscription and the donation of land and \$250,000 by Eldridge Johnson, president of the Victor Talking Machine Co., of Camden, N. J.

Mr. Johnson was the principal donor for the proposed memorial, which will shortly be erected here. The cost of erecting the structure, \$180,000, will be borne by Mr. Johnson, who has also signified his intention of adding a fund of \$70,000 to the fund of \$71,000 already raised by popular subscription. The ground on which the building will be located was formerly part of the estate of Mr. Johnson in this city.

**SEABROOK PHONO. CORP. CHARTERED**

The Seabrook Phonograph Corp., Mishawaka, Ind., was recently incorporated under the laws of that State with a capital of \$100,000. The firm will engage in the manufacture of talking machines. Directors of the company are: M. W. Mix, W. W. Dodge, Kenyon W. Mix, F. P. Howlett and E. M. Carver.

The Shore Music Shop, formerly located at Tennessee and Pacific avenues, Atlantic City, N. J., is now in its handsome new establishment at 924 Pacific avenue. A complete line of Victrolas, Starr phonographs and Victor and Gennett records is handled in addition to pianos.



**Repair Parts**

**SAMUEL ESHBORN**  
65 Fifth Avenue  
New York



# SAN FRANCISCO

## Industrial Improvement Helps Talking Machine Trade—How the Aeroplane Played Its Part—Sherman-Clay Picnic—Live News of the Trade

SAN FRANCISCO, CAL., June 5.—Industrial conditions on the Coast have improved materially in the last month, but the effect of this as yet has not been felt very much in retail lines. The labor unions have been urging their members to economize on living expenses for a long time, and the effect of such propaganda is naturally felt in the music trade more keenly than in many other lines, but at the same time when the purchasing power of the people increases their desire to spend increases in proportion. The Shriner convention to be held in June will bring in millions of dollars to the city, and this will also help to stimulate the demand for musical merchandise. The outlook is anything but discouraging in the talking machine field.

### Annual Sherman, Clay & Co. Picnic

The second annual picnic of the Northern California employes of Sherman, Clay & Co. was held on May 28 at Kendall-Dell. The picnic was under the auspices of the company's employes' association, and members came from this city, Oakland, Vallejo, Santa Rosa, Stockton, Sacramento and other places. The barbecue luncheon was engineered by Billy Morton, manager of the retail talking machine department of the company in San Francisco. Billy is a famous amateur chef as well as an expert master of ceremonies. The diversions were dancing, eating, games and hiking two by two. A large part of the company was transported to the picnic grounds in the large Sherman, Clay & Co. piano trucks fitted up with seats. Picnic Committee—Harry Anderson, Henry Rassmussen, Charles F. Moore and Miss E. Ireland.

### Miss F. Mattern Is Promoted

Miss F. Mattern, who has been with the New-

berry Electric Co., on Sutter street, since the new store with the talking machine department was opened several months ago, has succeeded to the management of the talking machine department in place of Mr. McKellers, who resigned two weeks ago. The department handles the Sonora line and is enjoying a ready sale on Vocalion records.

### Passing of Morley Somers

The death of Morley Somers, manager of the Phonograph Shop, 109 Stockton street, this city, recently, while not altogether unexpected in view of his late illness, nevertheless came as a shock to his many friends in the music trade. Mr. Somers was respected alike for his personal qualities and his business ability. He was one of those rare souls who make friends, keep them and at the same time do not neglect the work of making a success of their business. He was forty-six years of age and is survived by a widow and a son. For a number of years Mr. Somers represented the Victor Co. as a traveling salesman, and before coming to San Francisco was with Frederick & Nelson, of Seattle, Wash. While with the Sonora Co. he was active both in the retail and wholesale departments and was held in the highest esteem by his late employers.

### Emporium Celebrates Birthday

Last week was the twenty-sixth birthday anniversary of The Emporium, and the event was duly celebrated by a special sale in all departments. The talking machine department won the prize for the largest attendance in proportion to the size of the department and was given a dinner of honor by the management. Charles Mauzy, the manager, was congratulated for his

work in promoting public interest in talking machine merchandise.

### Porter Visits Dealers in Aeroplane

There is nothing slow about the business methods of P. S. Kantor, the local manager of the Columbia Graphophone Co., and this fact is fully appreciated by Robert Porter, field sales manager of the Columbia Co., who is at present making a tour of the Coast territory. Mr. Kantor is a professional aviator with a war record, and he still clings to the aeroplane, making frequent business trips to California cities via the air route. He carried Mr. Porter as a passenger on a trip to visit the Columbia dealers in the Sacramento Valley, and the much-traveled sales manager protests that the aeroplane is the most enjoyable means of transportation he has yet experienced.

### W. Hamilton a Visitor

W. Hamilton, traveling Victor factory man, is in San Francisco for a stay of several weeks, during which he will have a series of heart-to-heart talks with the dealers on salesmanship and other topics kindred to business efficiency. He will also call on the trade throughout the State.

### G. R. Hughes to Attend Convention

George R. Hughes, secretary of the Wiley B. Allen Co., is in the East on a business trip and will attend the Piano Merchants' Convention while in New York. J. J. Black, treasurer of the company, expects to accompany the Shriners on their trip to the Hawaiian Islands after the national Shriner conclave to be held in San Francisco in June.

### News Brieflets

Henry Hauschildt, of the Hauschildt Music Co., has left for a business and pleasure trip to New York with his family.

Sherman, Clay & Co. are increasing the facilities of their store at Vallejo, Cal., by adding some new demonstration rooms for talking machine records.

Sherman, Clay & Co. are featuring radio concerts this month. Concerts are given daily from



## Flexlume Signs—

*The Best Advertising  
At Smallest Cost*

IT costs only a few cents a day to operate a Flexlume Electric Sign. For this you get the best advertising in the world—your name and your sales story in letters of light right there where your goods are sold.

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

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



**FLEXLUME CORPORATION**

36 KAIL STREET

**FLEXLUME CORPORATION**

BUFFALO, N. Y.

*Flexlumes—Electric Signs Made Only by the Flexlume Corporation*



**For your customers who like good dance music. "Stumbling," a fox-trot played by Ray Miller and His Orchestra. The coupling is a fox-trot medley of old-time favorites played by The Columbians. A-3611.**

**Columbia Graphophone Co.  
NEW YORK**



the station on the roof of the Fairmont Hotel. Walter King, who conducted a talking machine business at 78 Ellis street, has discontinued his enterprise owing to the demands of his position as an orchestra conductor.

**Twenty-five New Vocalion Dealers**

The Sonora Co. since it took the distributing agency for Vocalion records several months ago has added twenty-five new dealers to the list selling this line.

**Plans Second Columbia Ad. Campaign**

So successful was the first advertising campaign run by the Eastern Outfitting Co. on Columbia Grafonolas and records that plans have been made for a second campaign which will cover 756 inches of advertising in the local papers. Mr. Sireoty, of the Eastern Outfitting Co., reports phenomenal sales. In fact, he advises that he has sold more Grafonolas in the last two months than he sold during the year 1921. This has started quite a few of the country dealers running the second campaign in order to tie up the campaign that is being run in

the city. Dealers in the San Francisco territory who have recently taken on the campaign are as follows: Steinhouse & Eaton, Watsonville; Blue Bird Drug Co., San Mateo; Martin Music Shop, Palo Alto, and the Hartley Hardware Co., Mt. View.

**Dealers Interested in New Grafonolas**

The introduction of the new Columbia portable is being received with a great deal of interest on the Coast, and many orders have already been sent in for a stock of these machines. The new console type Grafonolas which Columbia distributors are exhibiting, but which have not been placed on the market as yet, are also arousing considerable interest among the dealers, who eagerly await distribution.

**CO-OPERATION A BIG FACTOR**

Co-operation is the keynote of success. Co-operate with your sales force and they will work in harmony with you. It is impossible to get maximum results with minimum team work.

**SELECTS SONORA AS FIRST PRIZE**

**Winner in School Contest Chooses Sonora—Lancaster Schools Participate in Successful Memory Contest Which Aroused Great Interest**

LANCASTER, PA., June 6.—The Examiner-New Era, one of the leading newspapers in this city, recently concluded a most successful memory contest, which was conducted by the entire school system of Lancaster County. This contest had the complete co-operation of both the county and school officials, phonographs being installed in nearly every classroom and tests being given to the school children by their regular teachers during school hours. Seven phonographs were among the prizes donated by different companies to the winners of the contest. The Shippen School won the first prize and selected a beautiful baby grand Sonora as its choice.

**BARONESS POPPER SINGS FOR VICTOR**

**First Record by Mme. Maria Jeritza (Baroness Popper), Metropolitan Opera Soprano, Offered in the June Victor Record Supplement**

The June record supplement of the Victor Talking Machine Co. marked the formal introduction and addition to the notable Victor lists of exclusive Victor artists of Mme. Maria Jeritza, the new dramatic soprano of the Metropolitan Opera Co., who in private life is the Baroness Popper of Austria. Mme. Jeritza's first record was "Elsa's Dream," from "Lohengrin," and "Lautenlied der Maricetta" (Song of the Lute), from the opera "Die Tote Stadt," both of which demonstrate most forcibly the singer's talents.


**JOHN STEEL IN AKRON**

AKRON, O., June 1.—Earle Poling, member of the Windsor-Poling Co., was a member of the Akron merchants' committee, which this week held a luncheon at the Hotel Portage, in honor of John Steel, noted tenor singer. Mr. Steel recently appeared in a concert at the Akron Armory, under the auspices of the Windsor-Poling Co., which earlier in the year presented three other celebrated artists in concerts.

**HARMONY OF PURPOSE AND ACTION**

Harmony untangles, pacifies, regulates, enlightens and uplifts—it sweetens the task and mellows the day's work. Harmony of purpose and action is essential to highest efficiency in any organization. If we keep our hands in harmony with our heads and our heads in harmony with our hearts we will keep in perfect harmony with ourselves, for the hearts of all men are mostly good.

A. E. Landon, manager of the Toronto branch of the Columbia Graphophone Co., was a visitor at Columbia headquarters recently, where he will confer with H. L. Pratt regarding a Summer campaign among Canadian Columbia dealers.



*For the Man Who Doesn't Know It All*

If you will tell us your connection with the music industry, we will explain how and why we believe you will find The Review a most valuable and informative business paper. And along with our letter we will be pleased to send the latest copy of the oldest and largest trade journal covering every branch of the music industry. Full particulars and sample copies will also be sent to all prospective advertisers.

*Subscription Price:*  
United States and Mexico, \$2.00 per year; Canada, \$3.50; all other countries, \$5.00

*Advertising rates: on request*

Edward Lyman Bill, Inc.  
373 Fourth Avenue                      New York City



## The two-fold appeal of the Widdicomb builds new business

Successful merchants everywhere can certify to the two-fold appeal of Widdicomb Phonographs in Period Design.

For the Widdicomb is not alone a musical instrument—it is a charming piece of fine furniture in period design, a fitting complement to its companion furniture.

Any home, any room—no matter how tastefully furnished and decorated—is enhanced in beauty by a Widdicomb Phonograph.

Merchants with the Widdicomb franchise have found that these two qualities—musical perfection and beauty of design—have a direct, forceful appeal to people of refinement and taste.

If you are interested in building up your business with this class of trade, the Widdicomb franchise offers you a real opportunity to stimulate sales and increase prestige.

Write for catalog and complete information. Convince yourself that the Widdicomb has unusual sales possibilities for you.



ADAM  
MODEL 2

# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

*Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.*

*Widdicomb Console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.*

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

*Fine Furniture Designers Since 1865*



## SALES COURSE FOR VICTOR DEALERS IN WASHINGTON

Most Resultful Gathering of Victor Dealers in the Nation's Capital, All of Whom Enjoy F. A. Delano's Constructive Talks as Well as the Hospitality of the Local Jobbers

WASHINGTON, D. C., June 5.—A four days' sales course for Victor retailers was held at the City Club here beginning May 22, under the direction of F. A. Delano, of the Victor Talking Machine Co. This course was the regular Red Seal course, usually given at the factory in Camden, but in a slightly condensed version.

A good proportion of the dealers in the territory were present and much interest and enthusiasm was manifested from start to finish. An added feature of the course which caused considerable interest was a buying and selling contest staged by the dealers attending. The contest drew forth many interesting angles on salesmanship and was intensely instructive. The judges consisted of the executives of the various Victor distributing houses located in Washington:

boro, N. C.; L. E. Rice, Rice's Music Store, Winchester, Va.; R. A. Sloop, People's Home Furnishing Co., Mooreville, N. C.; Robert L. Shipley, Storm & Shipley, Frederick, Md.; D. E. Odom, Bennettsville, S. C. Washington was represented by the Misses Florence and Rebecca Gordon, S. Gordon Music Co.; Mrs. Barbara Mushake, Wm. Mushake; Miss M. Drury and Jose E. Espinosa, Louis & Co.; Agnes C. Sexton, K. C. Sexton Co.; Harry A. Chick and Basil D. Jones, S. Kann Sons Co.; R. W. Fuller and Theo Gannon, Ansell, Bishop & Turner, Inc., and Thos. Kavanagh and Mrs. G. Skinner, Arthur Jordan Piano Co.

In addition to the executives a number of the members of the staffs of the local distributors took advantage of the course. Those present



Those Who Attended the Four Days' Sales Course Held at City Club, Washington

F. H. Harris, of Cohen & Hughes; Carl Droop, of E. F. Droop & Sons; Robert C. Rodgers and John Fischer, of Rogers & Fischer.

The affair ended up with a dinner party at the Madrillon, after which the entire party went to the Belasco Theatre to see Frances Starr in "Shore Leave." During the dinner Harry A. Chick, of S. Kann Sons Co., accompanied on the piano by Mrs. G. E. Williams, of J. B. Bell Co., Inc., Lynchburg, Va., gave a splendid exhibition of a very fine tenor voice, singing two popular ballads in an attractive way. Mrs. Williams was equal to the occasion, her piano accompaniment being of the highest order.

Among out-of-town dealers present were: R. D. Thomas and Miss Ruth Oldham, Darnell & Thomas Co., Raleigh, N. C.; G. E. Williams, J. P. Bell Co., Inc., Lynchburg, Va.; Charles E. Keefer, Kranz-Smith Piano Co., Baltimore, Md.; G. Ralph Shoop, Sitnek's Drug Store, Altoona, Pa.; Harry M. Shipley, Frederick, Md.; Fred H. Reeves, Andrews Music Store, Inc., Charlotte, N. C.; Andrew J. Oldewurtel, Talking Machine Shop, Baltimore, Md.; Mrs. R. M. Dixon and Miss Hazel Diuguid, Roanoke Talking Machine Corp., Roanoke, Va.; Mrs. Kenneth Hawkins, J. M. Hartley & Son Co., Fairmount, W. Va.; Miss Ellen Renfrow, Royall & Borden, Raleigh, N. C.; Miss Pearl Ham, Royall & Borden, Golds-

were: Miss Mildred R. Miller, S. J. Whitney, A. A. Brandt, J. Fred Saunders, of E. F. Droop & Sons; Leslie Lore; Walter H. Son, of Cohen & Hughes; Charles S. Butler, Theodore G. Fresh, of Rogers & Fischer.

### INVENTS VIOLIN FOR RADIO WORK

"Magnifying Violin" Has Horn and Can Be Used as Recording Instrument

Radio has caused the invention of a special "magnifying violin." It is the product of Harold Stern, director of a New York hotel orchestra. Mr. Stern has been lately broadcasting violin music from the large stations around New York, using his invention as the instrument. He says he made it especially for this purpose.

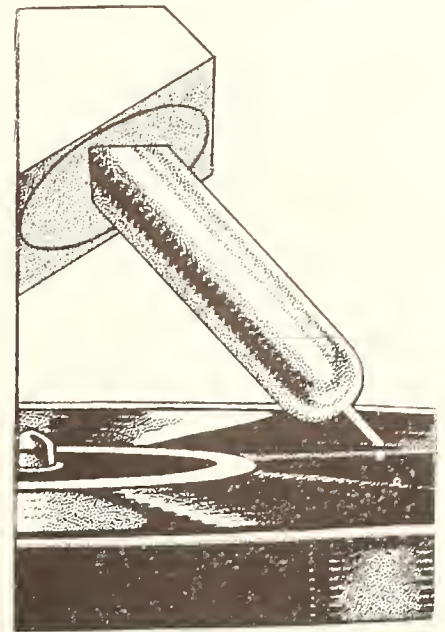
The "magnifying violin" is similar to others except for the body or sounding box. Instead of the body, there is a cylindrical metal box out of which projects a horn. When the bow is drawn over the string a louder sound is produced than out of the ordinary violin.

Another surprising feature about this "magnifying violin" is that it can be used as a recording instrument during the radio concerts. All that need be done is separate the cylindrical sounding box and horn from the rest of the instrument and attach it to the telephone receivers.

### EXCLUSIVE EDISON SHOP OPENS

ROCKFORD, ILL., June 6.—The Dahlin Music Store is the name of a new concern which was recently opened at 1202 Fourteenth avenue, this city. The store has been handsomely decorated and is equipped with all the latest merchandising devices. The Edison line of phonographs is handled exclusively. Pianos, player-pianos and other music accessories are also carried.

H. A. Dunham, proprietor of Dunham's Music House, Asheville, N. C., returned last week from Hot Springs, Ark., with renewed energy for the future development of his business.



## A Needle with All the Sonora Prestige Behind It

When you display Sonora Semi-Permanent Needles there is more than merely the needle advertising to bring you sales. All the Sonora advertising and the reputation of "the highest class talking machine in the world" back up every package of these splendid needles.



## Semi-Permanent NEEDLES

will play almost an indefinite number of times, and they are so constructed that they cannot injure or score the records. Phonograph owners will appreciate your recommending them. They are just the thing for use with the record-repeater.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:  
I. Montagnes & Co., Toronto

**CAUTION!** Beware of similarly constructed needles of inferior quality.



### No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPECIAL CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

FRANK NETSCHERT

61 Barclay Street

New York, N. Y.



## RECORDS 200 YEAR OLD TUNE

Interesting Old Melody Incorporated in Vocalion Record of "Mother Machree's Lullaby," by Musical Director Robt. Hood Bowers

A new art has been developed in connection with the musical settings used in the phonograph recordings of to-day. No longer is the song or dance number recorded simply "as is." Instead, the musical director racks his brains for some novel way of introducing a bar or two of some other particularly appropriate piece of music or



Robert Hood Bowers

descriptive musical scenery, such as chimes, bird voices or a saxophone that gives "the merry ha-ha."

An interesting illustration of this is found in the new July Vocalion record of "Mother Machree's Lullaby" (An Irish Mother's Love Song), which introduces in it a quaint old Irish tune over two hundred years old—just such an old folk melody as Mother Machree might have sung.

To find just the right tunes and other novelties to introduce involves considerable research work on the part of the musical director, who in this instance is Robert Hood Bowers, noted com-

poser of the "Chinese Lullaby" and other popular numbers, and musical director of Vocalion records.

## A PROGRESSIVE TORONTO DEALER

The Adams Furniture Co., of Toronto, Can., Enjoys Rapid Growth Through Aggressive Merchandising and Publicity Methods

TORONTO, CAN., June 6.—The Adams Furniture Co., Columbia dealer, is probably the largest and best-known furniture house in this city and possibly Canada. The company has been handling the Columbia line almost ten years, during which the Grafonola department has enjoyed a steady growth under the management of N. A. Little.

The Adams Co. had its best year in 1921. Taking the fullest advantage of the reduction in prices, it sold seventy-eight floor models of Grafonolas on the first Saturday after the reduction was announced, and it has been a small day with them since when they have sold less than thirty instruments on a Saturday.

The Adams Furniture Co. is the type of concern which believes in taking up every reasonable suggestion for publicity purposes, and the number of stunts it has put over would, if described, "fill a book."

## 17,500 RADIO INCORPORATIONS

More than 17,500 incorporations of radio concerns were filed in twenty States since January 1, according to an estimate gathered from various State capitals. These aggregate a capitalization of more than \$90,000,000.

## NEW YORK CONCERN INCORPORATES

The Stettner Phonograph Corp., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$25,000. Incorporators are M. Stettner, D. Silverman and R. Rosenberg.

# CANTON

*Business Uneven — Prospects Improving—A Satisfactory Summer Business Is Looked For—Talker Section for Seitner — The News*

CANTON, O., June 3.—Although reports gleaned from the music trades the past week indicate a general slowing up in the trade, no dealer interviewed this week appeared discouraged as to the future, and in every instance declared that the let-up was only temporary and that the Summer months held much in store for the trade. Business as a whole has been satisfactory, according to the prominent dealers, and talking machine sales, in some instances, are ahead of those a year ago.

Industrially Canton continues strong and people appear to have more money than at any time in recent months, but the people have many obligations to meet and within a short time will again turn their thoughts towards musical instruments, records and player rolls. Collections are improving each week and a large percentage of the sales, both talking machine and piano, are for cash.

Judging from a survey made the past week, pianos are far more active than talking machines, although sales of the latter are holding up well in the rural district where practically every local dealer has a crew of men at work canvassing and placing machines on trial. The \$150 machine appears to be the best seller at this time.

C. M. Alford, of the Alford & Fryar Piano Co., reports that talking machine sales, the Cheney and Starr, are on a par with those of previous months, but record sales show a falling off. Country trade is holding up well and sales of machines in the rural district are helping the month's volume to a great extent.

George Wille, head of the music firm by the same name, reports that talking machine sales show a slight falling off in May, and can explain no reason for the let-up.

The removal of the talking machine department at the Klein-Heffelman-Zollars Co. from the third floor to the rear mezzanine has helped business wonderfully, according to Mr. Shrake, manager of this section of the big store.

H. T. Hanmer, new manager at the store of the J. W. Brown Piano Co., which store sells the Sonora machine, reports talking machine sales were fewer in May than the previous months. He says business with the store during the month of May has been highly satisfactory and declared considerable merchandise was moved during the month.

At the music section of the William R. Zollinger & Co. store, Manager Pyle, head of the music department, reported business doubled that of May, 1921. He says talking machines are moving fairly good and that record sales are somewhat off compared to a year ago. Mr. Erdman, field representative for the Victor Talking Machine Co., was a visitor at the store this week.

Mr. Pyle says the store plans to push the sale of the new Victor portable machine, which is built especially for use of the camper, autoist and canoeist.

The Edison machine is moving along fairly well, according to Manager Rutledge at Rhines' Edison shop. The Massillon, O., store of this company is doing very well and business at the local store is very satisfactory.

D. W. Lerch, head of the D. W. Lerch Piano Co., one of the largest distributors in the Canton district, says that the piano trade, as well as the talking machine business during the month of May was quiet.

The Seitner Co., owner of department stores here and in many Michigan towns, which recently acquired the W. E. Davis Co., at Alliance, plans to add a talking machine department when the store is enlarged under the expansion program, it was announced by officials of the concern this week.

FALL **1922** WINTER

Will be a Winner

for **VICTOR** products

Summer is the time  
to stock up and plan  
your sales campaign



*We Will Gladly Help*

*Any Victor Retailer*

**KNICKERBOCKER**  
**Talking Machine Co., Inc.**

**VICTOR WHOLESALERS**

**138 West 124th Street**

**New York City**



## A Real Musical Instrument for Children

**Cabinet**—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

**Finish**—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

**Motor**—Heinemann motor—cut gears—cast frame—fully guaranteed—removable motor board.

**Tonearm**—Die cast—nickel plated—Artois reproducer.

**Turntable**—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.



List Price,  
\$25.00 each  
Six machines  
or over,  
\$15.00 ea.  
Less than six  
machines,  
\$16.50 ea.

## DIAMOND JUVENILE CONSOLE

*Why has this great little machine become an overnight success?*

**1st**—because it is the first practical talking machine for children. Perfect juvenile proportions—substantially constructed—beautifully finished—plays all records up to 10-inch and has exquisite tone. Reasonably priced and sells without effort.

**2nd**—because it is the basis for an ideal juvenile booth—attracts interest of children and parents—creates a wonderful selling “atmosphere” and stimulates sales of children's records.

**3rd**—because it offers dealers generous returns on their investment. Six machines at \$15, cost \$90 and sell for \$150. This is \$60.00 profit on small outlay and turnover is rapid.

*Models on display at New York Show Room  
A few good territories still open to Jobbers—  
Write for Particulars*

## The Diamond Products Corporation

25 West 43rd Street, New York

Factories—Oswego, N. Y.

## DIAMOND JUVENILE FURNITURE

installed with the Diamond Console makes the kind of booth that exerts a powerful influence on the sale of juvenile records. Durably made and beautifully enameled in two finishes, French grey and ivory. High finish is easily kept clean. Also makes an attractive window display.



Six pieces, as  
illustrated,  
\$17.50  
F.O.B.  
Oswego, N. Y.



# T O L E D O

## Optimism in the Trade Grows— J. W. Greene Co. Plans Improve- ments—Activities of the Month

TOLEDO, O., June 6.—Talking machine and record merchants are decidedly optimistic and visualize the immediate future as holding many opportunities. The recent appearance of John Steel in concert at the Coliseum and later as a radio broadcasting star did much to stimulate the sale of his records. Practically every store in the city benefited from these events.

An incident in connection with the Steel concert illustrates his popularity. After the performance Chaplain MacLane, who saw overseas service, presented him with a large bouquet of daisies, the gift of local American Legion Posts. This was in recognition of the pleasure given 300 homeless soldiers last Thanksgiving, when Mr. Steel sang several songs at a dinner given for the boys.

The Toledo Talking Machine Co. is experiencing a gratifying volume of May sales. The demand for the four Victor specials which went on sale on the 20th, and the extra special, "Stumbling" and "Georgia," released for the 26th, is brisk. The numbers are pronounced very pleasing and have caught the popular fancy, according to Chas. H. Womeldorff, general manager.

The J. W. Greene Co., talking machine dealer, has plans formulating for a complete remodeling of the record and talking machine section, says Manager Kopf. The work will start at an early date in order that it may be completed in time for Fall trade. It is the intention to convert this division into one of the finest departments of its kind in this section of the State. The Lyradion line of radio instruments has been added to the talking machine department and will be exploited in a big way.

At Grinnell Bros., Miss Mary Baumann, long manager of the music roll department, has been placed in charge of the record section. This promotion is in line with the policy of the house to advance workers from those inside rather than go outside the organization for material. R. C. Elwell, manager of the Victrola department reports a favorable volume of May sales.

The Lion Store Victrola department is experiencing a very satisfactory demand for horizontal

Victrolas. The total sales volume for 1922 exceeded that of last year, and the May total for 1921 was reached before the 20th of May, 1922, according to A. J. Pete, department manager.

During his Toledo stay John Steel autographed 250 records at an afternoon appearance at the Lion store. These were readily sold. About 500 persons crowded into the department on that occasion to see him. He was also a guest at the weekly luncheon of the Rotary Club, where he sang several selections.

Mother's Day was observed in a special manner at the Lion Store. Each package of Mother records contained a beautiful gift card bearing one of these sentiments: "With love and all good wishes to my dear mother," or "With best love to the best mother." Memorial Day was also commemorated with appropriate selections and assortments of records.

An epidemic of reducing has seized the stout women of Toledo and vicinity. The Colonel's Lady and Judy O'Grady are both victims of the malady. As a result of the demand for Wallace reducing records, and the interest in the exercises, the Victrola department has organized three afternoon classes. About 300 robust women are enrolled in these and are daily trying to lose surplus weight. In order to add zest and wide interest to the work a prize of \$10 will be awarded to the lady succeeding in losing the most pounds of flesh. Many prominent members of society and women widely known locally are enrolled in the classes and are working earnestly to lose a pound a day for the next three weeks, which is in accordance with the promise of the promoters. Miss Adalyne Johnson, of the Wallace Reducing Record Co., and Mrs. Grace Foster, of the Lion Store, are in charge of the work.

Moreover, in order to further this effort and broaden its usefulness, arrangements have been completed whereby the News-Bee, an afternoon newspaper, will work in conjunction with the Lion Store and send out via Radio a Wallace reducing record lesson each week for the next five weeks.

The Madison Music Shoppe is about to launch a drive on portable machines for camp and Summer resort use, Kenneth Rickel states. The Modernola, with complete equipment, will be featured. Another addition to the line of talking machines is the Sonora, and this instrument will be exploited in an early campaign.

Grubbs Music Shoppe is coupling its efforts with the radiophone. Concerts are held each noon at 12 o'clock and every evening at 7:30.

These are so popular that many persons come in and make a purchase in order that they may more freely enjoy the concert. It is felt that this device is an excellent advertising medium.

Frank H. Frazelle, Adams street dealer, is conducting an advertising campaign which has for its main object the assisting of outside salesmen in closing talking machine sales. The Jewett and Sonora are featured. H. G. Pulfrey, sales manager, reports a considerable betterment in collections with a corresponding increase in record sales.

The Whitney, Blaine & Wildermuth Co. has purchased the Victrola stock and good-will of the department of the Wm. B. Duck Co. The W.-B. & W. Co. is about to move into its fine new upstairs store in the heart of the shopping district on Adams street. The acquiring of this Victrola agency gives the company a very complete line of high-grade pianos, players and talking machines and makes it an even greater factor in the local musical merchandise field than heretofore.

The B. H. Broer Co., South Side, Brunswick dealer, reports new activity in records and machines. Railroad employes form a large part of the clientele of this house.

Rae & Maxwell, Columbia, Vocalion and Jewett dealers are exploiting portable machines under the caption: "Summer Time Is Nature's Music Time." A. E. Rae, reports good results. The Columbia portable Grafonola is featured. Among the records favored are: "Jimmy, if You Knew," "Some Sunny Day," "Doo Dad Blues" and the Bert Williams selections "Not Lately" and "You Can't Trust Nobody."

The Record Shop reopened its newly decorated and equipped store with much splendor recently. On account of fire the shop was obliged to curtail operations some time ago, but with the shop again functioning in all departments several additions to the sales force will be made. Brunswicks are featured.

The Goosman Piano Co. has purchased the stock of the local Starr Piano Co. factory branch store. The lease on the Starr location does not expire until July 1, and for that reason no definite announcement as to the disposal of that store is forthcoming at this time. However, much of the stock will be disposed of through a gigantic clearance sale, which will start at once.

The new owners will act as Starr agents for Toledo and vicinity. Gennett talking machines and records will be widely featured through advertising and promotion work. The Goosman Piano Co. will be incorporated with Fred N. Goosman as president.

This Starr change is in line with the new policy of the factory to dispose of many branch stores. It is stated on good authority that a similar plan will be followed in other districts. The Cleveland district, in addition to Toledo, Akron, Canton and Mansfield is affected. C. E. Everingham, manager of the Starr branch, has joined the Chicago Starr sales organization.

The Da-Lite Electric Display Co., North Erie street, announces the following panel releases for June: "California" and "Rosy Posy," two Club Royal Orchestra numbers, and "Pick Me Up and Lay Me Down in Dear Old Dixieland," sung by the Peerless Quartet.

The A. B. Taggart Co., successors to the Ignaz Fischer Music House, has inaugurated a record approval service with a two-day trial privilege. The plan is being developed through a direct mail campaign. Moreover, this house has become distributor for Toledo and vicinity of the Radiola, a newly invented and simplified radiophone. It looks like a cabinet phonograph and is said to be easier to operate than a talking machine. It is sold installed with the Brunswick.

The sales appeal will be directed to the better class of buyers, and it will be sold for cash. Roy Thorpe is in charge of the development work and will direct sales promotion efforts.

The LaSalle & Koch Co. Victrola Shop, in charge of R. O. Danforth, reports considerable sales activity in May, efforts being directed towards closing contracts for Victrola combina-

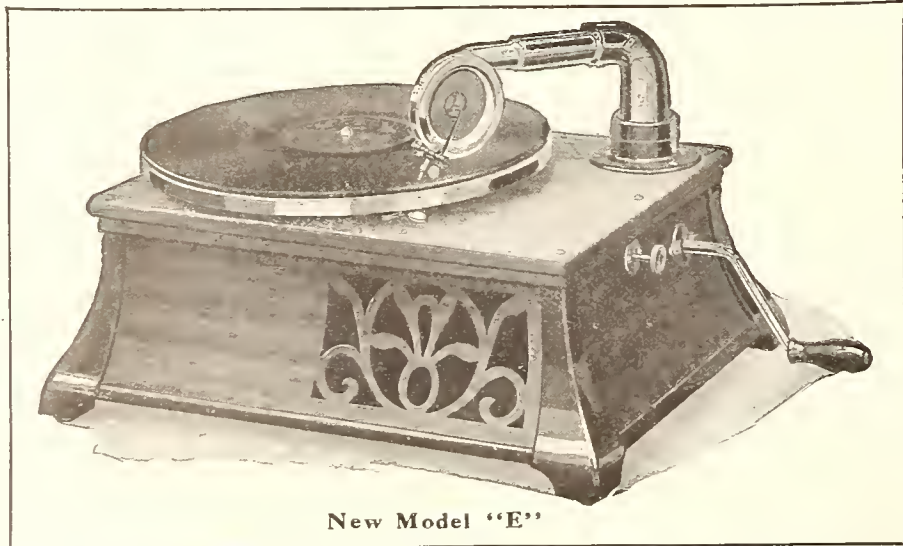
(Continued on page 66)

### The General Phonograph Mfg. Co.

## Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

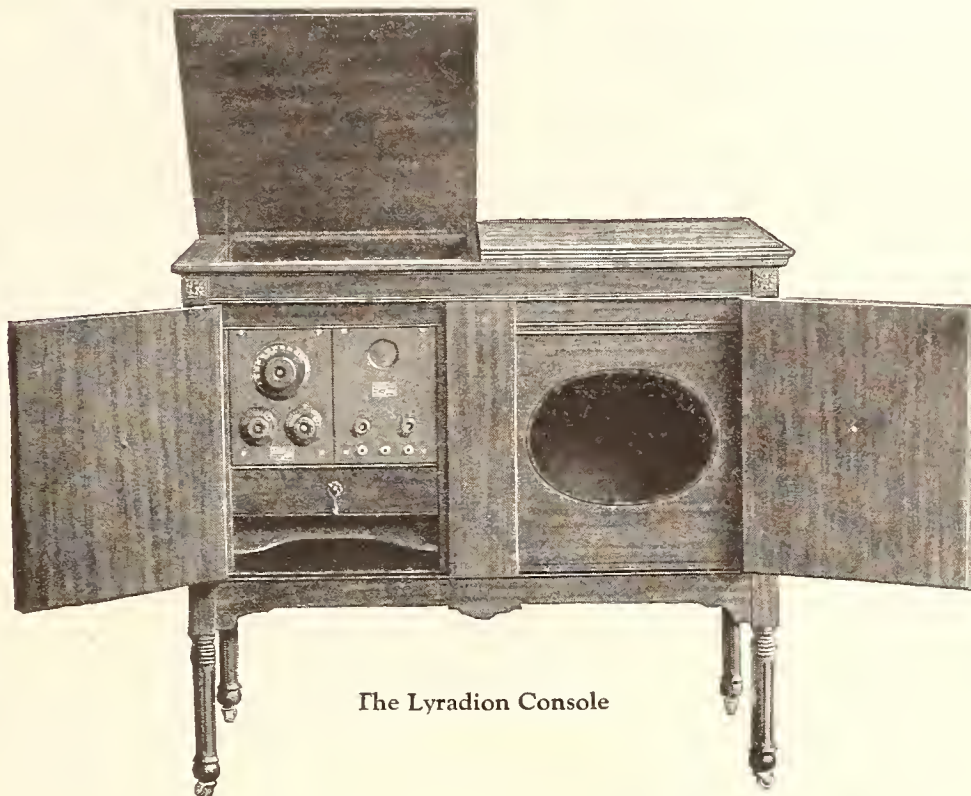
Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio





The Lyradion Console

## Lyradion dealers and jobbers are "saying it with orders"—some choice territory still available

The Lyradion radio line offers dealers and jobbers a wide range of sales opportunities. Every owner of a Westinghouse set is a logical prospect for a Lyradion cabinet in one of the attractive models shown on this page. Every radio enthusiast who has not purchased a set is a prospect for a Lyradion non-regenerative receiving set and cabinet complete.

The demand for radio is immediate and world wide—the Lyradion line represents radio in its highest state of development—a complete line of models suitable for the modest as well as the most pretentious homes and clubs.

Lyradion cabinets are equipped with the famous Seabrook loud speaker horn and amplifier, capable of reproducing radio music with the same clarity and purity of tone that characterized its original broadcasting and in sufficient volume to enable a whole roomful to listen in at once.

To the jobber or dealer the Lyradion line offers opportunities for quick turnover and volume sales. There is still some choice territory open for allotment—prompt action is necessary if you are interested in representing this exclusive and popular line in your locality. Write or wire for full particulars.

### The Lyradion Console *Combination Radio and Phonograph*

All instruments, batteries, etc., completely housed and out of sight. Wired for Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Equipped with Seabrook loud speaker horn and amplifier.

### The Lyradion Italian Renaissance *Combination Radio and Phonograph*

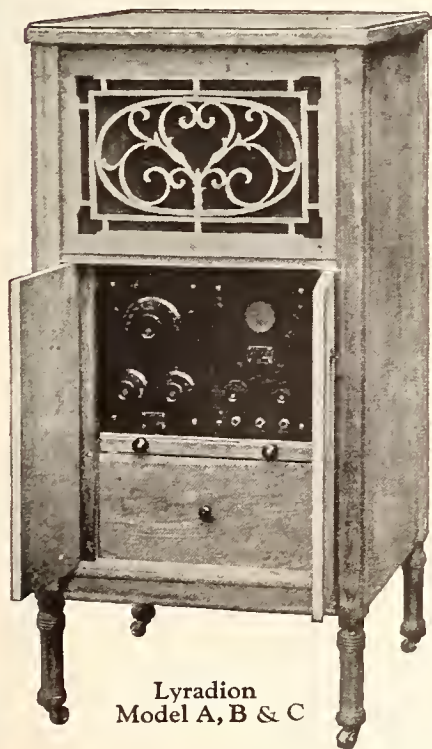
A beautiful hand carved cabinet in polychrome finish suitable for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Equipped with Seabrook loud speaker horn and amplifier. Limited number ready for delivery now.

### The Lyradion Models A, B & C *Radio only*

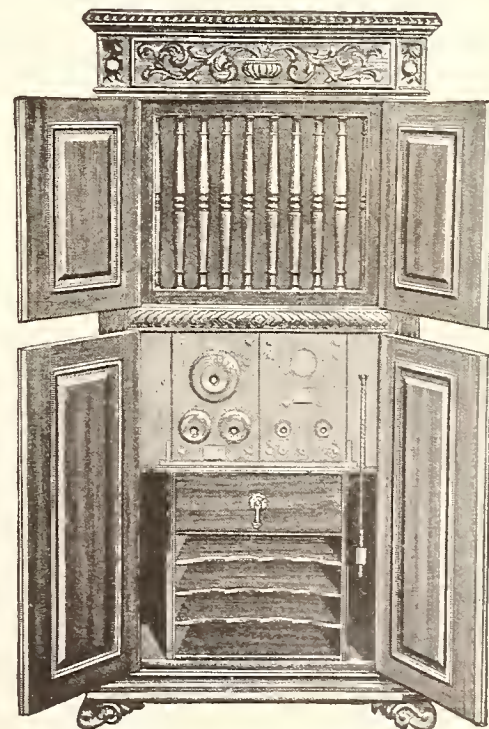
Equipped with Seabrook loud speaker horn and amplifier. Permanently wired to completely house a Westinghouse "set" or complete with Lyradion non-regenerative receiving set. Ready now.

## Lyradion Sales & Engineering Company

which is plant No. 5 of Dodge Mfg. Company  
MISHAWAKA, INDIANA      KENYON W. MIX, Director



Lyradion Model A, B & C



Lyradion Italian Renaissance



**HAPPENINGS IN THE TOLEDO TRADE**

*(Continued from page 64)*

tions. The appeal is made to persons of the middle class. The June bride is receiving special attention, also folks moving into new homes.

The J. W. Rowlands Co., of Lima, furniture dealer, celebrated the opening of its fine new store on the Public Square with a banquet in the evening to visiting representatives of manufacturers and jobbers. For this event J. W. Rowlands came from his Hollywood, Cal., home. His son, W. D. Rowlands, is general manager of the enterprise. Coincident with the opening was the thirtieth anniversary of the house. At the banquet in the Barr Hotel guests and visitors delivered short addresses. The Victrola department, which is among the finest in the city, is situated on the first floor, and is easily accessible. The service counter and demonstration booths are in close proximity. The decorative scheme is old ivory throughout. The new building is three stories and basement and has been especially arranged for the needs of a growing business. Souvenirs were given to the 6,000 persons visiting the store on the opening day. Music was also a feature.

R. D. Malcolm, Flint, Mich., has moved his general music house to 134 and 136 East Kearsly street, a large three-story structure. This is a marked improvement over the former location and a fine increase in sales is looked for as a consequence. The talking machine department is on the main floor. There are seven full-length plate glass demonstration booths and excellent service record racks. The store ranks second to none in the city. Interior decorations are French gray and ivory and the wood finish is mahogany. The whole presents a very attractive appearance.

Frank H. Frazelle has returned from a buying trip to the Chicago market.

Chas. H. Womeldorf will attend the convention of the National Association of Talking Machine Jobbers, which will be held week of June 11 at the Ambassador Hotel, Atlantic City.

**DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY**

<b>MOTORS</b>	<b>CASTINGS</b>	<b>TURNTABLES</b>	<b>Stylus Bars</b>
<b>TONE ARMS</b>	Grey Iron	<b>MOTOR FRAMES</b>	<b>Screw Machine Parts</b>
<b>REPRODUCERS</b>	and Brass for	<b>TONE ARMS</b>	<b>Talking Machine Hardware</b>
		<b>HORNS and THROATS</b>	

*Direct Quantity Importations On* { **JEWEL and STEEL (Bulk or Packed)**  
**PHONOGRAPH NEEDLES**  
**GENUINE RUBY BENGAL MICA**

**D. R. DOCTOROW**

*Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462  
Murray Hill 800*

**VICTOR FINANCIAL REPORT IMPRESSES BUSINESS WORLD**

**Bankers and Financial Men Accept Statement as Indicating the Stability of the Talking Machine Industry—Figures Quoted Most Favorably in the Newspapers**

That the annual balance sheet of the Victor Talking Machine Co. issued recently and which emphasized so strongly the enviable position of that company not only in the matter of production, but in the matter of financing, has made a great impression in business circles generally, and particularly in financial circles and among bankers, is indicated by the number of newspapers that have felt called upon to comment favorably upon the report and its significance.

There was a time not so many months ago when certain bankers were inclined to look askance at the talking machine business and its possibilities. They witnessed a number of the smaller companies liquidating their business or going to the wall and found that there were many concerns that could not be regarded as strong financially or with prospects that were calculated to invite credit.

The statement of the Victor Co. has unquestionably done much to rewin the confidence of the banking interests in the talking machine industry. It has shown that the talking machine business properly conducted can be maintained on a sound money-making basis and the effect of this renewed confidence on the trade as a whole

cannot be overestimated in the development of business.

The statement of Eldridge R. Johnson, president of the Victor Co., regarding the 1922 prospects for business, backed as it is by the financial report of the company, has had wide circulation and has done much to impress those outside the industry with the present and future possibilities of the talking machine trade.

In commenting upon the excellent progress made by the Victor Co. in the face of unusual conditions a number of writers in the financial and daily papers are taking occasion to call attention to the manufacturing policies of the Victor Co. in reducing record prices and improving machines, as well as the company's consistency in the matter of advertising. There is no question but that this volume of favorable comment will react directly to the advantage of the industry as a whole.

The E. G. Hays Co., of Pittsburgh, Pa., has been incorporated in that State for the manufacture and sale of musical instruments, with a capital of \$50,000. Incorporators are E. G. Hays and C. H. Wilt.



ST50  
H37W40D23



ST53  
H37W40D23

**A New Model in the Natural Voice Line**

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

**Also a Full Line of Cabinets Without Equipment.**

*Write for Prices*

It will pay you to investigate our proposition.

**Natural Voice Phonograph Co.**  
**ONEIDA, NEW YORK**



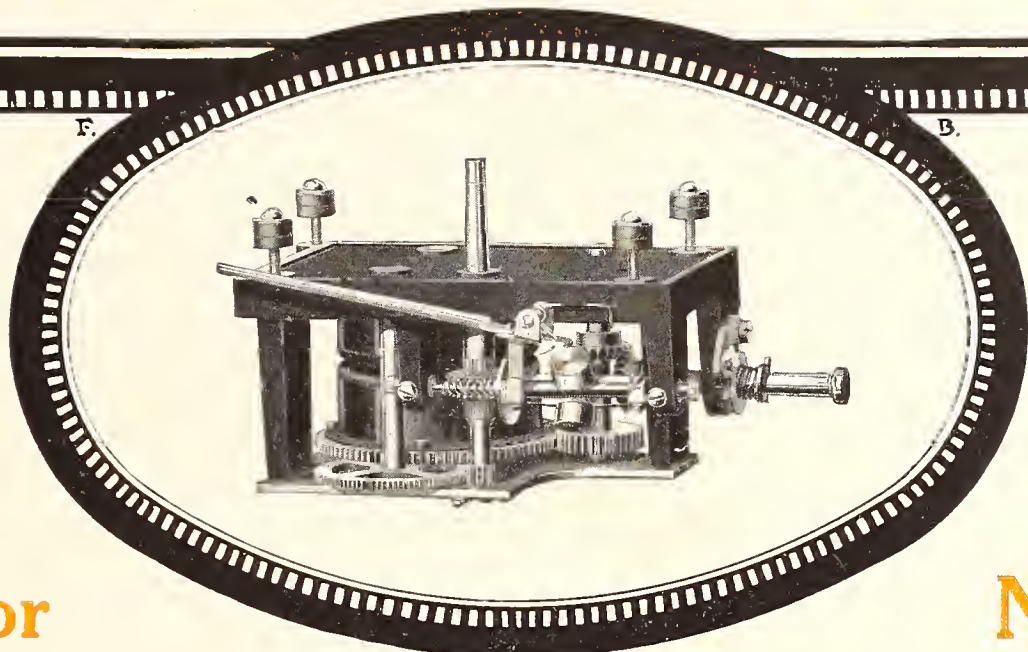
ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line



# QUALITY

*Counts More Than Ever*



**Motor**

**No. 77**

*The Famous Motor of Quality*

Noiseless, powerful, steady  
and continuous

*In these times of keenest competition,  
Machines equipped with*

## HEINEMAN QUALITY MOTORS

*will invariably be the winners.*

**General Phonograph Corporation**

OTTO HEINEMAN, Pres.

25 West 45th Street New York

**HEINEMAN**



**MEISSELBACH**







*The Trade in* **BOSTON** *and* **NEW ENGLAND**  
 JOHN H. WILSON, Manager  
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., June 5.—The month of May made a much better showing than some in the trade had looked for. It was an unusual period so far as good weather went, and that is a factor that must be reckoned with when it comes to business prospects. Salesmen got on the track of many desirable prospects and, while some good sales followed, there are enough ahead to warrant the trade at large in taking hope that the late Summer and early Fall are bound to see much improved business. Not a few houses were able to report, and, with a degree of satisfaction, that the May business was considerably in advance of that for April, and there were others, too, which could honestly say it was better than the same month a year ago, so that in either case there was food for encouragement.

**Frank S. Horning Puts It Over**

No one can doubt Frank S. Horning's ability to "put over" anything he starts to do. The head of the Frank S. Horning Co., as president of the New England Music Trade Association, has already presided over two luncheons at the Engineers' Club, and at each there was a creditably large attendance. In fact, at the first one there were so many that the luncheon was late in getting started. At the first luncheon Dan Sullivan, of the C. C. Harvey Co., kept the company entertained during the early part of the luncheon with piano selections; and at the second luncheon the pianist was Arthur Morse, of the Colonial Piano Co. Much credit must be given to the committee of three which co-operated with Mr. Horning in getting up the luncheon details. For the next luncheon, which has been postponed until after the New York convention, the committee consists of Jerome

Murphy, of the M. Steinert Co; Walter Gillis, a Victor dealer, and Leonard M. Wright. The program mapped out for the New England Music Trade Association by way of getting the members together has started off most auspiciously and with good speakers as they have had at the two luncheons there is no reason why the organization should not be one of the leaders among music clubs of the country. President Horning is urging every member to bring another music man to the next luncheon.

**Hallet & Davis Phonograph Grows in Favor**

It is now two months since the Hallet & Davis talking machine has been out and in that time it is astonishing to those close to this product to note the extent to which it has been given attention by the trade. That it is going to be a good seller is now proved to be a fact. No sooner were the samples out than there was a call for them from remote sections of the country, and letters began to pour in to the Hallet & Davis offices, all these communications of a highly commendatory character, some of these communications telling of sales that had been made shortly after the receipt of the samples. These same dealers immediately wired for a consignment of goods and there were urgent calls, too, for the privilege of controlling exclusive territory for the handling of these talking machines. The company very naturally was not in too much haste to allot territory, as it wanted to get the best representation possible everywhere. Now, however, there are well established agencies on the Pacific Coast and in the Western and Middle West field, all of them under the management of dealers whose reputation is of the highest. The regular roadmen

of the company have been most successful in introducing the instrument among its following.

**Mapping Out an Organization**

R. O. Ainslie, that indefatigable worker in the field of music, is now mapping out an organization which will include two special talking machine salesmen for handling this product in New England. Owing to Mr. Ainslie's increased duties incident to his activities in the new national advertising and merchandising campaign which the Hallet & Davis Co. has recently launched, it has been necessary for him to organize an efficient talking machine department which will be under his immediate supervision. The company arranged for a very complete display of its talking machines at the Hotel Commodore, New York, during the big music trade convention, and there also was a full line of samples at the company's New York offices on the fifth floor, 18 East Forty-second street.

By way of indicating the tone of the communications that have been received by the Hallet & Davis Co. touching its new product, let the trade read the following from the Daynes-Beebe Music Co., at Salt Lake City, Utah, under date of May 20:

"I want to take this occasion to say to you that we are very much delighted with the three sample Hallet & Davis phonographs sent us. They just arrived to-day, and we are all charmed. The tone seems to be as near perfect as it is possible for mechanism to make it. I congratulate you upon having achieved such signal distinction. Let's hope that the splendid instruments that you have made will quickly become popular, and that the sales will be in harmony

*(Continued on page 68)*

**PROGRESS**

The New England Victor dealer has kept step with the progress of his community, and in many instances is just a few steps ahead of his brother merchants in other lines. New England is fast regaining its place as this country's most prosperous territory, and Victor dealers are sharing in this prosperity.

As heretofore, Cressey & Allen are admirably equipped to offer 100% service and co-operation of the New England Victor dealer.

**CRESSEY & ALLEN**  
 PORTLAND, MAINE





## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

with the standard of the machine." This spontaneous tribute was greatly appreciated.

**Merging of Thomas and Vocalion Stores**

Nos. 190-192 Boylston street hereafter will be known as Vocalion Hall instead of the Vocalion Co., as heretofore. The new house represents the combination of two well-known music centers, the old Vocalion and the Edison Shop, formerly the music department of the F. H. Thomas Co., which was farther out on Boylston street. Thus, instead of the Vocalion headquarters now confining itself to the well-known instruments of that name, the Edison line also will be carried and under the new arrangements one may find the very best models of both lines, some being the very latest in console types. Besides the Edison and Vocalion talking machines, it is the plan of the concern operating the New Vocalion Hall to carry pianos and reproducing pianos, and of course, a full line of records. The quarters are under the management of W. E. Birdsall, formerly manager of the Edison Shop at the Thomas Co., at which place he has had a long and valuable experience. In the management he will be assisted by Charles Foote, who has been connected with the Vocalion Co. for some time. It is understood that there will be very few changes in the personnel of the new house, the leading members of the sales force being retained. E. M. Wheatley, whom Mr. Birdsall succeeds, has gone back to New York, where he continues in the employ of the Aeolian-Vocalion Co. at its New York headquarters.

**Makes Survey of New England Field**

Manager Joe Burke, of the Musical Supply & Equipment Co., lately entertained President J. O. Morris, of the company, and the two made a careful survey of the New England field, which is now entirely in Mr. Burke's hands. Mr. Morris's visit here followed his return from the Virginia Hot Springs, where he had spent several weeks. Both President Morris and Manager Burke found the local field looking very en-

couraging, better than in some time, in fact, and as they viewed the situation everything pointed to greatly improved business in the Fall. A consignment of the new Queen Anne Sonora models was received here a short time ago and all the instruments were quickly taken by the large stores which handle the Sonora, including the Jordan Marsh Co., which annually disposes of a number of them. This new type of Sonora has a new style of tone arm and new tone chamber as special features. The portable Sonoras which have proved very popular since introduced are in great demand among the dealers. **E. B. Shiddell With General Phonograph Corp.**

E. B. Shiddell, head of the company bearing his name, is no longer associated with the Boston talking machine industry, having accepted a position as general manager of the distribution division of the General Phonograph Corp. The Outing line which Mr. Shiddell has lately been carrying here for the New England territory has been taken over by Arthur Erisman, of the Grafonola Co. of New England and will be handled by him from his retail store in Avery street. The Shiddell headquarters in the Pope building on Columbus avenue will be continued for a few weeks by John Connelly, lately associated with Shiddell, pending the final transfer of the goods.

**A Popular Brunswick Visitor**

A welcome visitor in town off and on for several weeks has been W. C. Hutchings, assistant general sales manager for the Brunswick line. His purpose in coming here from Chicago toward the middle of May was to make a study of the business situation in New England and in company with Harry Spencer, of Kraft, Bates & Spencer, New England distributors of the Brunswick, he visited a number of the leading places in Maine and other of the adjacent states, including, of course, the principal cities in Massachusetts. Mr. Hutchings' trip was an eminently successful one and he was surprised everywhere he went to note the general attitude of

**An Antidote for  
Summer Dullness  
IS FOUND IN  
"LONG QUALITY" CABINETS  
"PEERLESS" ALBUMS**

They are both good all-year-'round sellers. If you do not already carry these lines, write today to

**L. W. HOUGH**

New England Representative  
20 SUDBURY STREET BOSTON, MASS.

talking machine dealers, which was different from what he had found in the Northwest. He thinks the local field is ready for a big boom in talking machines of the best makes, and speaking for his own product, the Brunswick, he said that by the time December is reached it should prove in volume of business to be much greater than was 1921. Mr. Hutchings left Boston on June 1 and carried back with him some optimistic views of the future of business in New England and of the up-to-date manner in which Harry Spencer is handling the Brunswick in his territory.

**Fred E. Mann Talks in Dartmouth College**

Fred E. Mann, wholesale manager of the Columbia Co., during May went to Dartmouth College and gave one of his interesting talks on the Columbia's merchandising and distributing methods. While in Hanover Mr. Mann was the guest of Harry R. Wellman, professor of marketing in the Amos Tuck School of Business Administration. Mr. Mann has lately finished a successful tour among the Columbia agencies in Rhode Island and Connecticut territory. Mr. Mann found all the dealers in a more hopeful mood than for some time, and all were imbued with the belief that the talking machine industry was on the eve of quite a substantial boom. In the record line he reports that there has been a very heavy demand for the Columbia's latest

**KRAFT-BATES AND SPENCER INC.**  
NEW ENGLAND DISTRIBUTORS

of  
**Brunswick**  
PHONOGRAPHS AND RECORDS

**Brunswick Advantages to the Dealer**

Among the business-building helps which belong to the Brunswick dealer the very day he takes on the line is the Brunswick Dealer's Finance Plan.

We will be glad to explain this Plan to you by mail or in person.

It is radically different from any other arrangement for handling instalment paper with which you may now be familiar.

While it is a brand-new idea to most phonograph dealers, it has been in operation with Brunswick dealers long enough to have established its money-making value.

We will be glad to mail you the full details, in the form of a booklet, upon request.

**KRAFT - BATES AND SPENCER, Inc.**  
1265 Boylston Street - - Boston, Mass.

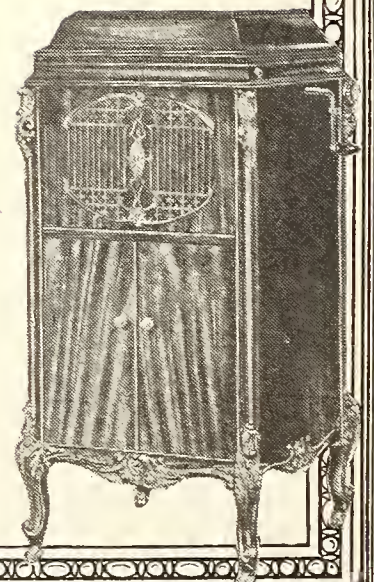
Steel Needles

NEW ENGLAND DISTRIBUTORS

Motrolas

Record Brushes

Khaki Covers





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

numbers, especially in the better class of dance pieces.

**Unico Booths in New Brunswick Shop**

The new Brunswick shop at 60 Washington street, Salem, has closed a contract with the Unit Construction Co. for the installation of a series of artistic booths and when these are in, the store will be ready for a grand opening which is to take place on July 20 and 21. Carl Fenton's orchestra has been secured for these two days and concerts will be given each evening. It is planned to make this shop one of the most attractive Brunswick headquarters in the East. Odell Brothers are the managers, and on the opening day they plan to entertain among others Harry Spencer, the New England manager of the wholesale Brunswick department, and other Brunswick representatives hereabouts.

**New Posts for Hallet & Davis Co. Executives**

The recent announcement by the Hallet & Davis Piano Co. of the advancement of John L. Cotter to the office of vice-president and treasurer of the company, and of R. O. Ainslie to the office of secretary, has been received with much gratification by the many trade friends of the two men.

In both cases the promotion is well deserved. Mr. Cotter not only has had long experience with the Hallet & Davis Co., but in the field of merchandising his years of service have made him an invaluable factor in the company's interests, and he is, besides, one of the best-known piano men in the field.

Never too busy to keep his fingers on the pulse of business conditions, he has a very keen insight into the situation from coast to coast. Up to a few years ago Mr. Cotter spent considerable of his time on the road and developed the big business of the company in the Middle West and Pacific Coast, and even now, despite his busy Boston departments, finds time to take the long trip occasionally. Recently Mr. Cotter

turned his attention to developing the export trade and a marked increase has been shown in this department. The Boston end of the company's new Virtuolo publicity and merchandising campaign rests in the hands of Mr. Cotter. His numerous friends throughout the trade have



R. O. Ainslie

not been slow to congratulate Mr. Cotter on the honor of the new office.

Mr. Ainslie belongs to the younger generation of piano men, but so rapid has been his progress that an unusual interest is focused on him. For the past few years he has acted as treasurer and his appointment as secretary comes as no surprise to those who have come in contact with his work. Joining the company about seven years ago, he has devoted his attention largely to the machine division and he is responsible for bringing forth the Hallet & Davis machine, and has received commendation from all quarters for its unusually high quality.

Having established a complete organization,

Mr. Ainslie is hard at work assisting in putting over the publicity and merchandising end of the business. A strong believer in quality, with an enthusiasm to keep things moving, this young man bids fair to make a name for himself in the rapid development of the Hallet & Davis business.

**Value of Steinert Service Department**

The service department which the M. Steinert Co. maintains for the benefit of its Victor dealers is constantly getting new recognition and there is not a day that its usefulness is not proved. There are three salesmen, all of them competent men who have taken the course at



John L. Cotter

the Victor factory, whose services are always at the disposal of the dealers, and they are regularly approached on all sorts of difficult problems pertaining to salesmanship and other matters which they seem able to unravel to the

(Continued on page 70)

**Steinert Service Serves**

AT YOUR COMMAND ANYWHERE IN NEW ENGLAND

THE proof of the pudding is in the eating and the proof of Steinert service is to be found in the Victor retailers using it.

Steinert service consists of the distribution of Victor merchandise—plus. Covered by the word plus is the genuine sales co-operation that mere words cannot describe.

Our unswerving policy is to protect — to develop—to serve to the limit of our ability the Victor retailers of New England already established.

**M. STEINERT & SONS**

35 Arch Street, Boston



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

# HORTON-GALLO-CREAMER CO.

## VICTOR-SERVICE-SPECIALISTS



### Our Aim

*"To make two blades of grass grow where one grew before."*

We offer the Victor retailer our specialized services in selling more Victor Merchandise.



### NEW HAVEN CONNECTICUT



satisfaction of all concerned. It is the Steinert Co.'s purpose to make this one of its most valuable departments.

#### Stone in Charge of Iver Johnson Store

One would not recognize the interior of the Tremont Talking Machine Co.'s store at 177 Tremont street now that the Iver Johnson Sporting Goods Co. has taken it over for a general ripping out of fixtures. It is now under way preparatory to general remodeling. The ground floor will be devoted to sporting goods, but the entire second floor will be reserved for the Victor product, and this department will be in charge of Edgar Stone, who has been with the Iver Johnson Co. for some time and is familiar with the Victor line.

#### Great Campaign for Strand Phonograph

Arthur Erisman continues to have phenomenal success with the Strand instrument, which he is introducing throughout New England. Besides Arthur Chamberlain, who has been devoting his attention outside to this line, Mr. Erisman now has Henry Blakebrough who has

been with him for some time, and he is focusing his attention on the Strand in the field. There are a number of large houses which Mr. Erisman has signed up with for carrying the Strand.

#### Outing Line With Grafonola Co.

The Grafonola Co. of New England, of which Arthur Erisman is the head, has taken over the Outing line, for which it now has the exclusive rights for the New England territory. This is the line lately handled by the E. B. Shiddell Co. The Grafonola Co. has also taken over the Cameo records, which comprise a rather large catalog of numbers.

#### Attended Convention by Motor

Kenneth Reed, wholesale manager of the Victor department of the M. Steinert Co., is planning to motor over the road on the occasion of the Victor convention. It is possible Robert Steinert may also go over by automobile.

#### Thomas M. McHale a Visitor

Thomas M. McHale, general counsel and credit manager for the Brunswick-Balke-Collen-

der Co., which big house sponsors the Brunswick talking machine, was in Boston toward the latter part of May, making his headquarters at the Hotel Touraine. He was here in regard to the other interests of the company outside of the talking machine industry.

#### Shoemaker Attends Nutting Opening

Herbert Shoemaker, wholesale manager of the Eastern Talking Machine Co., was one of those to be entertained by Bill Nutting on the occasion of the big opening of the Nutting retail store at Nashua, N. H., on May 22. Mr. Shoemaker returned with a pronounced conviction that Bill's reputation as an entertainer was well earned. Mr. Nutting had a fine display of Victrolas at the opening.

#### The Hallet & Davis Salesman

"The Hallet & Davis Salesman" of six pages has made its bow to the trade and with 1,000 copies spread broadcast at the New York convention this little house organ of the Hallet & Davis Co. ought to be pretty well known by the time the second number is issued. Page three is devoted entirely to a consideration of the company's talking machine proposition. In a review of the business for the past six years, it is noted that during the war many new concerns sprang up because the recognized companies could not supply the demand, and this comment is made:

"The public seemed to be too busy to care whether the tone was right or whether the cabinets looked well in the home. Since the war, however, people have become more discriminating; they demand quality, yes, the very best, and at the right price. In the past two years we have seen hundreds of different phonographs fall by the wayside and completely disappear; there was no place for them. When the storm cleared away there were left only four or five well-known makes. Why did they survive? Because they were quality instruments and had been nationally advertised."

There are four cuts of the models of Hallet & Davis machines and several testimonials are reprinted. The whole sheet is a credit to the house in every detail. The editor of the publication ought to be made known. He is J. A. Mango, who has some rather clever advertising ideas up his sleeve. He has lately associated himself with the Hallet & Davis Co. and is a valuable addition to the staff.

#### To Handle Publicity for Retail Stores

John A. Davis, formerly vice-president of the John J. Morgan Advertising Agency, Inc., which has for many years handled the advertising of the American Felt Co. and the Boston Piano Supply Co., has embarked in business for himself

## Announcing Price Reductions

### of "Perfection" Edison Attachments and "Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays All makes of records on New Edison Disc Machine.

Retail price \$10.00 Gold. \$9.00 Nickel.

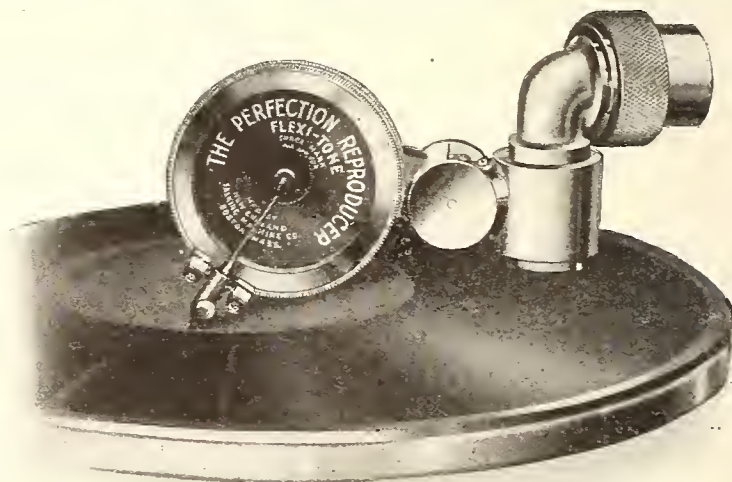
The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine.

Retail price \$7.00 Gold or Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Victor Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



The "Perfection" Flexi-Tone Reproducers to play all makes lateral cut records on Victor and Columbia Machines.

Retail Price \$6.00 Gold. \$5.00 Nickel.

The "Perfection" Pur-I-Tone Reproducers to play all makes hill and dale records on Columbia Machines.

Retail price \$6.50 Gold. \$5.00 Nickel.

New England Talking Machine Co.

16-18 Beach St., Boston, Mass.



**EASTERN SERVICE**  
 NEW ENGLAND SERVICE  
 FOR NEW ENGLAND DEALERS  
 Wholesale Exclusively

### Record Sales

Are an important part of a Victor dealer's business. We realize the importance of proper record service to the retailer and have given special attention to this section of our service.

Prompt service, large stocks, and an intimate knowledge of both the New England territory and the general catalog make Eastern Service well worth investigating.

**The Eastern Talking Machine Co.**  
 85 Essex Street Boston, Mass.

with offices in the Old South Building. Mr. Davis will maintain complete publicity service for retail stores and will also provide service for advertising agents and publishers in typographical lay-out service. Another important phase of his service will be editorial and make-up service for house organs.

**Attended Plaut-Cadden Co. Opening**

H. C. Spain, of the Hallet & Davis forces, went over to New London, Conn., Friday for the opening the evening of that day of the Plaut-Cadden Co.'s new store, this being a branch

of the house which this company operates at Norwich. There was a large and beautiful display of the Hallet & Davis and Chickering lines of pianos and of the Hallet & Davis, Victor and Columbia line of talking machines. The store is managed by Adlard Morrin, an experienced man in the music trade. The store was handsomely decorated with flowers and there was a large crowd to give the interior a careful inspection.

**Kammler With Hallet & Davis**

C. E. Kammler, who has been with the

Lansing Sales Co., has become associated directly with the Hallet & Davis Co. and will devote his entire time to the new talking machine which this company now has on the market. He will be the traveling representative and will confine himself to the New England territory. Mr. Kammler has had a valuable experience in the music field and has been with Chickering & Sons, and more recently with the M. Steinert Co. He has a number of friends in the trade who are glad that he has associated himself with

*(Continued on page 72)*

# DITSON VICTOR SERVICE

## Are Your Record Racks For Stock or Storage?

By giving the catalog a real chance and not concentrating on monthly supplements alone your Victor Record business can be increased materially. DITSON SERVICE offers worthwhile suggestions to that end.

**CHARLES H. DITSON & CO.**  
NEW YORK

**OLIVER DITSON CO.**  
BOSTON



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

so well-established a house, and is to handle a machine that already is popular in the trade.

**Lansing Sales Co. Changes**

Some interesting changes have lately taken place at the Lansing Sales Co.'s establishment. A. J. Cullen, who has lately been at the head of the concern, has been advanced by the Hallet & Davis Co. and will go to Chicago for the house, making that his headquarters. As Mr. Cullen came here originally from that city, he is especially familiar with that field.

Henry Smith, who was originally with the Lansing Co., and took over the manufacture of the khaki covers on his own account about a year ago, establishing himself close by in Hudson street, has taken over the Lansing Co.'s interests and will remove all his appurtenances back into the old quarters at 170 Harrison avenue, where he originally was, and which is the Lansing store. He will carry all kinds of talking machine accessories and associated with him as manager will be R. G. Lipp, who since coming

from Chicago about two years ago has been closely associated with Manager Cullen.

The Lansing Sales Co. has given up the handling of the Okeh records, all the stock having been turned over to the Bay State Music Corp., at 142 Berkeley street, which has been also exploiting this line for several months past.

**Attends Outlet Co. Opening**

There was quite a party of Boston Victor people who went to Providence late in May for the opening of the Outlet Co.'s Victor department. The All Star Trio was on hand to furnish music together with an orchestra. The department is fitted up with a number of booths. It is estimated that 3,000 persons inspected the quarters. There was dancing that same evening. Among those going there from Boston were Kenneth Reed, wholesale manager of the Steinert Co., and Mrs. Reed; Herbert Shoemaker, of the Eastern Co., and Mrs. Shoemaker; Ted Hersey, of the Eastern Co. staff; James Frye, of the Victor staff, and Mrs. Frye. There were several present from New York also.

**Board Binder for Record Order Books**

The M. Steinert & Sons Co., Victor wholesaler, is supplying its regular dealers with an attractive board binder in black and gold to serve as a cover and protect their record order books. Many enthusiastic words of appreciation have been received from dealers regarding it.

**New Cover for Consoles Popular**

The Henry Smith Co., of this city, manufacturer of the Lansing padded covers for talking machines and pianos, finds business shaping up in good form. The new cover for console types of talking machines has proven an exceedingly popular number of the line.

**R. O. Ainslie a Busy Man**

R. O. Ainslie, of the Hallet & Davis Co., who had his hands full at the New York Convention, left Boston on the evening of June 1 for New York, going over the road in his car. He was accompanied by Mrs. Ainslie. Mr. Ainslie had entire charge of the luncheon arrangements at the Hotel Commodore on Thursday, June 8.

**Decided Betterment in Business**

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, finds a gradual betterment in business conditions. The recent exhibit of the company at the Home Beautiful Exposition drew large numbers and proved profitable. Comprehensive plans for the further development of business are under way.

**A. J. Cullen Visits the West**

A. J. Cullen, of the Lansing Sales Co., spent a fortnight out in Chicago the middle of May. He came back with a new angle as to business conditions in the Middle West. While away he visited Minneapolis, Minn.; Davenport, Ind., and Des Moines, Ia.

A slightly but steadily increasing demand for all talking machine products distributed by the Lansing Sales Co., of this city, is noticeable, presaging good business ahead.

**Brieflets**

Kenneth Reed, of the Steinert house, had a long holiday over the Memorial Day period, and he with Mrs. Reed went down to Orleans, on the Cape, where he enjoyed his fill of golf. Mr. Reed has leased an estate at Orleans for the Summer and he will motor down each week-end.

Miss Silberstein, who is in charge of the Krey Music Company, of Boston, which is a Columbia headquarters, was lately married, her life partner being T. W. Lloyd. She will continue to boom the Columbia in the Krey shop, however.

This is the wedding month for J. J. Kravitz, manager of the talking machine department at Richardson's, which concern is operated by the Davis Co.

Clarence W. Hill, proprietor of Hill's Music Shop at Meeting House Hill, Dorchester, has become the father of a bouncing boy and it's a youngster to be proud of, too.

Jerome H. Remick Co. of Tremont street has so altered its windows as to allow of a better display of the Columbia line of goods.

**HEADQUARTERS**

For

**Single Spring Motors**

and

**Mica Diaphragms****WILLIAM BRAND**

27 East 22nd St., New York City

**PROOFS OF BUSINESS EXPANSION**

SPRINGFIELD, MASS., June 4.—The new music store of J. G. Heidner & Son, Inc., of this city, has been so successful since its opening the first week in March that it has already increased sales facilities. To the original Unico equipment in Victor and musical merchandise departments the company has now added a new Unico piano room, approximately 15x15. The N. W. Brown Piano Co., also of this city, through its energetic manager, N. W. Brown, is well known within "radio distance" of Springfield. This firm supplies the Brunswick records which are broadcast by the Springfield radio broadcasting station. Mr. Brown has recently moved to State street and has found the record business increasing to such proportions that a new Unico record department has been added to the store.

**THE OUTLOOK IN NEW HAVEN TRADE**

NEW HAVEN, CONN., June 1.—The Horton-Gallo-Creamer Co., Victor distributor, of this city, reports that Victor retailers in the territory it covers are energetically going after business. The new horizontal models are increasing steadily in popularity and exceptionally good Fall demands are predicted. The Horton-Gallo-Creamer Co. is calling attention to the particular seasonal opportunities in the portable model, although it has been found that the No. 50 has enjoyed an all-year-round demand.

**INAUGURATE CHILDREN'S HOUR**

The Cline-Vick Drug Co., operating stores in various Illinois cities, and handling the Victor line of talking machines exclusively, has derived considerable publicity and benefit from the Children's Hour parties which are held occasionally. These events, under the management of Fay Luyster, manager of the talking machine end of the Cline-Vick business, are rapidly gaining in popularity.

**FORMAL OPENING IN COLUMBUS**

COLUMBUS, O., May 29.—The formal opening of the new Goldsmith Music Store at 25 East State street was held on last Friday with music by "Saxy" Strahl's Orchestra in the afternoon, and Donald Abbott's Society Orchestra in the evening. An elaborate display of pianos, talking machines, band instruments and musical merchandise generally was a feature of the opening, which was largely attended.

A man may be on the job many hours each day and only actually work two or three. Think this over.

**LANSING KHAKI  
COVERS****The Pioneer Moving Cover**High  
GradeGovern-  
ment  
Khaki**Dealer's Prices NOW:****\$6.00**medium  
size

43"x20"x23½"

**\$6.50**

large size

49"x23"x24¾"

**\$7.35**

extra large

52"x22½"x23½"

**Fitzall Leather or No. 3x Strap  
\$2.50****Piano Moving Covers \$18.00****SLIP AND RUBBER COVERS  
FOR PHONOGRAPHS AND PIANOS**

DISTRIBUTORS

**170 Harrison Avenue  
BOSTON, 11, MASS.****ACME-DIE****- CASTINGS -**

ALUMINUM-ZINC-TIN &amp; LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago





Model H  
Louis XV  
Price \$115

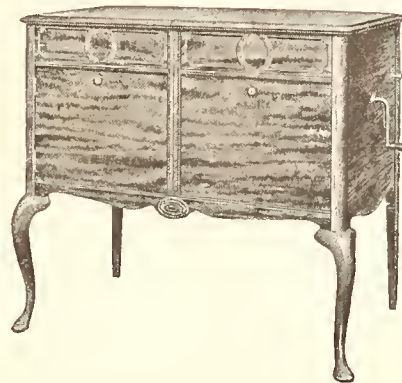


## Real Beauty and Worth

*with the added selling Force of a very moderate Price*

THE public have accepted these phonographs. The dealers have endorsed them. "The tone is excellent and the cabinets excel anything I have ever seen in the phonograph field,"—an expression of approval from a prominent dealer, voices the opinion of the trade.

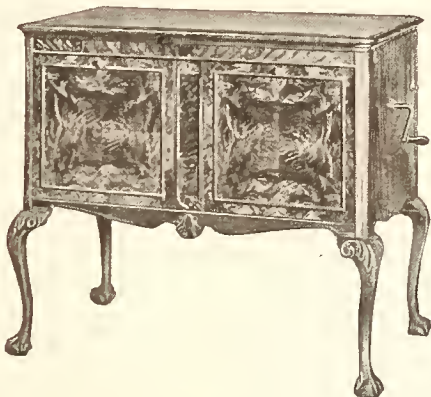
The quality so long linked with the Hallet & Davis name has been promptly associated with these instruments. The beautiful styles and the fine construction have measured up to the high standard expected; the moderate prices have done the rest.



Model J  
Queen Anne  
Price \$135

We offer these four models as the most popular designs to be found, presenting the highest type of artistic blending of a musical instrument into fine furniture. Furnished in English brown mahogany and figured American walnut. All models are equipped with automatic stop, tone modifier and universal tone-arm.

Model L  
Colonial  
Price \$185



### To Dealers

Our merchandising policy is to assign exclusive territories. Write or wire now for full information and merchandising plans. Territory is being taken rapidly.



Model M  
Louis XVI  
Price \$250

## Hallet & Davis Piano Co.

*Phonograph Division*

146 Boylston Street

Boston, Mass.

*The Phonograph Beautiful*



# BUFFALO

Orville Harrold Addresses the Merchants—New J. N. Adam and Kurtzmann Stores—News

BUFFALO, N. Y., June 8.—Talking machine dealers from three States met in this city on May 26, to hear solos and an address by Orville Harrold, Victor artist, and tenor of the Metropolitan Opera Company, who appeared with the Scotti Opera Company, which was playing an engagement here. There were delegations from Cleveland, Elmira, Waverly, Lockport, the Tonawandas, Hornell, Oakfield, and other cities in New York, Pennsylvania and Ohio. Salesmen, as well as dealers, were present at the meeting.

Mr. Harrold gave a number of his most popular record numbers and then explained the process of making records, which, he said, is a most exacting and often a trying one. The great care which is exercised in the Victor laboratories to reproduce the human voice was described in a most interesting manner, Mr. Harrold proving himself an entertaining talker, as well as an artist of first magnitude. He answered questions at the close of his address.

The meeting was held in the Hotel Iroquois, under the auspices of the Talking Machine Dealers' Association of western New York. At the conclusion of the meeting the dealers present held an executive committee meeting, at which plans were made for an outing, to be held late in June. Acting President B. E. Neal presided at the meeting.

Mr. Harrold was taken to Niagara Falls on a sight-seeing trip by Curtis N. Andrews, Victor jobber, Mrs. Harrold joining her husband here and being a member of the party.

#### Small Machines in Demand

The demand for smaller models is the feature of the talking machine trade just now. Many

portables are being sold for use at the numerous beaches and other resorts in this vicinity. The demand for records runs to lighter numbers, especially for dance records, which are usually most popular at this season of the year.

#### Business Improvement Continues

As a whole, dealers are satisfied that business is on the up grade, although the improvement is somewhat spotted. There is one very cheering factor entering into all of the reports as to business conditions, and that is the steadily diminishing number of returned instruments. Those who buy now do so after careful deliberation, dealers say, and are reasonably certain, before making purchases, that they will be able to meet payments promptly.

#### Siegesmund Visits Mountains

C. E. Siegesmund, former president of the Buffalo Talking Machine Dealers' Association, who recently retired from active business, selling his stock to A. Victor & Co., has returned after a tour of the Adirondack Mountains. Business with the latter company is expanding.

#### New C. Kurtzmann & Co. Store

Two new music stores with well equipped talking machine departments have just been opened here. The new retail store of C. Kurtzmann & Co. has been opened in the new Pierce Building on Main street. The talking machine and record departments occupy most of the first floor space of the new building, which is one of the most attractive as well as one of the most efficiently designed and arranged in western New York. Many talking machine dealers attended the formal opening and complimented Manager Joseph Owenhouse on the beauty and utility of the new store.

#### J. N. Adam & Co. Open Store

The new music store of J. N. Adam & Co., on Washington street, is now open. It is one of the largest in New York State, occupying three floors of the entire building formerly used by the U. S. Rubber Co., and having two additional floors available for future expansion. The talking machine and record departments are on

**MICA  
DIAPHRAGMS**

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.  
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

the first floor, and are unusually well equipped and most pleasing in appearance. Manager Stephen J. Butler designed the plans for the arrangement of the new store.

#### Presents Two Sonoras

Two fine Sonoras were given away by John G. Schuler, Inc., distributor of the Sonora, following the Better Homes Exposition, at which Mr. Schuler's Sonora exhibit was a pronounced feature. A Sonora was offered to the person guessing nearest the number of talking machine needles in a jar, but when two persons were found to have guessed the exact number both were awarded machines of the model which was to have been given a single winner.

#### New Furniture and Grafonola Store

Joseph Mangus has opened a new furniture and music store, at 334 Niagara street. He is specializing in Columbia Grafonolas and records, and reports an excellent business in this department. Mr. Mangus is specializing in Italian language records, as his store is in the heart of a section in which reside 40,000 Italian-Americans—all potential buyers.

#### Song Shop Creditors Meet

At the first meeting of creditors of Daniel R. Rogers, proprietor of the Song Shop of Jamestown, Attorney Augustus Nelson, of Jamestown, was named trustee by the creditors. Fred Danielson, Howard E. Olson and Arthur E. Laudenslager were named appraisers. Schedules show assets of \$2,524, and liabilities of \$6,609.

#### A Clever Window Display

Max Long, of Olean, recently had an unusual merchandising display in his window, presenting a clever interpretation of Ted Lewis' record, "Down the Old Church Aisle." Mr. Long engaged a trio of musicians and arrayed the cornet player in bridal costume, the trombone artist as bridegroom and the leader as clergyman. A mock wedding was staged by the trio.

#### J. J. Doherty in New Post

J. J. Doherty has been appointed assistant manager of the Buffalo Columbia branch, to succeed H. W. Cardozo. Mr. Doherty was formerly with the Columbia branch at Philadelphia, and although in Buffalo but a short time has already made many friends.

Recent visitors at the Buffalo Columbia branch included Gust Swanson, of Jamestown; G. L. Traver, of North Tonawanda; J. W. Beach, of Gowanda; J. A. Goldstein, of Niagara Falls, and W. A. Phillips, of Rochester. Mr. Goldstein is planning a unique window display, featuring "Who Tied the Can on the Old Dog's Tail."

#### News Brieflets

Concerts which were arranged by A. Victor & Co., and by J. N. Adam & Co., were received in their stores, through receiving sets, and were heard by large audiences. Denton, Cottier & Daniels also presented an attractive program in which the Steinway Duo-Art was featured.

T. A. Goold, of Goold Bros., has returned, after visiting his boyhood home in Great Britain. Mr. Goold also visited several European countries, while abroad. He arrived in New York early this month, sailing from England on May 26.

Three Buffalo music stores with talking machine departments have recently co-operated with the Federal Telephone & Telegraph Co. in presenting radio-telephone concerts through the new Federal broadcasting station here.

Ground has been broken at North Tonawanda, for the new plant of the Artizan Factories, Inc., a new firm which is contemplating the manufacture of musical instruments.

## TONE QUALITY par excellence

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

#### Wins Instant Approval

The following excerpts are from letters in our files:

*A famous artist, under exclusive contract with a maker of phonograph records, says:*

"... that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

*From a phonograph manufacturer:*

"... it proves to be first-class and the best we have heard on classical records."

*From a builder of special designs only:*

"We have concluded our tests... it is superior to any we have tested heretofore... we intend to use your tone arm."

*From household owners:*

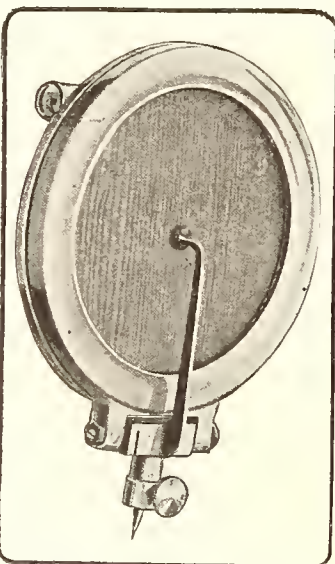
"... is the most wonderful I have ever heard."

"... it has brought out tones from my records I never heard before."

"... I tell my friends it is the perfect reproducer."

*From a sales executive, fourteen years in the talking machine business:*

"... I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."



#### Of Special Interest to Manufacturers

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.

Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY  
Cleveland



# Violin Spruce Diaphragm



**EDISON DEALERS WORKING FOR TRIP**

Winners in Sales Contest Inaugurated by Harger & Blish, Inc., Edison Distributors, Des Moines, to Be Conducted on Trip to New York and Through Edison Laboratory, Orange, N. J.

DES MOINES, IA., June 7.—Harger & Blish, Inc., enterprising Edison distributors in this territory, have evolved a unique contest which is resulting in energetic sales efforts on the part of Edison dealers and salesmen throughout the territory. The five winners of the competition, which started April 1 and ends Friday, June 30, will be conducted on a trip to New York, accompanied by Harger Blish, Jr. Stops will be made at interesting points en route, including Chicago and Niagara Falls, and visits will be made from New York to Atlantic City, Washington, D. C., and other points of interest.

The headquarters of the visitors will be in Gotham, where four days will be spent in seeing the sights. One of the most interesting phases of the trip will be a visit to the laboratories of Thomas A. Edison, Inc., in Orange, N. J., where Thomas A. Edison and Charles Edison will welcome the visitors in the famous music room. Each winner will be presented with an autographed photograph of the famous inventor. Following a trip through the Edison plant, dinner and the theatre will be enjoyed.

Harger & Blish, Inc., have mapped out their territory in four divisions, numbered two, three four and five, consisting of dealers in towns of 1,000 population; 1,000 to 3,000 population; 3,000 to 10,000 population, and those in towns of 10,000 population and up, respectively.

Each division is provided with a punch board and the number of punches to which the dealer is entitled depends upon the style of machine sold. Numbers on slips of paper punched from the board determine the number of points with which the contestant will be credited, and the winning dealer or salesman in each division will be entitled to the trip. Trip number 1 will be given to the dealer holding a lucky number. Thomas

Harris, Ediphone dictating machine distributor for Harger & Blish, has charge of the distribution of points.

**RADIO SONG PROVES SUCCESS**

“Kiss Me by Wireless” Being Used by Bands and Orchestras—Okeh Record Division Co-operating With Artists in Publicity Work

The General Phonograph Corp. has been co-operating with the publishers of the new radio song, “Kiss Me by Wireless,” toward making this selection one of the popular hits of the day. This number has been played for the Okeh record library by Vincent Lopez and his Hotel Pennsylvania Orchestra, and the record is being used by radio broadcasting stations throughout the country.

The tremendous publicity accorded “Kiss Me by Wireless” is reflected in the fact that the number is being featured by many of the leading instrumental organizations, together with a large number of vocal stars. At the present time “Kiss Me by Wireless” is being used by the following organizations and artists: John Philip Sousa and his band; Pat Conway and his band; Philadelphia Police Band; Vincent Lopez and his Hotel Pennsylvania Orchestra; Ray Miller’s Black and White Boys; Joseph Knecht’s Waldorf Astoria Orchestra; Natzy and his orchestra; Sophie Tucker, Forrest Lamont, J. Neilson and others.

**FREDERICKSON-KROH ANNIVERSARY**

OKLAHOMA CITY, OKLA., June 7.—The Frederickson-Kroh Music Co., of this city, one of the oldest music houses in the State, recently celebrated the twenty-second anniversary of its existence. The firm is an aggressive Victor dealer. George Frederickson, president of the company, is one of the pioneer music merchants in this territory and during the celebration he was the recipient of many letters of congratulation.

Upon the use of brains does the progress of the world depend.

**CAMPING SCENE PRODUCES SALES**

New York Victor Dealer Features Attractive Display—E. G. Evans Co-operates With Dealer in Preparing an Exceedingly Artistic Window

William Waldman, progressive Victor dealer at 601 Ninth avenue, New York, has been featuring in his window a camping scene that has proven such a powerful attraction to passers-by that it has been necessary to call the police in order to clear the sidewalks. This window display, which features the Victrola portable, was prepared by Mr. Waldman in co-operation with E. G. Evans, traveling representative for C. Bruno & Son, Inc., Victor distributors.

Mr. Evans conceived the general plan of the camping scene, which consists of a khaki-clad figure sitting on a real tree stump, facing a Victrola Portable, which is also stationed on a real tree stump by the side of a camp fire and real logs. Incidentally, the tree stumps and the logs were all furnished by Mr. Evans, who brought them to New York from his Connecticut home.

To add to the reality of the scene, a good-sized tent is used with grass scattered on the floor. The camping scene as a whole is placed against a back drop showing a marine scene or a lake with a canoe drawn on the shore and fringed with a typical lake view. The incidental furnishings to the display consist of a canoe, paddle, camping dishes, etc., all of which were loaned to Mr. Waldman by the Winchester Store in New York City.

A card in the middle of the window bears the following inscription: “The Victrola Portable—Gives an extra ton of pleasure for a few pounds extra weight.” In addition to attracting the attention of all passers-by, it is gratifying to learn that this window has produced direct sales of Victrola portables, and Mr. Evans has been congratulated upon the ingenuity he displayed in the preparation of this timely window.

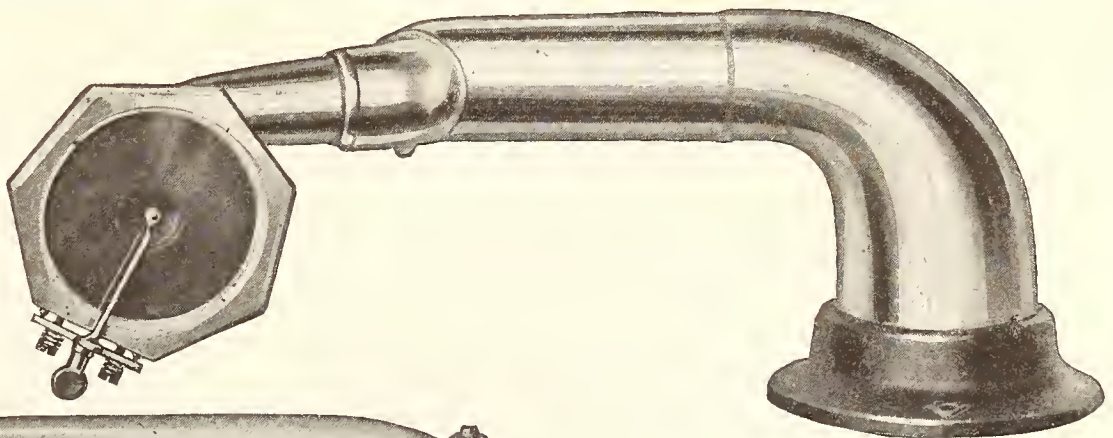
The Daniels & Fisher Stores Co., Denver, Colo., has enlarged its talking machine department.

**THE EMPIRE UNIVERSAL TONE ARMS**

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

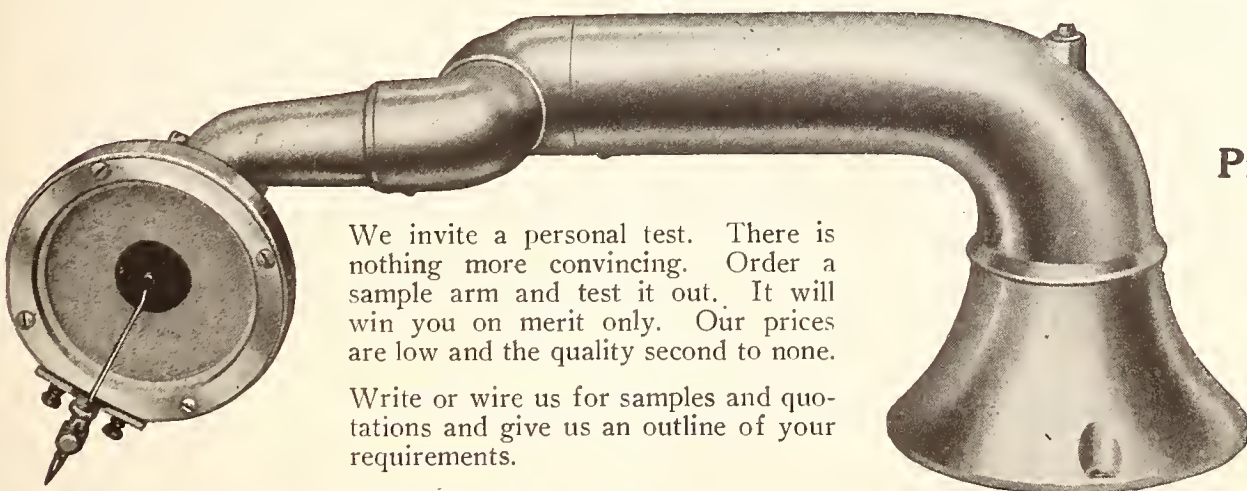
**Ball-Bearing Tone Arm and Reproducer**

Made in Two Lengths:  
8" and 9"



**Pivot Base Tone Arm and Reproducer**

Made in Several Lengths.



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

**THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.**

*Established in 1914*

**Manufacturers of High-Grade Tone Arms and Reproducers**

**W. J. McNAMARA, President**



**"DA-LITE"**  
**ELECTRIC DISPLAY SERVICE**  
 EXCLUSIVELY FEATURING  
**Victor Records**

No matter how dull the season there is always **SOME BUSINESS**, and it is more essential to advertise at that time than when business is good, as by doing so you obtain more than your share of what business there is.



The service costs \$6.00 per month and consists of four artistic, hand-colored panels or fronts, featuring Victor Records, selected through information obtained from over fifty wholesale dealers, delivered to you each month before the records are released.

These panels are used in the "Da-Lite" Electric Display, which we sell to you at \$15.00 (the wholesale price). All of the leading Victor Jobbers have the display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.

We can furnish new subscribers with panels for most of the leading Victor Records released since September, 1921, which enables them to sell off any accumulated stock they may have on hand. Write for list.



*Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records*

**"DA-LITE" ELECTRIC DISPLAY COMPANY**  
 116 North Erie Street  
 TOLEDO, OHIO



**SHERIDAN RECORDS FOR BRUNSWICK**

**Young American Tenor Signed as Exclusive Brunswick Artist—Now Studying in Italy—Highly Commended as Talented American**

James Sheridan, a tenor who has done concert work in and around New York for several years past, has been secured by the Brunswick-Balke-Collender Co. as an exclusive Brunswick artist. Mr. Sheridan was an employe of the talking machine department of Hahne & Co., Newark, N. J., and recently when the Brunswick Co. recognized him as an artist with a promising future he realized a lifetime ambition. Last week Mr. Sheridan was the recipient of a sum of money



James Sheridan

which enabled him to take a two years' course in the best schools of Italy. He is now on his way to Italy and carries with him a fine letter of commendation written by John McCormack, well-known tenor, to the impresario of the famous La Scala Opera in Milan. This young artist has established for himself an enviable reputation in this section of the country and made such an impression with John McCormack that this great tenor is manifesting a special interest in this young singer's future. The first records to be released by the Brunswick Co., according to Wm. A. Brophy, director of the Brunswick Recording Laboratories, New York, were sent out to the trade a short time ago, and they have been received enthusiastically by Brunswick dealers.

**PLAN TO FORM RADIO MUSIC CLUB**

WASHINGTON, D. C., June 7.—Plans for the formation of a radio music club are rapidly assuming concrete proportions here. Prominent among those interested in the movement are a number of music merchants and musicians. The club, when organized, will devote its efforts to the development and encouragement of musical activities by radiophone and steps will be taken to perfect methods for broadcasting and receiving music by this means.

**PREDICTS VICTROLA SHORTAGE**

**Howard J. Shartle, Head of Cleveland Talking Machine Co., Looks for Shortage This Fall—Presents Some Logical and Sound Reasons**

CLEVELAND, O., June 6.—Howard J. Shartle, head of the Cleveland Talking Machine Co., is predicting a shortage of Victor goods in the Fall. Mr. Shartle said to the World: "I really expect a serious shortage in October, November and December. Jobber stocks are not as heavy as is supposed and dealer stocks are very light. They have been buying on a hand-to-mouth basis since the first of the year and, whereas in June of 1921 they had fairly good stocks on hand, they are to-day at rock bottom.

"With these depleted stocks and general business improving a serious shortage is not only possible, but very probable. I believe the machines retailing from \$150 to \$200 will be most scarce, as it is these types which are better suited to the public's purse this year. Records will not be so seriously affected."

**RECORD HELPS TO SELL REAL ESTATE**

**New York Auctioneers Send Record Bearing Description of Property Offered at Auction to Several Thousand Prospects**

The talking machine record has been adopted by New York's real estate auctioneers, who arouse the interest of the public in prospective sales of tracts of real estate in this city. Joseph P. Day, Inc., and J. Clarence Davies, Inc., the best-known real estate auctioneers in the metropolitan district, recently advertised the sale of a number of lots in the Bronx section, formerly belonging to the Astor Estate, and announced that the first 5,000 people responding to the advertisement would receive a phonograph record, giving a history of the property. The record was of the small six-inch sort, and bore a description of the property with emphasis laid upon the opportunity it presented for securing a home site or making a profitable investment.

It is understood that several thousand people took advantage of the opportunity to get a record for nothing, and the offer itself would indicate that the real estate men held to the belief that there is a talking machine of some sort in practically every home.

**KIMBALL PHONOGRAPHS IN CAPITAL**

WASHINGTON, D. C., June 8.—T. P. Culley & Son, Kimball representatives in this territory, are making rapid progress in the introduction of the new Kimball line of phonographs. This instrument is made in both console and upright models, and, although it has been on sale here but a short time, a good demand is reported by T. P. Culley & Son, who have represented the W. W. Kimball Co. nearly a half century.

Clock watchers are wasters and workers are earners.

**THE EDISON BABY CONSOLE**

**New Product, Most Artistically Designed, Promises to Make a Strong Appeal**

A new model, known as the Baby Console, has recently been created by Thomas A. Edison, Inc. The new instrument, as may be seen from the illustration, is of a design and character adaptable for practically any home. It is made in brown mahogany wax finish. Its length is 40 inches, height 35½ inches, depth 20½ inches, and it retails for \$175.

On either side of the amplification chamber are compartments containing the special Edison fil-



The New Edison Baby Console

ing device for records. A bulletin relating to this model reads in part as follows:

"A few years ago Thomas A. Edison, Inc., offered the public the first Console Period Models ever manufactured in the phonograph industry. These were the higher-priced authentic Period designs. In late years has come a desire for finer designs at popular prices and Thomas A. Edison, Inc., has met this desire with the charming Baby Console."

Deliveries on the new model are scheduled to come through in July and, in the meantime, this model has awakened wide interest on the part of Edison jobbers and dealers throughout the country, and according to all indications will be a model which will enjoy a large turnover.

**OPENS FINE VICTOR DEPARTMENT**

LOS ANGELES, CAL., June 5.—Bullock's, of this city, has opened an attractive Victrola department. This is one of the largest department stores on the Pacific Coast and the handling of talking machines is a new venture for the company. W. V. Ray has been placed in charge of Victrola sales and Miss R. Johnson, formerly with Sherman, Clay & Co., is manager of the record department.

The Munson, Rayner Corp., of Los Angeles, Cal., has been made a Cheney distributor in that territory.

**RAYMOND RADIO CORPORATION**

**Manufacturers To The Radio Industries  
Apparatus Designed From The User's Standpoint**

Crystal Detector Sets  
Vacuum Tube Sets, From One To Six Tubes  
Sets Of The Talking Machine Type Entirely Self Contained

V. T. Sockets  
Rheostats, Plain and Vernier  
Audio Frequency Transformers

Variable Condensers  
Crystal Detector Units  
Control Panel Units

Executive Offices:  
309 LAFAYETTE STREET  
NEW YORK CITY

Works:  
FARMINGDALE, L. I



# VOCALION

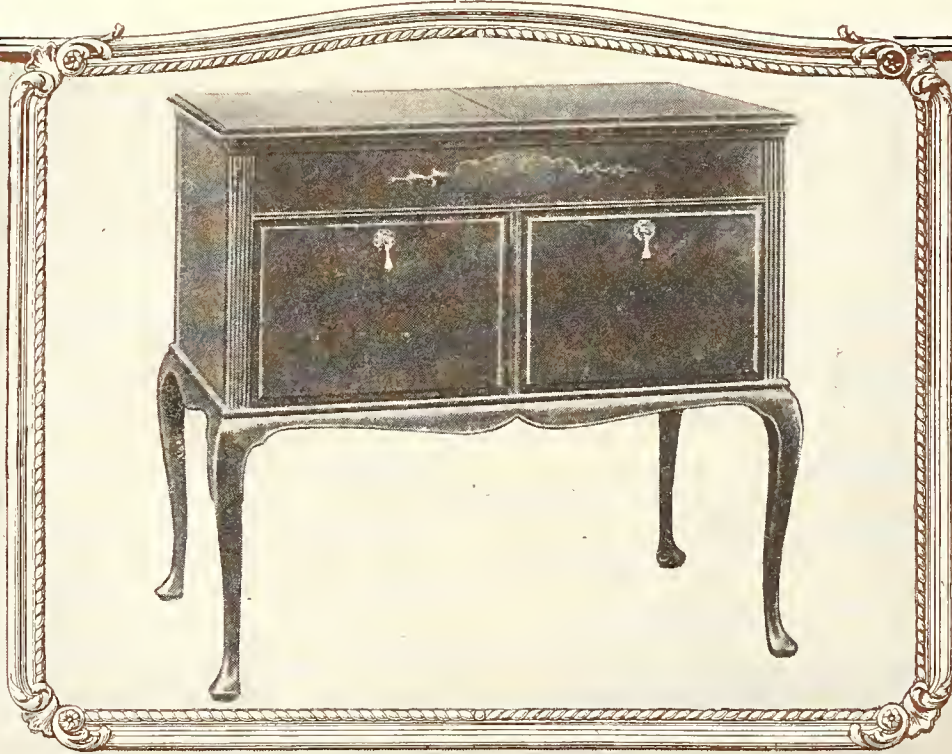
## PHONOGRAPHS



MAY PETERSON



ROSA RAISA



GIULIO CRIMI



GIACOMO RIMINI

Graceful new Queen Anne Period Vocalion, equipped with the great tone-control, The Graduola, which makes the Vocalion a musical instrument that all can play.



EVELYN SCOTNEY

EXCLUSIVE  
VOCALION RECORD  
ARTISTS  
*Known Throughout the World*



MARIE SUNDELIUS



VLADIMIR ROSING



JOSEF SHLISKY



JOHN CHARLES THOMAS



SASHA CULBERTSON



MAURICE DAMBOIS



NELLIE KOUNS



FRANK BACON



GRACE KERNS



COLIN O'MORE



SARA KOUNS



# VOCALION

## RED RECORDS

THE concert tours of the famous artists who are exclusively Vocalion, extend over the entire United States. Every city and town in your territory has a musical center in which their Vocalion Records will have ever-increasing sales value.

*Playable on All  
Phonographs*



### THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.  
37 E. 18th St., New York City  
THE VOCALION CO., 190 Boylston St., Boston, Mass.  
WOODSIDE VOCALION CO.  
154 High St., Portland, Me.  
LINCOLN BUSINESS BUREAU  
1011 Race St., Philadelphia, Pa.  
GIBSON SNOW CO.  
306 West Willow St., Syracuse, N. Y.  
*Vocalion Record Distributors*  
CLARK MUSICAL SALES CO.  
324 N. Howard St., Baltimore, Md.  
SONORA DISTR. CO.  
505 Liberty Ave., Pittsburgh, Pa.  
PENN-VOCALION CO., 16 W. King St., Lancaster, Pa.  
O. J. DEMOLL & CO.  
12th & G. Sts., Washington, D. C.  
VOCALION CO. of OHIO  
323 W. Superior St., Cleveland, Ohio  
VOCALION CO. of OHIO  
420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.  
THE AEOLIAN COMPANY  
529 S. Wabash Ave., Chicago, Ill.  
LOUISVILLE MUSIC CO.  
529 S. 4th St., Louisville, Ky.  
HESSIG ELLIS DRUG CO. Memphis, Tenn.  
*Vocalion Record Distributors*  
THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.  
GUEST PIANO CO. Burlington, Iowa  
D. H. HOLMES CO. New Orleans, La.  
STONE PIANO CO. Fargo, N. D.  
STONE PIANO CO.  
826 Nicollet Ave., Minneapolis, Minn.  
CONSOLIDATED MUSIC CO. Salt Lake City, Utah  
COMMERCIAL ASSOCIATES  
754 N. Spring St., Los Angeles, Cal.  
THE MAGNAVOX CO.  
616 Mission St., San Francisco, Cal.  
*Vocalion Record Distributors*

*Let Us Get in Touch With You Regarding the Complete Vocalion Line*

# The AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

BOSTON



## BROOKLYN DEALERS TELL OF BRIGHTER PROSPECTS

Prepare for Summer Trade—The Radio Situation—Bain Bros. & Friedberg Increase Capital to \$150,000—New Sonora Representatives—Islip Dealer Expands—New Quarters for Lyons—Pavloff in Concert—News of Month

Talking machine business in Brooklyn and Long Island during the past month has been rather quiet, but talking machine dealers, considering everything, are getting their share. Long Island, with its many Summer resorts, where a large influx of visitors come each year, is much better off than its neighbors in Brooklyn, as regards sales. Already the demand for small machines, of the portable and table model type, has been evident and the result is that sales have not been far behind those of the previous month. All the new record releases of the different manufacturers have been featured intensively by a great number of dealers and in consequence the revenue from the sales of these records has helped make the month's total a satisfactory one.

As in every other section of the country, there has been considerable radio activity and although talking machine dealers have not taken on any appreciable amount of stock of radio equipment some has been sold. In most cases, however, talking machine dealers have been moving slowly as regards taking on the radio, and those who have done so very conservatively. There is a general feeling among the dealers that there is a field for radio equipment to be developed in conjunction with the talking machine and ultimately dealers, it is believed, will carry a representative stock.

### Developing the Summer Campaign

The American Talking Machine Co., Victor wholesaler for Brooklyn and Long Island, is busy making plans for a Summer campaign among its dealers designed to promote the sale of small table Victrolas and the new Victrola portable. This work is opportune and it is expected that dealers will profit by this timely campaign. Charles Offerman, well-known sales representative of this company, is spending considerable of his time in the Long Island section and reports that dealers are quite optimistic about Summer business. Mr. Offerman will attend the Victor-Jobbers' Convention, which is to be held at Atlantic City, beginning June 12, and will be the representative there of this live wholesale concern.

### New Console Cover Grows in Favor

A. Bruns & Sons Co., manufacturers of the

# THE No. 50 PORTABLE VICTROLA

Should receive your special  
attention at this time

## YOU KNOW ITS MERIT

Your knowledge, properly passed on to  
your prospects, will make many sales

# AMERICAN TALKING MACHINE CO.

BROOKLYN, N. Y.  
VICTOR WHOLESALERS



Brun's "Maderite" moving covers for talking machines, report that the demand for the new console cover, recently placed on the market, has been very gratifying and that dealers are much pleased with it. They have also perfected a cover to fit the new Victrola portable model and are now working on a particular type of this cover that will enable the user of this small machine to play any record without removing the cover. It is so designed as to allow the lid of the machine to be lifted and opened without removing the padded cover. It is expected that this new feature will be received enthusiastically by the trade.

### Increase Capital Stock to \$150,000

Bain Bros. & Friedberg, well-known Victor dealers who conduct retail stores at 1655 Pitkin avenue and 1525 Pitkin avenue, and 1430 St. John's place, report that business with them has more than held its own since January. Last week the Board of Directors voted to increase

the capital stock of the company from \$30,000 to \$150,000, this increase in capital to be used in promoting a larger growth of their already thriving business.

### "The Regal" Makes Its Debut

The latest addition to the Brooklyn retail trade is a modern and up-to-date store, which was opened this month, at 360 Livingston street. This new store is to be known as "The Regal," and will feature several well-known makes of machines and records. Melvin Rieher, who has had considerable experience in the talking machine field, and who has been connected with prominent talking machine shops in Greater New York, is proprietor of this new establishment, and is well-qualified to insure the success of this new venture. The store is attractively decorated in a unique color scheme of black and orange, and as this location is a particularly desirable one from the retail talking machine standpoint, this store should soon become one of the best known in this section. Mr. Rieher is featuring in a very attractive window display, this month, a small imported table machine made entirely of wicker, and he reports that he has already sold a large number, and expects to sell many more before the Summer is over.

### Death of John L. Spillane Regretted


The death recently of John L. Spillane, who was secretary of Collings & Co., Newark, N. J., the well-known Victor jobbers, is greatly regretted by a host of friends in Brooklyn and Long Island, where he was well known through his association with the talking machine trade for many years past. Mr. Spillane's son, James L. Spillane, who is following in the footsteps of his father in the talking machine field, is the manager of the Park Slope Talking Machine Co., Victor dealers, at 310 Flatbush avenue. His many friends in the trade sympathize with him on the untimely death of his beloved father.

### New Sonora Dealer in Brooklyn

Among the new Sonora dealers established recently by the Long Island Phonograph Co., Sonora jobbers for Brooklyn and Long Island, is A. Hielbronn & Sons, who conduct an up-to-date retail shop at Fifty-third street and Fifth avenue. To properly introduce this new line to the people of their immediate vicinity this company featured the entire Sonora line in a very attractive window display, which created much interest and received favorable comment by passers-by. During the week that this attractive window display was in use sales of machines increased surprisingly and being followed up by

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

*Any communication from you will have  
our prompt and careful attention.*

**Long Island Phonograph Co., Inc.**

*Sonora Distributors for Brooklyn and Long Island*

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186



advertising in the local papers helped the sales for the month to show a very fine total figure. This account is considered a very desirable one, and it is expected will become one of the best accounts established by this hustling wholesale house.

**T. J. Lyons Opens Margaret Music Shop**

Thomas J. Lyons, well known in musical circles in Brooklyn, has just opened an exclusive Sonora shop at 306 Seventh avenue, to be known as the Margaret Music Shop. Mr. Lyons is to feature the Sonora line exclusively and will carry a complete stock of the well-known Aeolian-Vocalion records. His many friends in Brooklyn are wishing him every success in this new venture and his wide musical acquaintance should qualify him admirably to conduct a music shop in the best possible manner.

**A Progressive Islip Dealer**

H. L. Terry & Sons, Inc., who conduct Victor retail shops at Sayville and Islip, Long Island, are preparing for one of the busiest Summers they have yet experienced. In order to take care of the expected Summer business, the shop at Islip has been entirely renovated, new fixtures and booths installed and the show window enlarged and redecorated. Everett L. Terry, one of the sons, is manager of this store, and is considered one of the keenest retail managers in this section of Long Island. He has built up for this company, through his courteous and efficient service, a thriving Victor business. With this new equipment he will be able to serve the trade much better than heretofore and, in consequence, should show an appreciable increase in sales at the end of the year.

**The Portable a Big Summer Factor**

"Many dealers are taking advantage of the possibilities in the sale of the portable Victrola," said G. T. Williams, head of the G. T. Williams Co., Inc., Victor jobbers. "Those who have made a special point of displaying and demonstrating this machine have found a fertile sales field. Some dealers have called special attention to the portable through the use of their mailing lists, holding to the belief, and justly so, that many owners of Victrolas are logical prospects for the portable."

**New Store for C. Ludwig Baumann**

C. Ludwig Baumann, who conducts a retail store at 1449 Broadway, has just opened a new store at 935 Flatbush avenue, where the Sonora phonograph will be handled exclusively. A splendid new window has been erected with an attractive sign, which adds materially to the retail establishments of this particular section of Brooklyn. The addition of this new store to his already thriving business is certainly evidence that he has sufficient confidence in the future of the talking machine business to warrant this expenditure.

**Sonora Jobbers Make Cheery Report**

The Long Island Phonograph Co., Sonora jobber for Brooklyn and Long Island, reports that business for the past month was very fair; in fact, officials of the company state that the totals exceeded those for the previous month. Considering the quiet condition of the trade, this statement by these officers is very gratifying. Discussing conditions, J. J. Schratweiser, general manager of the company, stated that every effort was being made to establish with their dealers a personal contact and that in every case possible, when a letter might be sent, a personal call is substituted, with the result

VICTROLAS



## The Victor Portable

It is now time to display the Victor portable in your window and give it a conspicuous place in your wareroom.

Many of your record customers, although owners of Victrolas, are prime prospects for the portable.

Refer to it in your sales talks, whenever appropriate, and you will get many responses. The season is now on—get your share of the sales.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

that a closer contact is established and a service rendered the dealer which he appreciates.

During the month of May four Louis XV DuBarry models, which retail for \$650 each, were placed in the hands of Sonora dealers by this live wholesaler, and evidences the good work it has been doing in merchandising Sonora products in this section of New York.

**New and Larger Quarters for J. J. Jones**

J. J. Jones, prominent Sonora dealer, who has conducted a retail establishment at 1426 Nostrand avenue, for some time past, has found it necessary to look for larger quarters to take care of his increasing business; consequently, Mr. Jones has secured a very fine new store on Church avenue, near Nostrand, which he will equip in the latest and most approved manner. When completed it will be one of the very finest in this section of Brooklyn and will be admirably equipped to give to the people of this vicinity a service of the highest calibre.

**Abraham & Straus Add Sonora Line**

The Abraham & Straus department store recently added the Sonora line of phonographs to the lines of well-known makes already handled. This store, which is one of the largest in Brooklyn, has a fine, spacious talking machine department in which the new line is elaborately displayed.

**Congratulations for Joseph Pavloff**

The many friends of Joseph Pavloff, genial sales representative at the Pease-Behning Co. talking machine shop, 364 Livingston street, are extending their congratulations to him for his successful appearance in a dual concert with Irwin Hassell, held at the Academy of Music two weeks ago. Mr. Pavloff is a baritone singer and has appeared in many local concert events and is also well known as a church soloist. He has had a thorough musical education, which has helped him materially in merchandising talking

machines to a very select musical clientele in Brooklyn. With this distinct qualification as a musician Mr. Pavloff is considered one of the best sales representatives in the Brooklyn talking machine trade and his success as such has been commented on by dealers throughout metropolitan New York.

**NEW OKEH ST. LOUIS DEALER**

**Well-known Furniture House Will Handle Okeh Records Exclusively—Artophone Corp. Closes Important Deal With Bly-Moos Co.**

St. Louis, Mo., June 5.—The Artophone Co., of this city, distributor of Okeh records, recently closed arrangements whereby the Bly-Moos Furniture Co., of St. Louis, will handle the complete line of Okeh records exclusively. The Bly-Moos Furniture Co. has opened attractive quarters at 4115-17 Manchester avenue, and the music department is one of the important features of its new home. An intensive publicity campaign will be inaugurated in behalf of Okeh records and the Artophone Corp. is delighted to include this prominent furniture house in its fast growing line of Okeh dealers.

**COLUMBIA JOBBER HANDLES RADIO**

WASHINGTON, D. C., June 7.—H. C. Grove, Inc., 1210 G street, distributor in this territory for the products of the Columbia Graphophone Co., recently announced the addition of a complete stock of radio outfits and supplies. Since the company has become interested in the radio line a good business has been worked up and the demand is increasing steadily.

**UNIQUE HONOR FOR IRENE PAVLOSKI**

A unique honor was bestowed upon Irene Pavloski, Brunswick artist, at the close of the season of the St. Cecilia Club, of Tacoma, Wash., when at the final concert of the season she was presented with the baton and was asked to lead the chorus and audience in the singing of America. At the close of the concert she was tendered a reception by the members of the club and her work during the season was given the highest praise by critics in all the local papers. She scored a great success and arrangements have been made for her to appear again during the next concert season in this musical city.

**\$3.25 Sample**

With 10 inch Turntable  
and All Accessories

# MOTORS

2 SPRINGS

**\$3.25 Sample**

With 10 inch Turntable  
and All Accessories

We are the Exclusive Manufacturers of

## THE MAGIC MOTORS

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—  
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.

Telephone Stagg 1591




 BRUNO

## Showing a Good Front!

The largest and most successful retail operators in the country place greater value on their show window space than on any other part of their store. Their gigantic success can be attributed in great part to the "dress" of their show windows. Getting the public's interest is always their plan, for that's more than half the game in selling merchandise.

Well known is the fact that people will enthuse over and patronize a store if only on account of the cleanliness and attractiveness of their display windows.

Many Victor Dealers have yet to learn the value—the real dollars and cents earning power—of their show windows. For the Victor Dealer, they truly have much to do with his success—they are his introduction to the public.

Whatever the make-up of the buyer, he will invariably direct his purchases to the store or establishment that makes a favorable and dignified showing—and what better method is there than through the "eyes of the store"—the show windows? Victor Dealers—who know—are "cashing in" through the agency of their window displays.

Morning, noon and night they are utilizing this most valuable space to the fullest extent and with lucrative results. Your show windows, Mr. Victor Dealer, will do real work for you if you will but lend a hand. Capitalize their use!!

---

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

*Victor Wholesalers to the Dealer Only*



# National Association of Talking Machine Jobbers Holds Convention

**Sixteenth Annual Gathering at Hotel Ambassador, Atlantic City, June 12 to 15, Attracts a Ninety Per Cent Membership Assemblage—Important Subjects Discussed in Reports of Officers and at the Various Business Sessions—A. A. Trostler Elected President—Most Successful Reunion**

ATLANTIC CITY, N. J., June 15.—The sixteenth annual convention of the National Association of Talking Machine Jobbers opened at the Hotel Ambassador on Monday morning with over 90 per cent of the membership represented and ready to give serious consideration to the trade problems of the day as they came up in the course of the program, as well as the suggestions offered by the Association officers and others looking to the betterment of Victor business.

The first session of the convention was given over to the reports of the officers and committees of the Association, the first report being that of Louis Buehn, the president, who reviewed the general situation clearly and at length as follows:

## President Buehn's Report

As your presiding officer it is my duty and I consider it a privilege to give you a brief résumé of the activities of the Association since the last annual convention held in Colorado Springs.

My worthy predecessor at that time made reference to the serious problems that confronted us and suggested that it would be very difficult to correctly diagnose or offer any infallible remedy for them.

Some of the problems to which he referred are still with us and have been augmented by others to which we must give careful consideration and to the solving of which we must lend our best thought and energy.

While 1921 was undoubtedly a very trying year I believe it is quite safe to say that since January of this year we have been experiencing a most unsatisfactory condition in the sale of our product, and particularly in the sale of records.

This situation has become critical with many distributors and dealers, and while it may be difficult to find the precise reason for lack of sale, unquestionably the records that have been marketed at cut prices and the introduction of several nakes of 50-cent records have contributed very materially to this condition. In addition, we have the radio craze, which has taken, and is taking, considerable money out of phonograph channels, to contend with.

May I call to your attention that the demand by dealers for an increased discount on Victor products is becoming more and more general—the statement being made that at the present discount first-class stores cannot operate profitably—and comparison being made with the larger discounts being offered by competing lines.

Both of these conditions should have our earnest consideration, so that we may arrive at conclusions that will permit recommendations or action that will correct them, if, in our good judgment, we deem it necessary or desirable.

### Fundamental Business Conditions Better

Available reports indicate that fundamental business conditions throughout the country are better to-day than they have been for many months and a striking illustration of this is the tremendous recovery of the automobile industry, which goes far to substantiate this statement. It is my opinion that when our own line shows a recovery that may be compared to this many of our present worries will disappear.

It is my hope that at these meetings we will consider wisely the problems directly concerning us, and reach conclusions that will be helpful to each and every one and make it possible to have

our industry continue on the high plane to which it is entitled.

### Executive Committee Meetings

Since our last annual meeting there have been two open executive meetings, the first held at Chicago at the Hotel Drake on Monday, March 13 and Tuesday, the 14th, and the second in New York City at the Hotel Commodore, on March 15 and 16. At these meetings many questions were discussed vital to our business with which you are all familiar, either having been in attendance in person or having received a report from the secretary. As a result of these meetings two committees were appointed, one to investigate the desirability of recommending favorably or otherwise the financing of dealers' leases through finance companies and the other committee to inquire into the desirability of co-operative buying. Both of these committees will report to this convention. In addition, your president appointed a

your treasurer. May I suggest that close attention be given this report, as we are an organization with constant demands being made upon us and some consideration should be given to our growing needs.

### Membership

There have been some changes in our membership in the past year, which will be given you in detail by the chairman of the Membership Committee.

### Music Industries Chamber of Commerce

It was my privilege to attend two of the meetings of the board of directors of the Chamber and I can endorse heartily the value of this organization to the music trade generally. They are coming to realize more fully the value of the phonograph industry and are working exceedingly hard and efficiently for the good of the music industry in general. They have instituted an excellent system of credit reports, of which I



Hotel Ambassador, Atlantic City—the Convention Headquarters

special committee to meet with the directors of the Victor Co. early in January, a detailed report of which meeting was sent each member, under date of January 12.

### Legislation

Last Fall the chairman of your Legislative Committee, J. N. Blackman, and your president attended a conference held in Washington with the Senate Finance Committee. This was also attended by representatives of many other industries, who were unanimous in recommending a sales tax to replace the present excess profits tax.

The new tax law now in effect removes the excise tax on phonographs. This was accomplished largely through the efforts of the Music Industries Chamber of Commerce, and particularly through special work done by Ralph L. Freeman, of the Victor Talking Machine Co.

### Finance

Our financial situation will be fully covered by

would recommend every member of our organization to take advantage. Their financial report shows an income of something over \$90,000 for the fiscal year, of which amount the phonograph industry contributed \$17,000. Of this latter amount our organization gave \$5,000, and it is my recommendation that we continue to give the Music Industries Chamber of Commerce our financial as well as moral support.

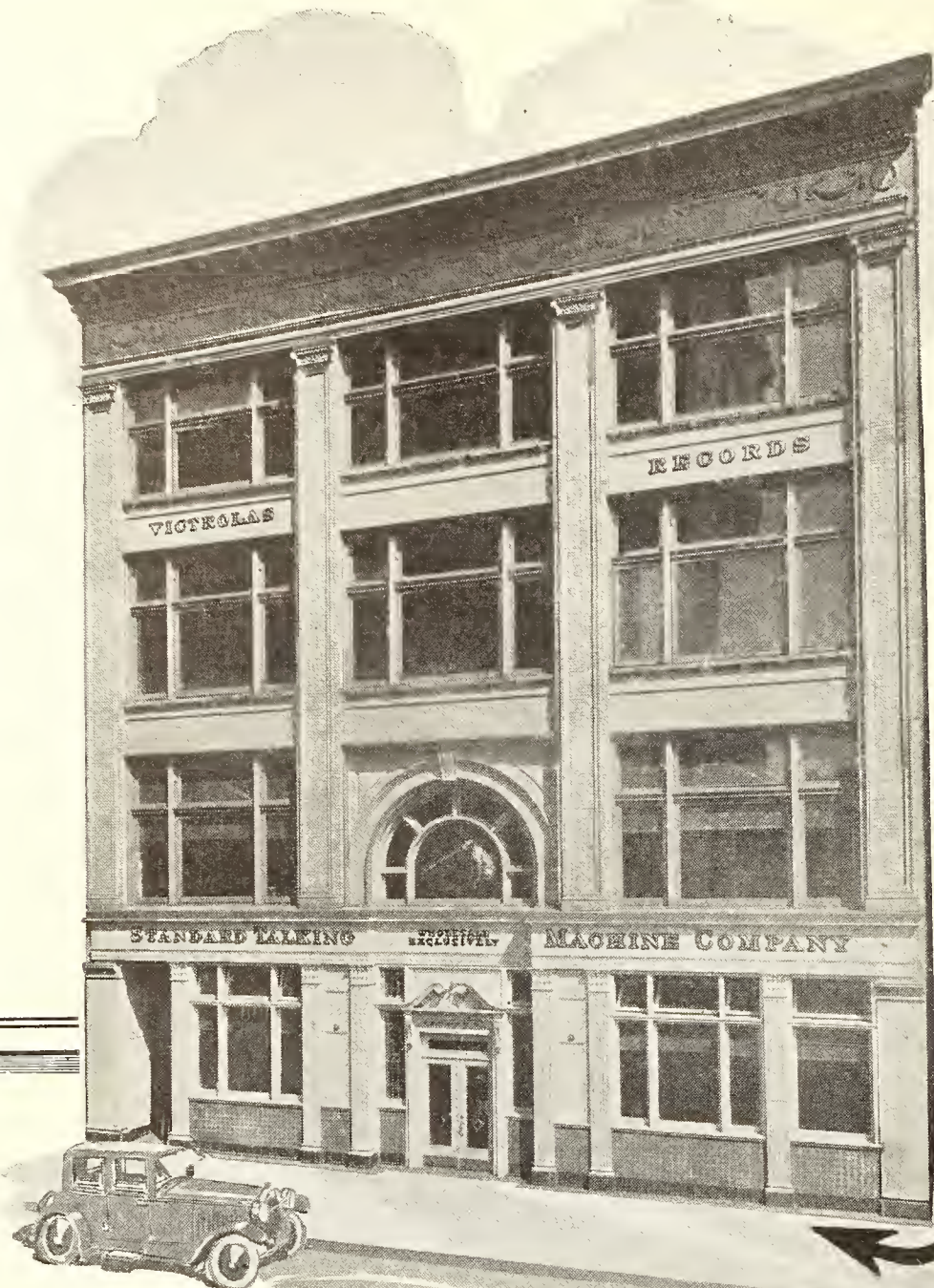
### Committee on Arrangements

Your committee has worked to make this convention not only interesting and enjoyable, but also profitable, and I wish to take this opportunity of thanking the chairman and his co-workers for the excellent manner in which they have accomplished their work.

The annual golf tournament will be held at the Seaview Country Club, under the direction of the chairman, J. C. Roush, who in due course will announce the details of the program.

(Continued on page 85)





## What Ground Floor Service means to Victor Dealers.

- (1) Quicker Deliveries
- (2) Easy to Reach Any Office.  
Department or Individual
- (3) Saves Dealer's Time — No  
Elevators, No Stairs to  
Climb
- (4) Easy to See Samples of Any  
Merchandise
- (5) Can Park Cars at Curb In-  
definitely
- (6) Big Saving in Time of Han-  
dling Shipments, Which,  
in Turn, Means Better  
Service for Dealer.

## A Ground Floor Victor Jobbing Service All Daily Operations on Street Floor

One often hears that it is next to impossible to devote a ground floor location in the business section of a large city to Victor Distribution, because of excessive costs. It does cost more, but "Standard" holds that the *additional accessibility* and quick service *justifies the added cost*.

So our new home, just opened, in the heart of down-town Pittsburgh and convenient to all stations, while comprising four floors and basement, each 54 x 135 ft., totaling over 36,000 square feet of floor space, yet provides

### ALL PRINCIPAL ITEMS OF SERVICE ON STREET FLOOR

Entrance and Lobby	President's Office	Dealers' Advertising Room	Record Stock	Print Shop	Shipping
Accounting Department	Manager's Office	Service and Mailing Room	Accessory Stock	Repair Shop	Indoor Loading Room
Record Department	Record Playing Room	Fireproof Vault	Advertising Stock	Packing	

## STANDARD TALKING MACHINE COMPANY

*Exclusively Victor—Wholesale Only*

305-7-9 Penn Ave., Pittsburgh

### You Are Cordially Invited

To drop in any time and inspect what we believe is absolutely the best plant we could build to serve the needs of Victor Dealers. Some outstanding features:

- (1) Display Room for Dealers' Customers.
- (2) Office for Dealers' Use.
- (3) Railroad Siding.
- (4) Indoor Truck Loading Room.
- (5) Gravity Spiral Chute for Quick Handling of Machines and Records.



Impression of Lobby from Street Entrance.



## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 83)

The other standing committees of our organization will each have a report to make, so I need not dwell upon them here.

May I refer at this time to the action taken at our two open Executive Committee meetings, the endorsement of the Distributors' Transfer Bureau and likewise the endorsement of the horizontal type Victrolas.

If the Transfer Bureau has not functioned to your entire satisfaction it is not due to any fault of the Victor Co., but to conditions over which they have had no control and which they no doubt will gladly explain.

#### The Horizontal Victrolas

I sincerely hope that our endorsement of the horizontal Victrolas has had the hearty support of each distributor in selling this proposition to the dealer and I am happy to say that such reports as have come to me indicate an increase in business on these types which insures its success and again vindicates the wisdom of the Victor Co. in its manufacturing program.

I would be remiss if I did not make special mention of our secretary, W. F. Davisson. As you all know, the secretary elected at the last

pared and mailed to the members on January 24.

The only Executive Committee meetings held during the year were two open meetings in March. The first was held in Chicago, March 13, with a good attendance of Western members, and the second held in New York March 15 and 16, with an attendance of members which more nearly resembled an annual convention than an Executive Committee meeting. Many important subjects were very thoroughly discussed at these meetings. The Executive Committee on March 17, immediately following the New York meeting, held a conference at Camden with the directors of the Victor Co. The committee brought to the attention of the Victor officials some of the matters discussed at our open meetings and we presented them with a resolution pertaining to the exploitation of the new horizontal models. This resolution was enthusiastically received. A copy of it was sent to all members shortly after the meeting.

#### The Association Roster

Our Association roster now consists of seventy parent houses and seven branch houses. We have lost during the past year four parent houses, owing to their retirement from the talking machine business.

I am pleased to inform you of the addition to our organization of two new parent houses, the French Nestor Co., of Jacksonville, Fla., and the Oklahoma Talking Machine Co., of Oklahoma City, Okla. We therefore have suffered a net loss of two parent houses during the past year. There is still one Victor wholesaler who is not a member, Orton Bros., Butte, Mont.

This organization has been asked by the National Chamber of Commerce during the past year to vote on three referenda, Nos. 36, 37 and 38. Due to the splendid work of our national councillor and the co-operation of our Executive Committee all ballots have been cast in an intelligent manner.

#### Financial Status

The report of our treasurer at the last convention showed cash and Liberty bonds, mostly Liberty bonds, amounting to \$1,017.26. During the past year the secretary's office has collected and turned over to Treasurer Mairs \$7,250 received for dues and \$7,150 from the special assessment voted at Colorado Springs, the total sum from two sources being \$14,400.

I regret the necessity of reporting \$350 delinquent dues and assessments. One member is de-

will have this week will be the result of this committee's work. I want to extend my thanks to members of this committee, not only for the good work done here, but for the share they played in the success of the March open meetings. I also wish to thank each officer and the members for the excellent co-operation extended me. I have frequently asked for assistance or suggestions and the response has been prompt and helpful.

#### Treasurer Mairs Tells of Finances

Next in order came the report of the treasurer, George A. Mairs, indicating that the finances of the Association were in good shape, after which J. Newcomb Blackman, chairman of the legislative committee, presented the following report on legislative and legal matters:

#### Report of Legislative Committee

During the war it was obvious that no legislation was important enough to receive serious consideration other than that having to do with



Louis Buehn, the Retiring President

annual convention, Charles Bennett, had to give up his duties. Mr. Davisson was the unanimous choice of the executive committee and the excellent manner in which he has conducted his office compels me to single him out for special commendation.

In conclusion, I wish to express my appreciation of the splendid co-operation of the various officers and committees and the hearty support that has been given me during my term by all the members.

#### Report of Secretary Davisson

The next report was that of the secretary, W. F. Davisson, who has accomplished much since assuming the office at the first of the year. His report read:

Since assuming the duties of the secretaryship of this Association, which duties I was requested by President Buehn to assume, about December 1 last, all matters pertaining to the secretary's office have been attended to in a manner which, I hope, has been satisfactory to all of the membership.

Early in January President Buehn appointed a special committee of five, composed of Messrs. Buehn, Blackman, Rauth, Wiswell and your secretary, to meet with the directors of the Victor Co. on January 9. The subjects discussed were horizontal models, record exchange, shortage of supplements and foreign records. The report of this meeting was sent to each of you under date of January 12.

Fully realizing the importance of the Supreme Court's decision, in the Beechnut case, to our members Mr. Montague was asked to prepare a statement as to just how this decision affected our members. A statement was promptly pre-



W. F. Davisson, the New Secretary

linquent in both dues and assessments, while another member who has one parent and one branch membership has not paid the assessment.

My work has been greatly lightened by our very able Arrangement Committee. It has handled every detail in connection with this convention, and all the good times which I am sure you



George A. Mairs, the New Treasurer

the conduct and winning of the war. With the signing of the Armistice the mass of legislation of the most important character had to have first attention. Recent events disclose the fact that Congress is very busy in an attempt to pass bills considered by everybody as calling for immediate solution.

#### The Stephens-Kelly Bill

The "Stephens-Kelly" bill in its present form represents many amendments, all of which have been made to conform with the recommendations of the Federal Trade Commission, as well as others influential in the Government. Perhaps at no other time has the outlook been as favorable for passage of this much-needed legislation.

The American Fair Trade League, to which we contribute annually, has been constantly active to keep alive this bill and prepare the way for its passage when those best fitted to know determine it is opportune to have it reported and urge its passage. At a meeting of the Executive Committee of the League, attended by me, our long and tireless fight seemed to be approaching success when the reports of the secretary of the League and of its chief counsel, Joseph E. Davies, were received. Mr. Davies was formerly chairman of the Federal Trade Commission.

#### A Friend at Court

In James M. Beck, the present Solicitor General of the United States, we have a friend for the reason that his former association as counsel for the Victor Co. enables him to know many of our problems, the abuses from which we have been suffering and the merits of our recommendations for legislation supplementing the Sherman Act.

It is unfortunate and very annoying that the

(Continued on page 86)





## “He Profits Most Who Serves Best”

YOU profit most in serving your public through the sale of VICTROLAS and VICTOR RECORDS—

WE profit exactly according to the degree of excellence of our service in supplying you with Victor Products.

“HE Profits Most Who Serves Best—” an ancient axiom, but one whose truth was never more generally recognized and heeded than today. More and more is it coming to be understood that the measure of business success is absolutely determined by the service the institution renders.

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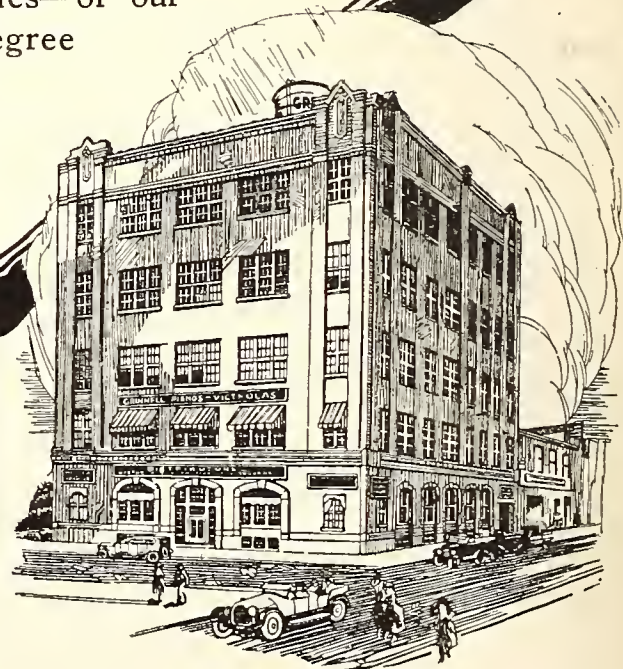
*Our aim is to, at All Times, have our service in keeping with the 100% service afforded by Victor Products*

---

The leadership of Victrolas and Victor Records continually grows more pronounced; the demand for them ever greater; the esteem in which they are held, ever higher—*We strive to serve that the same may be said of us as Victor wholesale distributors.*

Are you taking advantage of Grinnell service?—of our ever-ready stock—of our undeviating rule of filling all orders same day received—of the superior transportation facilities (train, boat, interurban, auto) at our command, with the quick delivery this provides—of our determination to make our service in greatest degree pleasing to you—*and be a valuable business aid!*

Let us, through supplying your next order of Victor merchandise, prove ourselves justified in asking and expecting your future business.



*Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business*

# Grinnell Bros

Wholesale Distributors  
of Victrolas and Records

First and State Streets  
DETROIT

GRINNELL SERVICE — A VALUABLE BUSINESS AID



NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 85)

Victor Co., and we distributors, have been a target in attacks in the courts and through investigations on the part of Governmental bodies. Still, it is my firm belief that the dawn of much better days is ahead. I think we have seen the worst and will eventually be successful in having passed some legislation which will give us the legal right to not only choose our customer, but to enter into a voluntary contract with him under terms and conditions that will foster continued business relations profitable to the parties thereof and insuring honesty in merchandising for the public.

Your Legislative Committee might also be termed a Legal Committee. Therefore your chairman has kept in close touch with the legal situation, following various decisions of the Supreme Court, and our counsel, Gilbert H. Montague, has kept us informed of the progress being made or ground lost through legal action, and particularly court decisions. In this report it will not only be quite impossible, but inadvisable, to attempt to go into detail regarding the activity of what may be termed your Legislative and Legal Committee.

So, I will conclude with the recommendation that we continue our activities along the lines we have pursued and that I be given an opportunity to address our members in convention covering any details that might be important enough to discuss, or to answer questions.

**The Financing of Dealers**

Mr. Blackman also presented a report for the special committee on financing dealers, of which he is chairman, which read:

Your special committee appointed to investigate and report upon the desirability of Victor dealers financing their instalment accounts through the medium of so-called financing companies has given the subject very careful consideration and reports as follows:

We do not believe that in normal times there would be a great demand for supplemental financing of this kind. This conclusion is arrived at because when business is normal there is sufficient turnover and cash transactions.

Broadly speaking, all merchants, including Victor dealers, should be competent to run a business and have due regard for the philosophy of business economics. They should have reasonable capital. This will entitle them to a liberal amount of credit on merchandise, as well as banking accommodation, consistent with their financial responsibility and credit reputation.

**The Wisdom of Conservatism**

There appears to be a natural tendency for the smaller dealer to compete with the large one. In doing so he often attempts to do more business than he can handle safely. In other words, when a Victor dealer has reached the point of having exhausted his own capital, plus bank ac-

commodation, he should consider very seriously the wisdom of expanding his business beyond that point.

The cost of getting money from financial companies is very high when compared with usual bank rates. It is argued, however, that inasmuch as the business done on this plan is over and above the usual volume the overhead is correspondingly lower and it is profitable. Our in-



J. Newcomb Blackman

vestigation discloses the fact, however, that when a dealer assigns his instalment leases and it becomes known by his creditors his credit is weakened and his accommodation reduced.

**Dealers Should Consult Distributors**

We do not feel that we can fairly recommend our Association either favoring or disapproving of the use by Victor dealers of financing companies in connection with their instalment business. It is apparent to us that every case to be decided is one having its own situation to meet and that the Victor dealer should come to his distributor and frankly seek his advice in the matter. Many distributors are financially able and will welcome directly aiding their dealers in the extension of credit, the acceptance of their notes or in approaching their banks, either to get credit or to obtain a larger loan. We believe it is the proper function of the Victor distributor to take on these obligations and not encourage his dealer going to a financing company until he has first frankly stated his need for this help to his wholesaler. Furthermore, the banks are more friendly and will give better support to their borrowing depositors if they seek advice regarding such needs.

**The Right and the Wrong Way**

If this plan is followed by the Victor dealer and he uses a finance plan with the approval of his Victor distributor and his bank he may be sure that he is not courting financial embarrassment at some future time. On the other hand, if he fails to do this and his line of credit is stopped or seriously curtailed by the finance company for any of many reasons which may bring

about that condition he is not in a position to get the support of his wholesaler or of his bank. A condition resulting in bankruptcy has occurred in many such cases.

Most financing plans are not needed by the big dealer with ample capital and credit. Therefore we find this demand largely among the smaller dealers who want to increase their volume or meet the terms of larger competitors. In most cases this involves the endorsement of the dealers' notes by the distributor. If the distributor must endorse for the dealer and become a party to the transaction we believe he should consider seriously first the need for such financing. He should have the courage of refusal and be willing to suffer the loss of that dealer's business rather than encourage an unprofitable transaction and an eventual financial embarrassment.

We suggest that our Association recommend that all Victor dealers accept credit from financing companies only with the approval and cooperation of their principal Victor distributors and bank creditors.

**Report of Traffic Committee**

Next came the report of the traffic committee by Chairman E. C. Rauth, who said:

Since our traffic matters are so ably looked after by the Victor Talking Machine Co. your



E. C. Rauth

committee has had nothing to occupy its attention during the past year.

The 10 per cent reduction in freight rates, to take effect July 1, of which all of our members are no doubt aware, will act as a stimulus to  
(Continued on page 89)

*The*  
**Corley Company**  
INCORPORATED,  
**RICHMOND, VIRGINIA**

*"IN THE HEART  
OF THE  
SOUTHLAND"*

**Victor Service  
in the South**

Our location in Richmond with its excellent shipping facilities leading in from the North and radiating to all points in the South enables us to render exceptionally prompt service to Southern Victor retailers.

Furthermore, our intimate knowledge of conditions peculiar to the Southland enables us to render to the dealer cooperation of no small value.







## PERMANENCY

**W**HAT a wonderful meaning the word "Permanency" really has!  
**W**HAT a world of meaning it holds for the talking machine dealer.

PERMANENCY OF THE QUALITY OF THE INSTRUMENT  
 PERMANENCY OF THE SERVICE RENDERED  
 PERMANENCY OF THE MANUFACTURER  
 PERMANENCY OF THE WHOLESALER

The Victrola has always been a quality product. The permanency of its style and tone and its supremacy of performance make it the most highly desired talking machine in the world today.

The Victor Talking Machine Company has for a quarter-century been engaged in the sound-reproducing art—years of brain, heart and hand, which have produced an instrument without a peer in permanency of sound-reproduction and satisfaction.

The Eclipse Musical Company has been serving the dealers in this territory continuously for the past eighteen years. During this period T. H. and P. J. Towell have uninterruptedly controlled and guided the affairs of this company, and our Manager, E. B. Lyons, has been in daily contact with your requirements for the past seven years, watching conditions, assisting and protecting the interests of the trade—permanency of service which has held the confidence of hundreds of Victor dealers throughout the territory.

Through these many years of merchandising we have won a reputation with our customers which is built upon a Gibraltar of faith and permanency.

Link permanency with durability, dependability and performance and you have all that can be desired in a talking machine. All are of such vital importance that each and every one should have equal weight with you, Mr. Dealer.

We unhesitatingly claim that the VICTROLA has every one of these qualifications.

Do you know any other talking machine that has?

**If a Leader Truly Leads, He Remains—The Leader.  
 That Which Deserves to Live—Lives**

**THE ECLIPSE MUSICAL CO.**

*Exclusive Victor Wholesalers*

CLEVELAND

TMW



## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 87)

business generally, as well as to that of our industry.

**Thanks the Trade Press**

The report of the press sent in by Dan Creed, chairman, reviewed the support given the Association by The Talking Machine World and other trade publications during the year and expressed the thanks of the committee for the advance publicity given the present convention by these publications.

**J. C. Roush on Golf Plans**

Joseph C. Roush, as chairman of the Golf Committee, offered a report in which he reviewed the results of the tournament at Colorado Springs last year and outlined the arrangements for this year's tournament, giving a list of the various prizes offered by Association members



J. C. Roush

and others, including a cup presented by The Talking Machine World.

The morning session closed with a report by L. C. Wiswell on a co-operative advertising plan presented to the jobbers, which was held over for discussion at the afternoon session.

**Co-operative Advertising Plan**

The report presented by Mr. Wiswell, as chairman, was that of a special committee appointed to investigate the possibilities of co-operative buying and advertising methods for the sales development of dealers' business and, in full, was as follows:

Inasmuch as your special committee was instructed to investigate and report at this convention on two separate and distinct subjects, namely, distributors' co-operative advertising, methods of dealers' sales-helps and co-operative buying, we will offer our report in two parts, first report covering the advisability of our Association, through some agency, issuing dealers' sales-helps, etc., and, secondly, co-operative buying of such packing supplies as commonly used by our members.

**Report No. 1**

Your committee has individually and collectively studied this question at considerable length, also held a meeting with Reincke-Ellis Co., specialists in Victor dealers' advertising and sales-helps and who at our last Executive Committee meetings presented an outline of their ideas on the subject. The findings of our investigation and conclusions are that while there is obviously a great wastage of effort on the part of various distributors and their salesmen in featuring special advertising and sales-helps to their clientele of dealers, as well as at times a seemingly excessive cost for certain advertising matter (account of lack of quantity output), yet we are apprehensive lest the elimination of this work on the part of the various distributors, having all the promotional work done through one central agency, would, in a measure, have a tendency to destroy on the part of the distributor his initiative and development of competitive sales methods, thus deadening, so to speak, the enthusiasm for sales promotion work. For example: Parents are more concerned in their own offspring than they are in their neighbor's

children, more concerned over their welfare and growth, just so is the distributor more concerned and enthusiastic for the success of his own individual ideas as expressed in his dealers' sales-helps than he would be for the same character of material furnished through some central bureau.

Undoubtedly some central agency, like the Reincke-Ellis Co., which understood the Victor game, distributors' and dealers' problems, especially the dealers' needs in the way of advertising assists and sales-helps, with the help of the Association and the members' traveling representatives, could create such an outlet among the Victor dealers for these sales-helps, etc., to warrant a large run, thus bringing the cost down, hence lower selling cost and consequent saving to the dealer. However, viewing it in a larger sense, would not this slight saving in cost to the distributor and dealer be inconsequential when measured against the loss of distributors' initiative and enthusiasm for sales promotion ideas?

This is an important as well as big piece of work, and despite the work done by your committee they are still of the opinion that there is much unexplored ground to cover and hesitate to make any definite recommendation, rather leaving further action to the pleasure of the convention, and if it be the sense of this convention that workable arrangements could be made, that a new committee be appointed to carry on investigations to a definite conclusion.

At the time of our meeting with the Reincke-Ellis Co. ideas were advanced by Mr. Reincke, namely, that our Association issue a monthly trade publication for distribution to every recognized Victor dealer. It was suggested by Mr. Reincke that the magazine would be issued under the caption or name "Sound Selling" and that the object of the publication would be to disseminate such information to the Victor dealer trade as would be of interest to them and beneficial in their promotion of Victor business.

The publication, while in a measure similar to the Victor Co.'s publication, "Voice of the Victor," would be unlike it in that it would be the mouthpiece of every Victor distributor, broadcasting to his dealers not alone interesting facts about the Victrola game and the success of this or that dealer who by some novel advertising method is putting over a nice sales campaign, but would by illustrated articles vividly teach the dealer how not only to close sales in his store but to really go out after the business.

Through the medium of the publication of this kind the distributor could say much in commendation of the Victor proposition that the Victor Co. would hesitate to say itself; for illustration, the new horizontal type Victrola. There is much the Victor Co. could say about the merits of these instruments but for obvious reason would not like to express itself. However, we as distributors, in a monthly publication (not being handicapped by any reserve), could wave the flag and blow the trumpet, telling Victor dealers everywhere regarding the merits of these particular instruments, why the dealer should put the line over, and other instances innumerable could be cited.

Your committee is of the opinion that a publication of this character would mean much to the Victor trade as a whole. However, as in all things, the element of cost must be taken into consideration. The Reincke-Ellis Co. informs us that it would cost approximately 25 cents per copy to issue a booklet of the character they have in mind and of which Mr. Reincke has samples here at this convention, and I am going to ask that at the proper time the convention permit Mr. Reincke to present his ideas, which will be more concrete and to the point than we could cover in this report, the cost of 25 cents per copy to cover cost of editing, printing, mailing postage, etc. Figuring approximately eight thousand Victor dealers in the United States to

whom a copy of this booklet should be sent, the cost would be \$2,000 per month, and on a twelve months' contract would amount to \$24,000.00, which sum, of course, would have to be forthcoming from our treasury, which would mean either an increase in dues or special assessment.

As a subject of this kind has not a precedent in our Association, your committee would rather offer their findings without specific recommendation, assuming that it would be best that open discussion be had on the subject with our report as basis for such discussion.

**Report No. 2—"Co-operative Buying"**

Under date of April 26 your committee sent out a letter to all Association members requesting certain information as to sizes, cost, quantity used and name of manufacturer of packing material used in their business, such as packing boxes and corrugated sheets. A special form was enclosed for the reporting of this information, and we are happy to report that the co-operation given us by the members in returning the forms promptly was splendid.

Considerable labor was involved in recording this information, reducing all of the reports to concrete form in order that the figure could be properly analyzed. After this work was done the chairman called a meeting of the committee at his office in Chicago, at which time the matter was thoroughly gone into.

Your committee was amazed to find from the reports received the great difference in ideas as to the proper size of record packing boxes as shown by the hundreds of different sizes used by distributors, hardly any two distributors using



L. C. Wiswell

the same size packing boxes. Our members are using over two hundred different-sized packing boxes, which means that each member has his own idea as to what size box to use. In many instances there is only a variation of a fraction of an inch, yet it is a different size, and where material that does not cut into this or that size does not cut to advantage it means increased cost of manufacture.

The conclusion of your committee in regard to packing boxes was that it would be useless to follow the matter up further in view of the great discrepancy in size of the boxes used, and in our estimation and judgment co-operative buying would not be practical until we, as distributors, decide upon and adopt a suitable packing box of uniform size and quality. If this is made possible then prices could be obtained from manufacturers in such quantity lots that we could undoubtedly effect considerable saving.

In the matter of corrugated sheets or boards, 10-inch and 12-inch size, information gathered shows that by co-operative buying a saving could be effected for practically every distributor. From figures given the committee, members are paying for 10-inch cardboard sheets prices ranging from \$3.50 to \$10.65 per M. and for 12-inch size \$3.95 to \$11.60 per M. You will, therefore,

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## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 89)

readily appreciate from this range in price that there should be no question that if we could get together and pool our business, so to speak, agreeing to purchase through the organization, either through the secretary's office or special committee, all our cardboard sheet requirements, a considerable saving could be effected for us all. To substantiate our statement we have had quotations submitted by various corrugated paper manufacturers, based on .009 stock million quantity lots, LCL and CL shipments, f. o. b. destination, from Hinde-Dauch Co., Sefton Mfg. Co. and Thompson-Norris Co. Quotations from Hinde-Dauch Co. are lower in every instance with just one or two exceptions than that paid by our members, and it is possible in the cases of the exceptions that lighter weight stock of paper is being used, possibly .007 stock, whereas quotations were asked for on .009 stock.

Your committee recommendation, based on their hurried investigation and survey—time would not permit our going into the subject in

complete detail—is that the question of co-operative buying of all packing material commonly used by all our members, corrugated packing boxes and corrugated sheets, is not only feasible but advisable. However, before such scheme could be worked out our members should be a unit in the adoption of a uniform packing box as to size and quality, and it is the sense of your committee that this report be favorably received and that the chairman appoint a new committee to conduct further investigation.

**Plan Receives Favorable Consideration**

The entire afternoon session on Monday was devoted to the discussion of the matter presented in the report, and favorable consideration was given to the plan for getting out a monthly publication. The special committee, consisting of Mr. Wiswell, H. Goldsmith, C. H. Grinnell, J. N. Blackman, French Nestor, T. H. Towell and H. W. Weymann, took the matter under discussion again for the purpose of recommending a plan for financing the project.

**Victor Co. Entertains Jobbers**

The opening social event of the week was the dinner and dance tendered to the members of the National Association of talking machine jobbers and their friends by the Victor Co. at the Hotel Ambassador on Monday night. It was a most delightful affair in every particular, being planned and carried out in characteristic Victor Co. style.

During the dinner in the Venetian Room there was some lively entertainment by the Kentucky Serenaders, who sang as well as played, followed by a short concert by Paul Whiteman and his celebrated orchestra. Then came the dancing in the Pompeian Room, also to the music of Whiteman's Orchestra, which kept up until there was very little time to catch a few winks of sleep preparatory to the next day's business. It was a wonderful evening and started the week off most successfully.

**Second Convention Session Tuesday**

The Tuesday morning session of the convention was devoted to the consideration of the report of the committee on the publication plan. After a discussion participated in by all the members, it was finally agreed to increase the annual dues of the Association from one hundred to four hundred dollars in order to finance the plan. The balance of the session was given over to general discussions regarding machine types and merchandising subjects, nothing of startling significance, however, materializing.

**M. P. Campbell Talks on "Better Selling"**

The Tuesday afternoon session of the convention opened with an address by Mark P. Campbell, president of the Brambach Piano Co., on "Better Selling," a subject that has a special appeal for the talking machine men. In the course of his talk Mr. Campbell said:

"What a wonderful industry we have!—it has no parallel and no competitor. Its appeal is fundamental and inherent. The lowliest tribe in darkest Africa has its form of music and rhythm. The newspapers have had a fine time exploiting the experiments of music with animals. One paper, commenting on the fact that cows can be induced to give more milk when a Victrola is played near at hand, asks if the bossies would give a milk shake if a jazz orchestra were playing.

**The Misuse of "Luxury"**

"During the past war the word 'luxury' suffered more defining, abuse, contorting and condensing than perhaps any other ever has, as on its interpretation depended the fate of so many industries in the war. So far as I am able to analyze the various activities and occupations that make up the cycle of human endeavor, luxury plays an important part in all of them. The suit of clothes that each of us is wearing has an average cost, say, of \$50. The material is worth about \$6 or \$7. The balance of the cost represents the style—discrimination and vanity—all of which is in excess of the primitive want. If you think I am exaggerating, ask any friend to show you his favorite picture of the best camping trip he ever took. You will find him photoed in a two-dollar sweater, a worthless pair of pants and a happy smile that is absolutely free. Go right down the line—take your house (I don't care whether it is a beautiful Park Avenue apartment, a Long Island estate or a place in the Santa Fe Valley), compare it with the tent or the shack on the picture I mentioned a few minutes ago. Isn't it also true of the things you eat—they, too, are about 90 per cent luxury and 10 per cent necessity.

"Next on the list of life's necessities is music—much or little of it could hardly be put in the extravagance class. To me, if luxury were at-

**Intensive Merchandising**

Victor dealers who thoroughly appreciate the value of intensive merchandising will find the 1922 fall season the most productive in their history. There will be a shortage of Victor product this fall, and far-sighted Victor dealers will bear this fact in mind when making their plans.

The C. C. Mellor Co. Victor organization is splendidly equipped to assist you in developing an intensive merchandising campaign.

**C. C. MELLOR COMPANY**

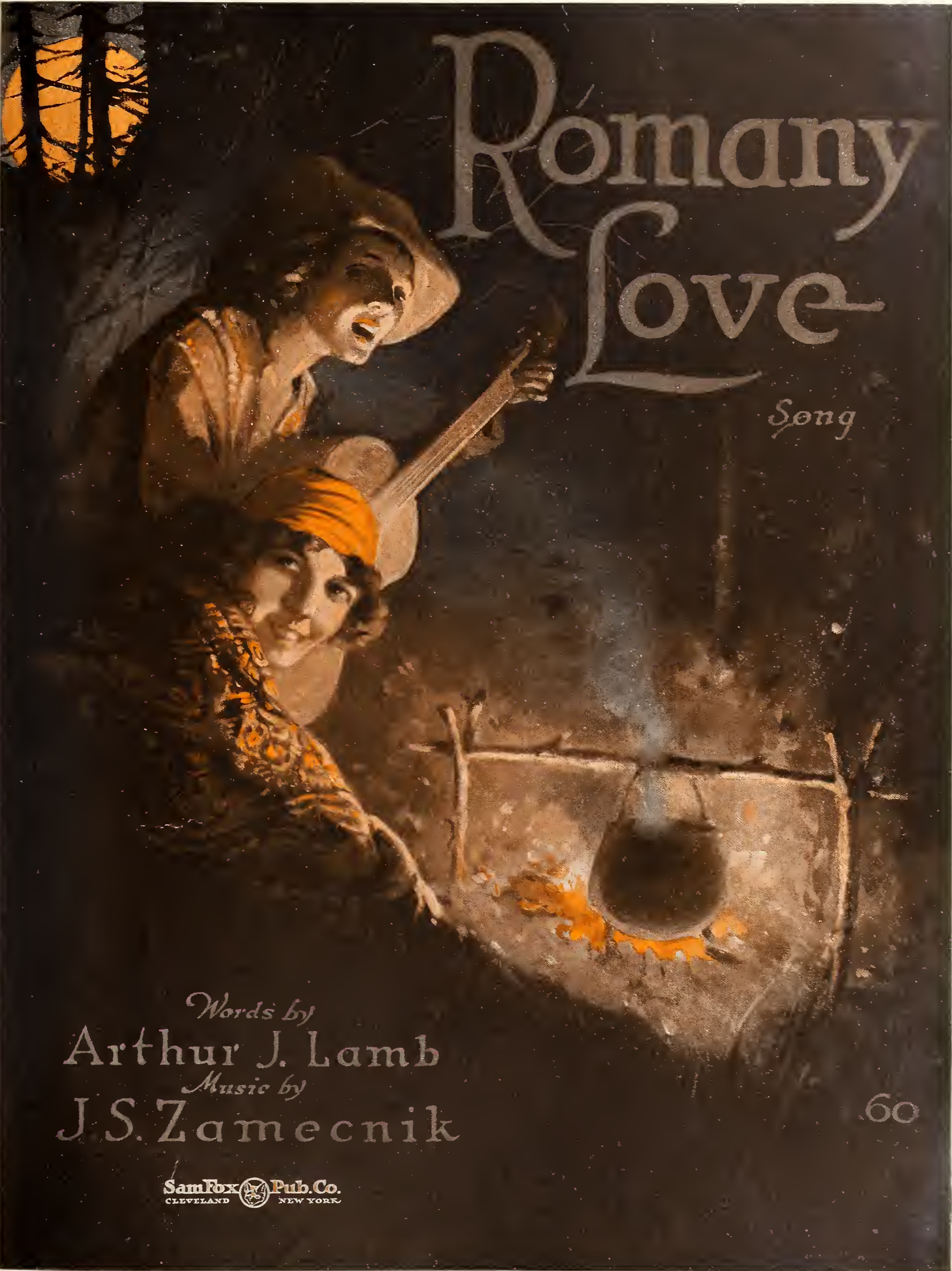
1152 Penn Avenue

Pittsburgh, Pa.



# Romany Love

Song



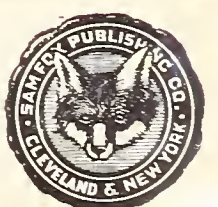
Words by  
Arthur J. Lamb  
Music by  
J. S. Zamecnik

60

Sam Fox Pub. Co.  
CLEVELAND NEW YORK



Advance announcement of our big feature number—ROMANY LOVE—the Fox Trot Song that will prove the sensation predicted for it—Already recorded by many of the leading companies—Watch for releases and hook up with our big campaign—Special introductory price to the trade on sheet music edition—NOW READY.









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tempted in this sphere, it would no longer be music.

**Selling a Great Art**

"The manufacturing of anything is a habit—the selling of it is a great art. It is sometimes said that the real selling is done at the manufacturing plant, and an article well made is half sold. And I will ask you to think of so perfect a thing as a true diamond—it is the very pinnacle of quality, yet, gentlemen, I know you realize that before it is placed the finest work in the art of the selling profession must be used.

"Salesmanship has just entered the ranks of professionalism. We are still in the very early stages of its development. It is true that the professors who hold the chair of selling in our University of Industry have taken enormous strides in the metaphysics of the art. But, as Abraham Lincoln would say, it is a long way from their exalted position to the people who break their crackers in their soup.

"Hugo Chalmers says 'Salesmanship is simply a matter of showing your merchandise to enough people.' This old, stand-by method has moved many a piece of old stock.

**The New School of Selling**

"In the floundering around to get a new stand after the passing of the old school of selling, i. e., selling only through friendships, everything has been tried; hunches followed; tips eagerly sought; advertising used extensively, and many things that were all out of balance with industrial continuity of action.

"It was but a few short years ago that business conditions were forecast by quiet whisperings of what the Victor Co. were going to do or what the U. S. Steel Corp. were preparing for. Then this epidemic spread and many who could attach a title to their names sent out warnings and advice, prognosticating what was sure to happen in the following six months. This kind of advice was more common and wearisome than the 'Special Sales' that we now have to endure. Our own Music Week had for counter attractions in the same week Physical Culture Week and Linoleum Week. The banks began to give out selling aids in the way of monthly bulletins, basing their decisions not on oracle-like gossips but on cold facts of exports and imports, bank clearing and deposits. One bank quietly wrote off about \$15,000,000 while it was telling the world how to make money. The professional dopesters have come up like a lot of mushrooms. If we do as they say, where and when, selling will be a mere matter of form. Two firms—one in Chicago and one in New York—have dedicated their business to selling, at high prices, information that gives the secret of success of other companies.

"All of this information is good to have—it charts the sea, but it does not sail the boat. The latter is what we have to do for ourselves.

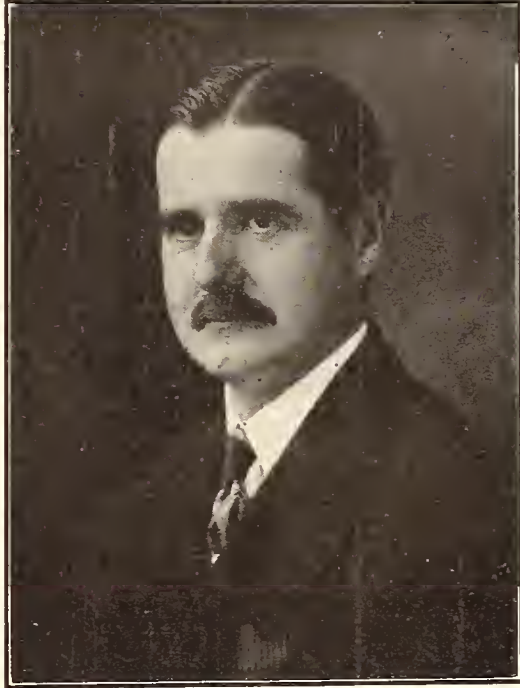
**Market the First Consideration**

"The market is the first consideration, and our fingers must be kept on its pulse at all times to know just what the conditions are. The fact that it has always been strong, healthy and even vigorous is not proof of its continuing so. Strong men sometimes die in their prime. The music box manufacturer was courting a very fickle lady—overnight she turned her fancy to the talking machine. The home organ slipped out to the edge of oblivion. On the horizon comes a mystery about which we know little in a conventional way, but which is causing real heart-flutters on the part of music dealers. Should we call it a foreign competitor and see to it that it does not cross our paths, or should we welcome it with open arms and lend it every possible assistance—develop it and call it one of the family? I do not think that it has taken form, it can't be distinguished yet. Perhaps it is only a mechanical toy and perhaps the greatest of all musical instruments. We must watch it carefully at any rate. What will be the surname of Radio? Its present position reminds me of one of Irving Cobb's stories of the Ozark mountaineers. An old mountaineer said to his wife:

'Be that our kid out by the well yonder?' His wife replied: 'T's been watchin' him off and on for the past two days. Maybe if I get a chanct I'll catch him, ef I can, wash him good and see.'

**When to Change the Bait**

"The psychology of the buying public is applicable to the old saying of the fisherman: If they don't bite, change the bait. How true that is in selling! You are all salesmen and know that the effect of changing the bait has often been to increase the sales. The last change was to the console model, and a dealer told me it had jumped his sales over 100 per cent over a



Mark P. Campbell

year ago. In department stores clerks are told when they have completed the sale to recommend an article of an entirely different nature. The effect is often wonderful—the power of suggestion and the new idea combine to bring action.

"All runners are interested in the condition of the track. A good track means better racing, and that means better prizes to be divided. The problem before us now is fundamental and underlying. Before we get ready with our crack selling forces to break selling records we must get a good track ready. That track is not made of cinders, but of a natural love of music ex-

pressed consciously. For the next few years that is to be the big selling idea.

**Reaching the Children With Music**

"The Bureau for the Advancement of Music has made tremendous strides with the children in the schools—in organizing the Music Memory contests and through the music teachers. Tremendous credit must be paid to Mr. Childs and the Victor Co. for what they have done in the home. It is a positive delight to hear small children talk of operas and show an appreciation of the composers and their work. If you will stand on the side streets just off Broadway in the district of musical publishers you will hear every other person humming a tune, with music coming through the windows. I never go through that section of New York without wanting to sing. That, gentlemen, is the atmosphere that we want to create throughout America.

"It is my opinion, and I say it advisedly, that we should give away as many samples of music as time and opportunity will allow, free concerts, music in the stores—boost choral societies, promote festivals—do everything within our power to have music radiate and fill the air. Edgar Guest says: 'It is pictures for the blind and it is surely food for the heart.'

**The Meaning of Service**

"Now, by 'service,' I do not imply any meaning of the word 'servant' for the salesman. That is quite another thing. The usual meaning of 'service,' as applied to a business, means a large stock of merchandise on hand with prompt deliveries and records on approval without limit. The mechanical part of the business is a subject of which I will say nothing, as it varies so much with the localities, the customs of the neighborhood and the way in which dealers have educated the people. Let me make myself clear on this point in a few words: We should promote service of music, not personal attention.

"Edward Bok puts over a mighty fine text in his book, 'The Americanization of Edward Bok,' in which he preaches: 'Let each one of us live so that this world will be a more livable and happier place in which to dwell.' What a chance we have with music to carry out this idea!

"Someone has defined a civil engineer as 'a man without a job.' Reflect on this and you will readily see how true it is. Twenty-five years ago our technical schools were turning them out by the hundreds. The demand for them was

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**The Bright Spot of the Middle West**

It is our aim always to lead in the kind of cooperative Victor service that will steadily increase the prosperity of Victor dealers located in our territory.

**MICKEL SERVICE**

*from* **DES MOINES**

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



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tremendous; railroads could not get them fast enough for railroad constructing and for bridge building; cities wanted them for water systems, enlargements, planned cities, etc. Development was the order of the day for the country. Efficiency was the watchword of the factory. Taylor and his school were thought of in terms of admiration because he enabled a man to produce two times as much as he could consume. That left a large surplus for the luxuries of life. Secretary Davis, of the President's Cabinet, said in his speech to the music merchants last week in New York: 'Enable the worker to produce a surplus over his needs and pay him for it so that he may have some of the luxuries. One partaking of the luxuries of life is happy, even if they are small luxuries.'

"Education is a delicate subject to discuss, unless one lauds it generally. So I speak advisedly. I do not believe that the educational system of higher education will continue or be the solution of the future. We have general pity for those who have had riches and have lost them.

To me their troubles are commonplace to those of a man or woman who has been given an education he cannot support. The education of a person should be to the extent of his or her ability to satisfy his desires and no more.

"The best wish that I could give a little girl is that she may have the essentials of life, and for luxuries—a sense of humor and a working



A. A. Trostler, the New President

knowledge of one of the fine arts: music, painting or literature.

"Pleasure or happiness is to be desired over keen efficiency without love and life, or perhaps I had better say living.

#### We Live to Work

"On every hand we are told that the world is improving. That is just a delusion. For, to-day we live to work, instead of working to live. Read your ancient history, from the days of Babylon to Napoleon. See what each succeeding generation has added to the happiness of mankind. Some generations have added nothing; some have taken away. The majority have added. Take our own generation, and what is the one predominating factor? The watchword is Speed, and more speed. To-day we must surpass yesterday and to-morrow to-day. Morse connected Baltimore with Washington to transmit messages in a moment's time. The world took it up and our country alone is entangled in 9,000,000 miles of wire to speed the thoughts of man. In twenty-five years our railroads put a net over our land and through our mountains, so that the people, the products and the merchandise might be delivered sooner. The telephone shoots the human voice 3,000 miles and back in the twinkling of an eye; the telegram was too slow. Eighteen hours to Chicago, because a mail contract hung in the balance, regardless of wrecks and lives that were sacrificed. And now, gentlemen, the aeroplane has left the once magnificent Limited creeping and crawling on its belly of steel.

"If I thought that the men in my factory were making production records for the sake of the records or to return to me my own talent or my five talents, I would stop the factory to-day, give the workmen my ideas on life and how to live, and send them on their way.

"The piano, as a console Victrola, has a mission in life, more than just to be a sale for cash. If that was its only purpose, it would have but one uniform price and that is thirty pieces of silver, regardless of the rate of exchange.

"No—to spread happiness, to endear the members of each family to the shrine of the fireside and to make pictures for the soul—that is Music. That is our mission.

"You gentlemen have within your grasp the most powerful factor with which to do this work—the Victrola, and Mr. Childs' Victor catalog of music.

Everywhere I hear comparisons of the Victor to other talking machines, or rather other machines to the Victrolas—that is the supreme compliment to the Victor.

Rudyard Kipling framed the words for the lips of the director of the destinies of Victor in "The Mary Gloster" when he said:

"I didn't begin with askings. I took my job and stuck; I took the chances they wouldn't, and now they're calling it luck. And they asked me how I did it, and I gave 'em the Scripture text, 'You keep your light so shining a little in front o' the nex.' They copies all they could follow but they couldn't copy my mind, and I left 'em sweating and stealing a year and a half behind."

In closing Mr. Campbell declared that talking prosperity had almost become a cult and that the time had come to stop talking and plan ways and means and go to work. We have had years of prosperity and have been sowing and sowing. Now was the time to profit by that labor and do some reaping.

Following Mr. Campbell's address the regular business of the meeting was again taken up and



Thos. F. Green, the New Vice-president

there were several discussions on problems with a particular bearing on the Victor business from the jobbers' angle.

#### New Officers Elected

Next came the election of officers with the following result:

President—Arthur A. Trostler, the Schmelzer Co., Kansas City.

Vice-president—Thomas F. Green, Silas E. Pearsall Co., New York.

Secretary—W. F. Davisson, Perry B. Whitsit Co., Columbus, Ohio.

Treasurer—George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.

Executive Committee—Louis Buehn, L. C. Wiswell, J. N. Blackman, W. H. Reynolds, E. C. Rauth, C. H. Grinnell, G. A. Dodge, G. E. Mickel, J. C. Roush and W. T. Haddon.

## The Annual Banquet of the Association

On Tuesday evening was held the annual banquet of the Association, which proved one of the most enjoyable affairs of the week because the official program was short and snappy and just long enough to prove interesting.

During the discussion of the elaborate menu the guests were entertained by the Kentucky Serenaders and later by Paul Whiteman and his

orchestra, so that there was a continuous round of music. There was also the popular "Angel Chorus" singing the usual songs in the usual way.

Louis Buehn, the retiring president, in introducing James F. Bowers as toastmaster, cited the fact that the past year has been one of accomplishment for the Association, and took oc-

**CO-OPERATION**  
TO THE  
**VICTOR**  
DEALER  
**SERVICE**

**Our Co-operation**  
Offers the Victor dealer the benefit of our twenty years' experience in the Victor business.

**Our Service**  
Offers the efficiency of a wonderful building especially designed as a Victor distributing plant, filling your orders better than 90%, shipping them the same day as received, from Columbus, one of the principal railroad centers of the U. S. A.

**Perry B. Whitsit Co.**  
COLUMBUS, OHIO



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casation to thank the officers and committees for the work that had been done. Mr. Bowers, whose fame as a toastmaster may be said to be national, rose to the occasion in his accustomed brilliant style and left with the diners a number of witticisms that were bright and entertaining. He even proposed a toast to the ladies—something as follows: "To the ladies, God dress them."

Ralph L. Freeman's Address

The first speaker introduced by Mr. Bowers was Ralph L. Freeman, director of distribution



Ralph L. Freeman

of the Victor Talking Machine Co., who delivered the following optimistic message to the jobbers.

"It is a natural human instinct to desire to hide our weaknesses and especially from our friends. We shun a comparison of our efforts with those of others who are more expert. Accordingly, you can perhaps imagine my feelings as I stand sandwiched in between your fluent chairman, Mr. Bowers, and your guest to-night, Senator Runyon, who also has and deserves a great reputation as an orator. Indeed, there could be no excuse for my attempting to say anything except for the unfailing courtesy of your officers in inviting me, the fact that at Camden we have facilities to observe a wider range of facts pertaining to business conditions in our industry than anyone whose business is within a smaller area could have and that, at times like the present, it is not right for anyone who has a cheerful outlook on the future to remain silent.

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

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

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

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

"The Victor Co. is a large consumer of a great number of commodities used in the manufacture

of our product. Our offices are besieged by those who have these commodities to sell. A rather unusual rule prevails there under which every caller is received and has an opportunity to state his proposition. But this obligation of courtesy being fulfilled, do you suppose that vendors who have been even morally delinquent or unfaithful in past performances have a flying start in the race to supply our needs in the present buyers' market? Your trade customers occupy the same position as does the Victor purchasing department and you must count upon winning or losing their trade according to the quality of your service.

"One of the most harmful results of the last era of boom business was the tendency, highly developed in some quarters, for sellers to forget their utter dependency on the people who represent their logical market. It is better for all of us that the time when such forgetfulness was practical is past. It will be a good thing for us all to again learn the value and importance of the homely old words 'Please' and 'Thank You.' In the future business will be more than ever transacted on a basis of good will, and it

behooves the Victor trade to be as far ahead of competition in this respect as Victor products are in quality, in performance and lasting satisfaction.

"I recently came across a quotation whose author deserves a better fate, for he is unknown. Under the heading, 'The Priceless Ingredient,' it reads as follows: 'In the city of Bagdad lived Hakeem, the wise man. Many people went to him for counsel, which he gave freely to all, asking nothing in return. There came to him a young man who had spent much and gotten little and said: "Tell me, wise one, what shall I do to receive the most for that which I spend?"

"Hakeem answered: "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Go look for the priceless ingredient."

"But what is this priceless ingredient?" asked the young man. Spoke then the wise one: 'My son, the priceless ingredient of every product in the market is the honor of integrity of him who makes it; consider his name before you buy.'

"It is a truth that will bear repetition that  
(Continued on page 94)

The  
**TOLEDO  
TALKING  
MACHINE  
COMPANY**

**TOLEDO  
OHIO**

**In 1922 The Victor  
Comes Into Its Own**

Decades of truly creative work and steadfast adherence to the best business principles have brought the Victor through years of war and industrial depression to a position of supremacy that is unique in the commercial world.

We are ready to help the **VICTOR** dealer share the Victor triumph.



## NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 93)

the Victor Co. at all times makes a very unusual effort to manufacture products by the quality and honesty of which we shall be glad to have our honor and integrity judged. To have the spirit of faithfulness pervade the entire organization has been the unceasing effort of the founder of this business and his associates. There is no thought of any change from this policy, and with it as the basis of our belief we have no great misgivings as to the future. In conclusion, let me say on behalf of the Victor Co.: Thank you for the wonderful business your combined purchases have amounted to and ask that you will please continue to trust us with your confidence and your patronage."

**President Trostler Speaks**

The next speaker was the new president, Arthur A. Trostler, who confined himself to expressing his appreciation of the honor accorded him in electing him president of the Association and who promised to put forth his best efforts in behalf of the organization during the incumbency of his office.

**Address of Hon. W. N. Runyon**

The final speaker was Hon. William N. Run-

yon, former United States Senator from New Jersey, who offered a brilliant piece of oratory in the course of which he referred to those engaged in the talking machine business as a company of Crusaders dealing in romance, music and poetry, and declared that the distribution of music and music-producing instruments was particularly necessary in these parlous times because of the fact that people with music in their

soul were happy and contented people. This was an address well worth hearing.

**Dance to Whiteman Music**

Following the banquet proper, the guests adjourned to the Pompeian Room, where they danced for several hours to the music of Paul Whiteman and his orchestra, forgetting heat and fatigue in response to the enticing strains of the music.

### The Session on Wednesday Morning

The Wednesday morning session was opened with a talk by Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., who spoke on several important subjects which had been discussed by the jobbers during the previous two days. Mr. Freeman specially emphasized the fact that it is the desire of the Victor Co. to furnish the jobbers with production sufficient to meet the requirements of the trade. He also suggested that the jobbers place their orders with the factory with due thought and consideration as to the best interests and welfare of

the dealers to whom they are so ably catering.

At the close of Mr. Freeman's talk there was a general discussion of various important topics of general interest, in which all of those present participated.

Following Mr. Freeman, George W. Smith, of the engineering department of the Victor Co., gave a very interesting and timely address on the subject of radio. Mr. Smith during the course of his talk pointed out that radio need not and should not be considered a competitor of the Victrola, emphasizing various vital points in connection with radio as applied to the interests of the Victor industry. After Mr. Smith had finished his talk the jobbers asked various questions which formed the basis for a general discussion that was one of the most interesting features of the convention meeting.

**Old-fashioned Clambake Greatly Enjoyed**

The meeting then adjourned, and the jobbers took a well-deserved rest for a few hours, leaving at 5 o'clock in specially-chartered buses for Margate Beach, where the entire convention party were the guests of the Association at an old-fashioned clambake. This informal party was thoroughly enjoyed by all of the visitors, proving to be one of the most successful and interesting social events that has ever been offered to the jobbers and their guests. After the clambake the party returned to the hotel, where the Arrangements Committee was given a vote of thanks for the care and consideration that they had given every detail of the 1922 convention.

**Those Present at Convention**

The jobbing houses represented at the convention and those representing them were: American Talking Machine Co., Brooklyn, N. Y., Charles Offerman; C. N. Andrews Co., Buffalo, N. Y., Mr. and Mrs. C. N. Andrews; W. D. Andrews Co., Syracuse, N. Y., W. D. Andrews; Badger Talking Machine Co., Milwaukee, Wis., Harry Goldsmith; Emanuel Blout, New York, Mr. and Mrs. Emanuel Blout; Blackman Talking Machine Co., New York, Mr. and Mrs. J. N. Blackman, Albert N. Blackman, Fred P. Oliver and C. L. Johnston; C. Bruno & Son, Inc., New York, W. F. Haussler; Louis Buehn Co., Philadelphia, Mr. and Mrs. Louis Buehn, C. W. Miller and F. B. Reineck; Buffalo Talking Machine Co., Buffalo, N. Y., Mr. and Mrs. O. L. Neal and H. B. Clark; E. J. Chapman Co., Rochester, N. Y., E. J. Walz; Chicago Talking Machine Co., Mr. and Mrs. G. P. Ellis; John Elliott Clark Co., Salt Lake City, Utah, John Elliott Clark; Cleveland Talking Machine Co., H. J. Shartle; Cohen & Hughes, Baltimore, Md., I. Son Cohen, Charles Jacob and the Misses Jacob; Cohen & Hughes, Washington, D. C., Mr. and Mrs. F. S. Harris; Collings & Co., Newark, N. J., Mr. and Mrs. L. W. Collings and Mr. and Mrs. H. A. Amor; the Corley Co., Richmond, Va., Frank Corley and G. W. Greener; Ross P. Curtice, Omaha, Neb., Norman Curtice; Cressey & Allen, Portland, Me., C. B. Snow and David Thomas; C. H. Ditson & Co., New York, Mr. and Mrs. Paul Carlson; the Oliver Ditson Co., Boston, H. A. Winkelman; E. F. Droop & Sons Co., Washington, D. C., W. R. Lyman; E. F. Droop & Sons Co.; Baltimore, W. C. Roberts, W. J. Dyer & Bro.; St. Paul, Minn., George A. Mairs, Eastern Talking Machine Co., Boston, Mr. and Mrs. George A. Dodge, Mr. and Mrs. Herbert Shoemaker; Eclipse Musical Co., Cleveland, O., T. H. and P. J. Towell and E. B. Lyons; H. R. Eisenbrandt, Baltimore, Md., W. A. Eisenbrandt; Elmira Arms Co., Elmira, N. Y., Geo. C. Hamberger; Elyea Talking Machine Co., At-

# Reincke -Ellis

—a byword for  
business building  
in the  
Victor Industry.

SEND for this  
illustrated cata-  
log—full of con-  
structive ideas  
for your busi-  
ness. Sent with-  
out obligation to  
Victor Dealers.



REINCKE-ELLIS CO.

209-215 North Michigan Avenue, Chicago



NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 94)

lanta, Ga., C. S. Elyea; Frederick Piano Co., Pittsburgh, Pa., George A. Rewbridge, Mr. and Mrs. W. F. Frederick and Benj. Boycott; Grinnell Bros., Detroit, Mich., Mr. and Mrs. A. A. Grinnell and C. H. Grinnell; C. J. Heppe & Son, Philadelphia, W. J. Elwell, Florence J. Heppe and George W. Witney; Horton-Gallo-Creamer Co., New Haven, Conn., Mr. and Mrs. E. C. Gallo; O. K. Houck Piano Co., Memphis, Tenn., Jesse F. Houck; J. W. Jenkins' Sons Music Co., Kansas City, F. B. Jenkins, Jr., Mr. and Mrs. J. W. Jenkins, 3d, and B. L. Plank; Knickerbocker Talking Machine Co., New York, Mr. and Mrs. A. Davega, Jos. Schwetz, Max Berlow, Mrs. I. Davega and Mr. and Mrs. B. R. Forster; Knight-Campbell Music Co., Denver, Col., H. W. Bradford and Clarence G. Campbell; Koerber-Brenner Co., St. Louis, Mo., Mr. and Mrs. E. C. Rauth and A. K. Brandenberger; Lyon & Healy, Chicago, Mr. and Mrs. L. C. Wiswell, Miss Elizabeth Wiswell and Mr. and Mrs. James F. Bowers; C. C. Mellor & Co., Pittsburgh, Pa., W. C. Dierks and T. T. Evans; Mickel Bros., Omaha, Neb., Mr. and Mrs. George E. Mickel; Musical Instrument Sales Co., New York, Mr. and Mrs. C. A. Wagner and C. R. Wagner; French Nestor Co., Jacksonville, Fla., French Nestor; New York Talking Machine Co., A. D. Geissler and C. B. Mason; Ormes, Inc., New York, Clarence L. Price; Ohio Talking Machine Co., Cincinnati, O., Mr. and Mrs. W. T. Haddon and Mr. and Mrs. C. H. North; Oklahoma Talking Machine Co., Oklahoma City, P. A. Ware; Silas E. Pearsall Co., New York, Mr. and Mrs. T. F. Green and sons and Lloyd L. Spencer; Penn. Phonograph Co., Philadelphia, Pa., Mr. and Mrs. H. F. Miller, Mr. and Mrs. E. E. Hipple, Mrs. L. P. Brown and Mr. and Mrs. T. W. Barnhill; Putnam-Page Co., Peoria, Ill., F. H. Putnam and Mr. and Mrs. L. F. Putnam; Philips & Crew Co., Atlanta, Ernest Urchs; Rogers & Fischer, Washington, D. C., Mr. and Mrs. R. C. Rogers, Mr. and Mrs. J. Fischer and L. G. Fischer; Sanger Bros., Dallas, Tex., Lester Burchfield; Schmelzer Co., Kansas

City, Mo., A. A. Trostler; Sherman, Clay & Co., San Francisco, Philip T. Clay; Standard Talking Machine Co., Pittsburgh, Pa., J. C. Roush and Wallace Russell; M. Steinert & Sons, Boston, Robert Steinert and Kenneth Reed; Talking Machine Co., Houston, Tex., T. E. Swan; Talking Machine Co., Birmingham, Ala., A. R. Boone; Talking Machine Co., Philadelphia, Pa., Mr. and Mrs. Eugene M. Stern and Mr. and Mrs. Harry Ellis; Toledo Talking Machine Co., Toledo, O., Chas. H. Womeldorff and J. J. Ryan; W. G. Walz Co., El Paso, F. L. Koons; H. A. Weymann & Son, Philadelphia, Pa., H. W. Weymann and Mr. and Mrs. A. C. Weymann; G. T. Williams Co., Inc., Brooklyn, N. Y., G. T. Williams; Perry B. Whitsit Co., Columbus, O., Mr. and Mrs. Perry B. Whitsit and W. F. Davisson.

From the Victor Talking Machine Co.: Mr. and Mrs. Ralph L. Freeman, Mr. and Mrs. J. S. McDonald, Mr. and Mrs. H. C. Brown, Mr. and Mrs. E. J. Dingley, Mr. and Mrs. B. L. Aldridge, G. T. Werlage, Mr. and Mrs. R. M. Bird, F. Ballard, Mr. and Mrs. D. P. Mitchell, Mr. and Mrs. Frank K. Dolbeer, Mr. and Mrs. C. L. Egner, O. L. May, Ernest John, Mr. and Mrs. F. A. Delano, Mr. and Mrs. W. L. Marshall, Mrs. Frances E. Clark, Alfred Clark (managing director of the Gramophone Co., London) and Mrs. Clark, Mr. and Mrs. H. E. Green, Mr. and Mrs. C. G. Child, Mr. and Mrs. Louis F. Geissler, E. E. Schumacker, Mr. and Mrs. B. G. Royal, Mr. and Mrs. Walter J. Staats, E. K. MacEwan, H. S. Atmore, E. R. Johnson and Mr. and Mrs. G. W. Smith, Jr.

Other official guests of the Association were: Hon. W. N. Runyon, former U. S. Senator from New Jersey, and Mark P. Campbell, of the Brambach Piano Co., New York, both of whom spoke at the annual banquet on Tuesday evening. Paul Whiteman and his orchestra were also numbered among the guests.

In addition to the Association members and Victor Co. officials present at the convention there were seen about the lobbies of the Am-

bassador: Arno B. Reincke, J. J. Davin and L. A. Graham, of the Reincke-Ellis Co., Chicago, and H. A. Beach, of the Unit Construction Co., Philadelphia.

GOLF TOURNAMENT ENDS CONVENTION

Talking Machine Jobbers Try Their Skill at the Ancient Game at Seaview Golf Club

As this form goes to press the third annual golf tournament of the National Association of Talking Machine Jobbers is being held at the Seaview Golf Club. The participants in the ancient game were warned to be prepared to tee off at 9.30, and according to the records on file with J. C. Roush, chairman, and judging from the crowded buses which left the Hotel Ambassador at 8.30 a. m., a red-letter day was in store for the golf enthusiasts in the trade. Immediately after the conclusion of the play, which meant around sundown, the various trophies were awarded. The World is sure that the best men won on Thursday, June 15

PHONOGRAPH EXPORTS IN APRIL

Exports of Machines and Records in April Announced by the Department of Commerce

Exports of phonographs and records now amount to more than a quarter of a million dollars a month, according to figures which have just been made public by the Department of Commerce, showing our export trade in April. The department reports that 4,406 phonographs, valued at \$154,891, and 196,750 records, valued at \$101,912, were reported during that month.

A little more punch; a little more pep;  
A little more cheer; a little less fear;  
An outlook of courage and grit sublime;  
The stopping of leaks and waste of time  
Will bring a reward both big and fine.



ORGANIZATION

Every factor of the Buffalo Talking Machine Co.'s organization is particularly qualified for the work it is doing. There are no round pegs in square holes, but on the contrary, we are fortunate in having an experienced, capable organization that is equipped to serve Victor dealers efficiently and conscientiously.

Buffalo Talking Machine Co.

VICTOR WHOLESALERS

BUFFALO

NEW YORK



# Stray Splinters From the Boardwalk

While a number of Easterners enjoyed the mountain atmosphere and scenery of Colorado Springs last year there is no question but that those who live inland favor strongly the seashore. The attendance indicated the fact.

Those who appreciated particularly the ocean air where the several jobbers who had attended the conventions of the Music Industries Chamber of Commerce and allied organizations in New York the week before, when the temperature kept well above the eighty-degree mark.

It begins to seem as though a convention of jobbers without the attendance of Paul Whiteman and his orchestra would be ranked as a failure and the Whiteman music never seems to get stale or tiresome.

Judging from the number of jobbers seen about the Ambassador Sunday night it would have been possible to have started the convention off with full meetings on Sunday and saved the day had the executives been so inclined.

The Committee of Arrangements denied emphatically that the inclusion of two admission tickets to the Ambassador bath house on the regular convention slip was any reflection upon the bathing proclivities of the delegates.

Although the management of the Ambassador Hotel made every effort to provide for the comfort of the jobbers there were found a number who missed being in the center of things, as it were, and who spent most of their time rolling along the Boardwalk in the direction of the Inlet and back.

There is no question but that prohibition has proven a strong factor in bringing to the surface the inventive genius of man, judging from the variety of clever containers used to carry about the amber fluid prohibited by law.

The officers of the Association were enthusiastic over the selection of the Seaview course at Absecon for the golf tournament, as it is recognized as one of the best courses in the East, lying as it does right at the edge of the ocean. Even a plentiful supply of mosquitoes did not serve to dampen the enthusiasm.

The largest single party at the convention was that of Abram Davega, of the Knickerbocker Talking Machine Co., who brought with him four members of his family, as well as two members of his sales organization.

Frank K. Dolbeer, manager of the traveling

sales department of the Victor Co., was early on hand for the purpose of welcoming the jobbers and the famous Dolbeer smile acted as a tonic for many travel weary talking machine men. E. E. Schumacker, of the Victor Co., was also early on the ground.

Anyone who places confidence in the reports issued by the Government and other agencies to show that the cost of living, and particularly of food, has dropped materially had that confidence rudely shattered after receiving a check for a meal at one of the Atlantic City hotels. If any part of the service breaks down it is not the adding machine.

The genial countenance of Wm. H. Reynolds, of Mobile, was sadly missed at the convention. Mr. Reynolds, however, remained home to be present at the graduation of his daughter from college, which took place on June 13. It is the first convention Mr. Reynolds has missed since the Association was organized.

Over a score of jobbers and their friends came down to the shore on a special car attached to the 12.10 train over the Pennsylvania road on Saturday, in order to get well set before the convention sessions opened. The party had hardly landed here before the click of the galloping dominoes and the chips had cast their spell over the sportively inclined.

An interesting feature of the convention was the presence for the first time of three generations of the Geissler family, Louis F. Geissler, director and former general manager of the Victor Co.; his son, Arthur D. Geissler, president of the New York and Chicago Talking Machine Cos., and his grandson, Kenneth D. Geissler, a young man in his teens.

Several of the jobbers went out to the Seaview Golf Club for a round or two of golf on Saturday morning, but could not withstand the attacks of the notorious Jersey "skeeters" and had to quit after playing five holes. As a matter of fact, citronella was the most popular fluid during the convention period.

Louis Buehn spent considerable time before the golf tournament explaining to some of the golf fans just how a mashie should be used to get the best results.

The popular social center for the men of the convention was Suite 1016, of the Ambassador, where there was generally something stirring for those who craved action.

The showing of the golf prizes, including the

cup donated this year by The Talking Machine World, served to stimulate several of the golfing enthusiasts to special efforts. Secret practice was not unknown.

Norman B. Curtice, general manager of the firm of Ross P. Curtice, Omaha, Neb., arrived at the convention Monday noon. He arrived East a week previous, in order to take in the Jubilee Convention of the Music Industries at New York, and also the reunion of the American Field Service at Plymouth, Mass. He was a member of the latter organization in France during the war.

If Mr. and Mrs. Thomas F. Green's two sons, James and George, missed anything that was going on during the week the fault was not theirs. They saw about everything that was to be seen.

Charles Offerman, of the American Talking Machine Co., spent a pleasant three hours on the train, under competent instruction, trying to match up pictures. He did not prove a very apt pupil.

Fred P. Oliver and Lloyd L. Spencer, who looked after the details of the convention arrangements, duplicated last year's success and everything went through without a single hitch.

It was the first convention attended by Mrs. L. C. Wiswell and that charming lady quickly established a popular place for herself among the delegates.

One of the convention party took great pains to lock his liquid reserve in his suitcase to forestall pilfering and then lost the key. After being duly sworn to secrecy and properly "sweetened" the hotel locksmith prevented a drought.

French Nestor arrived late, but the "baby" of the jobbers' family was given a hearty handshake by all of his many good friends.

P. W. Simon and his man "Monty" were kept busy telling the jobbers just how the eight Famous Victor Artists could win new laurels on next season's tour.

Someone started the report that Mr. and Mrs. J. W. Jenkins III were on their honeymoon, but efforts to congratulate the happy couple brought forth the fact that they had been married for five years.

The various boardwalk cabarets and some on the side streets soon found out the jobbers were in town, for several of them got a strong play,

(Continued on page 98)



The  
**FRENCH  
NESTOR**  
COMPANY  
JACKSONVILLE  
FLORIDA

## Loyalty

We feel deeply indebted to the Victor dealers in this territory for the cordiality they have manifested toward this new organization. It emphasizes a loyalty to Victor ideals and aims that is most gratifying.

In turn, we are trying to perfect an organization that will thoroughly understand and appreciate the Victor dealer's problems. The preliminary work is finished, and we are now ready to start work.

We will welcome any suggestion you may offer that will aid us in promoting your interest and welfare as a Victor dealer.

**FRENCH NESTOR COMPANY**  
JACKSONVILLE, FLA.





**SOME WORLD SNAPSHOTS OF THE CONVENTIONERS AT ATLANTIC CITY**

1—Left to Right: Wallace Russell, J. C. Roush, W. F. Davisson, A. A. Trostler, Geo. A. Mairs, Perry B. Whitsit. 2—T. H. Towell, Mrs. A. D. Geissler, Kenneth D. Geissler (at His First Convention) and A. D. Geissler. 3—Mr. and Mrs. Paul Carlson. 4—Louis Buehn Before the Convention, With Presidential Cares. 5—Louis Buehn After the Convention, Carefree. 6—J. B. Jenkins, Jr. and Mr. and Mrs. J. W. Jenkins, 3d. 7—Abram Davega, Mrs. J. Davega and Mrs. A. Davega. 8—Frank K. Dolbeer Tells A. A. Trostler a New One. 9—Thomas F. Green and His Family. 10—B. R. Forster and Mrs. Forster. 11—A Live Quartet—Robt. Steinert, Fred P. Oliver, Thos. F. Green and Lloyd L. Spencer. 12—W. F. Davisson Resting From Secretarial Cares. 13—L. C. Wiswell and Mrs. Wiswell. 14—A Sextet Enjoying the Early-morning Sun



**STRAY SPLINTERS FROM BOARDWALK**  
(Continued from page 96)

especially in the early morning hours after the scheduled affairs at the hotel had ended.

C. R. Wagner, of the Musical Instrument Sales Co., motored down from New York, or at least motored most of the way, though the trip will long be a nightmare to him.

A jobber who changed a bill to get some dimes to tuck into the open hands of hotel help added a new term to his vocabulary when the hotel cashier referred to the change as "pleasure lozenges."

One of the ladies, commenting upon the inconsistencies of men, called attention to the fact that, although they came to the seashore ostensibly to absorb sunshine and fresh air, they spent most of their spare time crowded in smoke-filled rooms wooing the Goddess of Chance in one of her many forms.

Among the well-known supply men around the lobby were H. A. Beach and Geo. A. Lyons, Unit Construction Co.; B. R. Forster, H. W. Acton and Louis Unger, of the Brilliantone Steel Needle Co.; Phil Ravis, Peerless Album Co.; Louis A. Schwarz; Harry Cuddeback, Da-Lite Electric Display Co.; Leon Tobias, A. L. Van Veen & Co.; Mr. Kramer, Martian Display Co., and others.

The Boston delegation arrived in groups, and Monday's trains brought the last contingent. New England was well represented at all the gatherings, business and social.

Albert N. Blackman, heir to the Blackman fortunes, was busy on the tennis courts, where he well emphasized the Brightwaters family achievements. In fact, Albert was so engrossed in his tennis that he forgot his meals, and Mr. and Mrs. Blackman were always among the last to enter the dining room.

Mrs. H. A. Lamar made her first convention trip, and "H. A.," together with L. W. Collings, completed a splendid Newark representation.

The convention pet was little Olive K. Gallo, daughter of Mr. and Mrs. E. C. Gallo, a charming little miss who appeared to enjoy the activities to the utmost.

H. Emerson Yorke, representing M. Witmark & Sons, the prominent music publishers, happened to be at the Ambassador during the convention and proved a most delightful host at several parties.

A. Conan Doyle, the distinguished author and lecturer on spiritualism, was a guest at the Ambassador during the week, but did not pull a séance for the benefit of the jobbers.

**'AIN'T SCIENCE WONDERFUL'**

A camera man, working for the educational department of a film company, met an old farmer coming out of a house in the town where he was working, and explained his presence in these words: "I have just been taking some moving pictures of life out on your farm." "Did you catch any of my laborers in motion?" asked the old man, curiously. "Sure I did." The farmer shook his head reflectively, then said: "Science is a wonderful thing."

It may be only a coincidence, but you will note that the successful houses are those that advertise.

**AN ATTRACTIVE SERVICE CAR**

Richter Music Co., of Casper, Wyo., Speeds Delivery of Talking Machines and Secures Publicity by Means of Delivery Car

CASPER, WYO., June 9.—The Richter Music Co. here has put into service an attractive service car, which is a little different from the usual run of such vehicles. The machine is not only a continual advertisement of the business, but is useful in insuring the quick delivery of machines and records to customers.

The rear of the machine is taken up with a model of a talking machine, large enough to hold a machine for delivery. Attractive notices concerning the lines handled by the company are painted on the sides of the model, acting as a constant reminder to the public.

George E. Richter, president of the company, has been in business here for several years and,



**The Richter Music Co.'s Service Car** starting with a small investment in a stock of sheet music, he rapidly developed his business through aggressive merchandising. He now handles complete lines of Victor talking machines and Brunswick phonographs, records, pianos and musical instruments of all kinds.

**STRONG RECORD CO. CHARTERED**

A charter of incorporation has been granted to the Strong Record Co., of New York City, under the laws of New York State, with a capital of \$500,000. Incorporators are: J. Strong; L. F. Stumpf and G. A. Hopkins.

**DEALERS USING SONORA PUBLICITY**

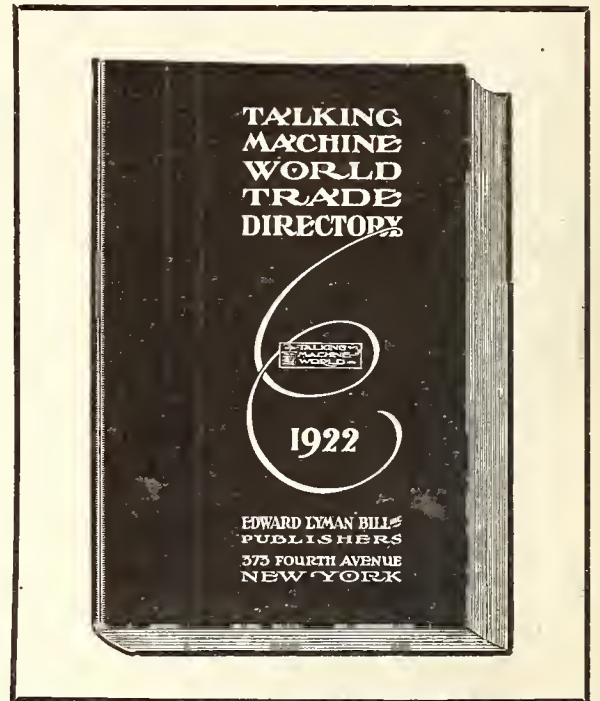
During the past few weeks Sonora dealers in metropolitan territory have been using good-sized space in the local newspapers featuring the Sonora line. This publicity has produced excellent results both directly and indirectly. The advertising used by the dealers has served to emphasize the fact that the Sonora representatives in Greater New York are making plans for an active Fall trade, and are optimistic regarding the future. The very constructive and well-arranged advertisements used by the well-known Brooklyn department store, Abraham & Straus, are typical of this publicity.

**NEW POST FOR J. J. DOHERTY**

J. J. Doherty has been appointed assistant manager of the Buffalo branch of the Columbia Graphophone Co. Mr. Doherty comes to the Buffalo branch as assistant manager from the Philadelphia branch, where he has been stationed for several months past, and takes the place of H. C. Cardoza, who resigned a few days ago.

The Gately-Haire Co., Inc., Albany, N. Y., has filed an answer in the form of a denial in the suit brought against it by the Victor Co. to recover \$43,548, which it is alleged is due for merchandise.

**BRAND NEW**



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

**ONLY 50 CENTS**

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

**ONLY 50 CENTS**

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

**ONLY 50 CENTS**

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

**ONLY 50 CENTS**

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

**ONLY 50 CENTS**

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

**USE THIS COUPON NOW**

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,  
373 Fourth Ave., New York City.

Gentlemen:  
Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name .....  
Firm .....  
Street .....  
City and State.....

**PRICES ARE REDUCED ON COTTON FLOCKS**

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED

May We Have Your Inquiry, Mr. Record Manufacturer?

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



# LIMA VICTOR DOG SIGNS

## Business Builders for VICTOR DEALERS

### An Attractive OUTDOOR SIGN That Catches Every Eye

And Links Your Store with Victor Products

#### DESCRIPTION

This large cut out metal sign of the Famous Fox Terrier Victor Dog is 12 ft. high and 7 ft. wide, when erected it stands 14 ft. high. The Dog is painted in twelve colors in oil on 24 gauge non-rust steel, the sign is then varnished with spar varnish, making it as durable as possible. The back of the sign is painted with red lead, same as the posts, supports, etc. The posts that are to be placed in the ground are dipped in creosote to prevent rotting. Every sign comes complete and ready to erect—Dealer's name and the name VICTROLAS painted on the body of the dog in red letters outlined with white, the base below the dog can be used for any copy that the dealer may prefer.

The 3 ft. signs are made of 24 gauge non-rust lead and zinc coated steel and the dog is painted on in four colors in oil, holes are punched along the edge of sign for wiring to fences and tacking to buildings, etc. Dealer's name and address and the name VICTROLAS is all the copy that this sign will accommodate.

These signs carefully placed on highways, curves in a road or on the side of a hill catch the eye of every person passing. It means much to a Victor Dealer to have his name before the public at all times in a manner such as this. It immediately connects your store with Victor products and if this can be done the business will follow.

#### PRICES TO DEALERS

25 3-ft. signs.....	\$3.50 each
50 3-ft. signs.....	3.25 each
100 3-ft. signs.....	3.00 each
150 3-ft. signs.....	2.90 each
1 or more 12-ft. signs.....	50.00 each
10 or more 12-ft. signs.....	45.00 each
25 or more 12-ft. signs.....	40.00 each

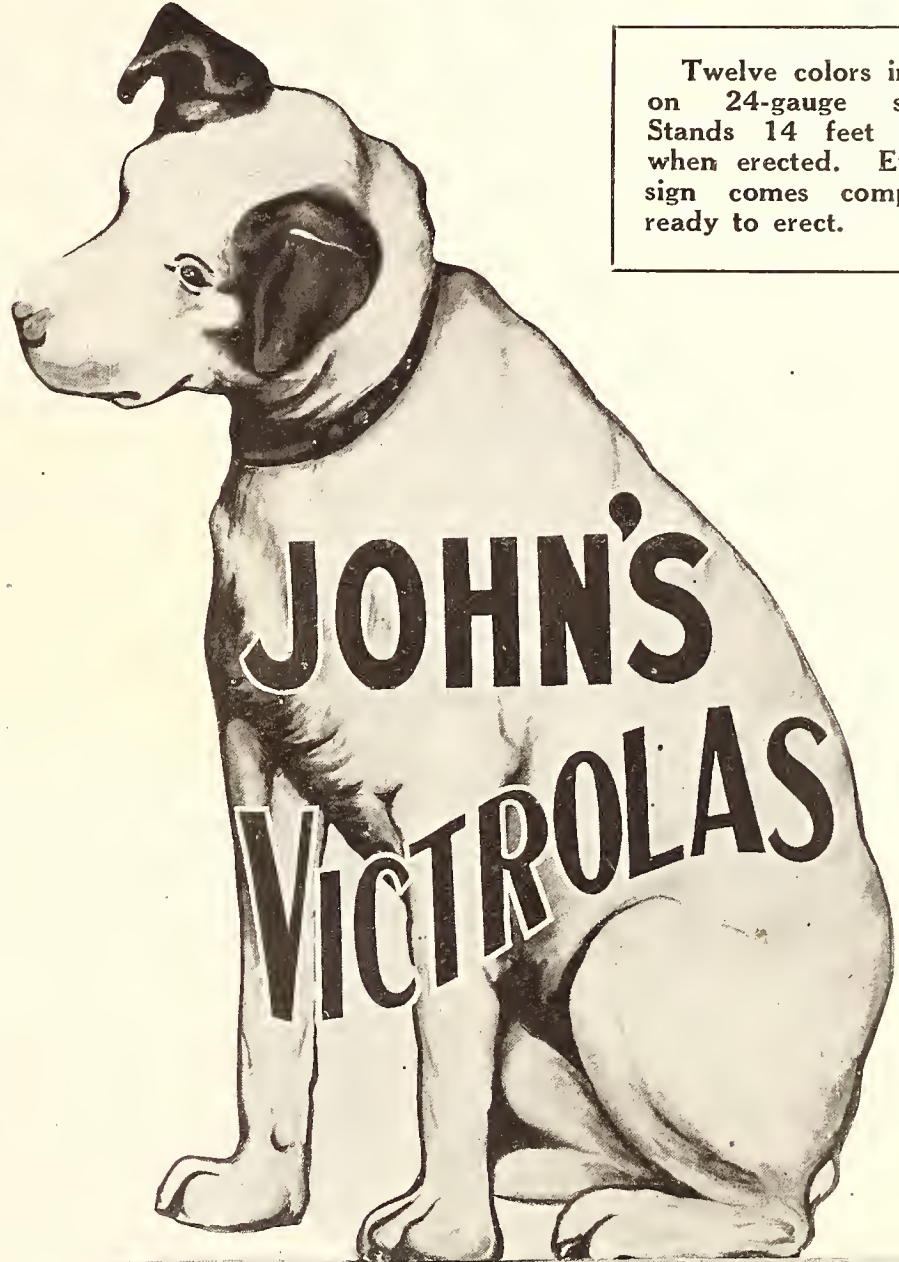
Less 2% 10th of month following shipment.

#### VICTOR WHOLESALERS

Through Whom These Signs May Be Ordered	
Atlanta, Ga., Elyea Talk. Mach. Co.	Mobile, Ala., Wm. H. Reynolds.
Baltimore, Md., Cohen & Hughes.	Newark, N. J., Collings & Co.
Boston Mass., Oliver Ditson Co.	New Orleans, La., Philip Werlein, Ltd.
Brooklyn, N. Y., American Talking Mach. Co.	New York, N. Y., C. Bruno & Son, Inc.
G. T. Williams Co., Inc.	Knickerbocker Talking Machine Co., Inc.
Chicago, Ill., Lyon & Healy.	Omaha, Nebr., Ross P. Curtice Co.
Cincinnati, O., Ohio Talk. Mach. Co.	Philadelphia, Pa., H. A. Weymann & Son, Inc.
Cleveland, O., The Cleveland Talking Machine Co.	Pittsburgh, Pa., Standard Talking Mach. Co.
The Eclipse Musical Co.	Portland, Me., Cressey & Allen, Inc.
Columbus, O., The Perry B. Whitsit Co.	Richmond, Va., The Corley Co., Inc.
Dallas, Tex., Sanger Bros.	Salt Lake City, Utah, The John Elliott Clark Co.
Denver, Colo., The Knight-Campbell Music Co.	Spokane, Wash., Sherman, Clay & Co.
Kansas City, Mo., J. W. Jenkins Sons Music Co.	St. Louis, Mo., Koerber-Brenner Music Co.
The Schmelzer Co.	Toledo, O., The Toledo Talking Machine Co.
Memphis, Tenn., O. K. Houck Piano Co.	Washington, D.C., Cohen & Hughes.
Milwaukee, Wis., Badger Talking Machine Co.	

Electrically illuminated signs made to order

## Solomon - Edwards Company Offices and Factories LIMA, OHIO



Twelve colors in oil on 24-gauge steel. Stands 14 feet high when erected. Every sign comes complete ready to erect.

**134 W. HIGH ST  
LIMA, OHIO.**

#### ORDER BLANK

Solomon-Edwards Co., Lima, O.  
Gentlemen:—We want the exclusive use of your Victor Dog signs for our city and county. You may enter our order for:  
..... 12-ft. signs complete, ready to erect @ ..... each  
..... 3-ft. signs complete, ready to erect @ ..... each  
You are to furnish us with sketch showing how our name will appear on these signs before going ahead with our order.

Copy for sign  
 Dealer's Name.....  
 Street and No.....  
 City..... State.....  
 Base ..... Victor Jobber.....

Photo of Sign for Heaton's Music Store, Columbus, O.



Photo of Sign for DeForest's, Sharon, Pa.

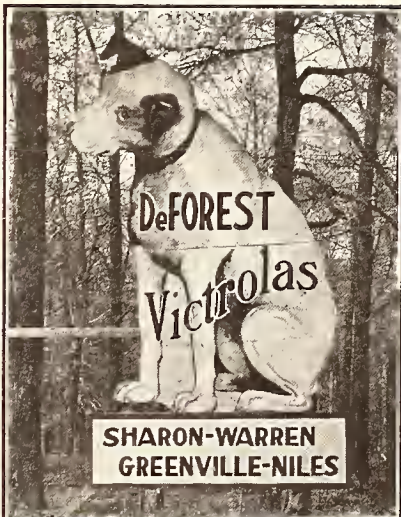
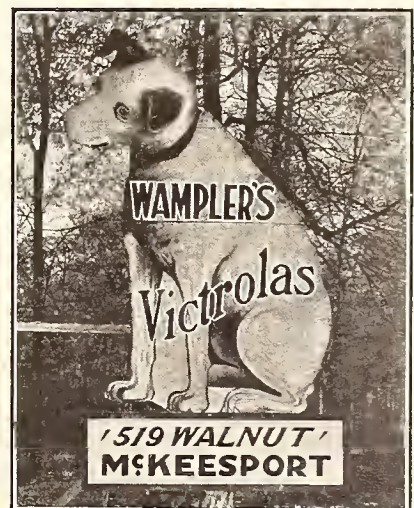


Photo of Sign for Wilbur Templin Co., Elkhart, Ind.



Photo of Sign for Wampler's, McKeesport, Pa.







Every admirer of Marion Harris will hot-foot to your store for this record. "Maybe You Think You're Fooling Baby" and "Malinda Brown." Both sung by Marion Harris, the popular comedienne. A-3604.

Columbia Graphophone Co  
NEW YORK

### SALT LAKE CITY TRADE IMPROVES

Better Industrial Outlook Has Its Effect in Stimulating Talking Machine Sales—Local Association Discusses Radio

SALT LAKE CITY, UTAH, June 6.—The industrial outlook is highly satisfactory and considerably better than it has been for the past two years. Not only are the metal mines working once more, after having been closed down for twelve months, but the State is to have a new industry that promises to furnish a substantial payroll. This industry will have to do with the manufacture of radio equipment and the whole of the million-dollar stock of the company has been subscribed. Talking machine dealers report business just now as improving.

The O'Loughlin and Utah Music Co., Brunswick dealers, have been using full pages for joint weekly ads in local papers.

The Auerbach talking machine department is to undergo some physical changes in the near future, announces manager Ashworth. This department was opened some months ago and is already very attractive. Mr. Ashworth says he is figuring on something unique.

The members of the Utah Association of Music Industries held a lively meeting at the Hotel Utah a few days ago, when the principal topic was the possible effect on their business of the recent developments in wireless. No real conclusion was arrived at, but most of those who spoke felt that the radio music will not take the place of the talking machine any more than the latter has taken the place of the vocalist and the concert.

The Victor portables are beginning to sell locally, some of the dealers having sold several of them. Their value under certain conditions was demonstrated recently, when a shepherd bought one and took it to his camp. Fellow-workers came from a great distance to hear it play.

John Elliot Clark, head of the John Elliot Clark Co., Victor wholesaler, says he has been unable to supply the demand for the new horizontal models put out by the Victor Talking Machine Co., and also reports an increasing demand for records.

### WONDER OF THE WORLD REPEATING PHONOGRAPH



KEEP YOUR SEAT, IT PLAYS, REPEATS and STOPS. Merely set the Dial, it needs no further attention. The great convenience and superior tone qualities make this instrument the most desirable ever offered to the trade. Lower prices than ever, liberal trade discounts, special prices for thirty days.

**BROOKS MFG. CO.**

Saginaw

Mich.

### JAZZ WITH A BRINY FLAVOR

How Benny Krueger and His Orchestra Entertained the Dancers at Starlight Park

Recently Benny Krueger, exclusive Brunswick artist, and his orchestra made a decided hit by a unique performance which he gave at Starlight Park, New York. He and his orchestra dressed in special waterproof clothes, waded into the salt water pool at this summer resort and entertained the bathers with the latest popular



Benny Krueger and His Band in Deep

hits. A platform was erected near the pool where the bathers enjoyed the music and held an impromptu dance in bathing costume. Mr. Krueger and his "Salt Water Jazz" certainly made a hit with this unique bit of entertaining, which was cleverly caught by the International.

### T. M. M. OUTING AT SEA CLIFF

Outing of Talking Machine Men, Inc., Will Be Held at Sea Cliff, L. I., July 26

The entertainment committee of the Talking Machine Men, Inc., has selected Sea Cliff, L. I., as the site for the Talking Machine Men's outing scheduled for July 26. A number of likely places on the Island were visited before the selection was made. Karatsonyi's Inn will be the headquarters and in addition to other entertainment bathing will be enjoyed.

E. G. Evans, of C. Bruno & Son, Inc.; Max Berlow, of the Knickerbocker Talking Machine Co., and Al. Galuchie, treasurer of the organization, were the pilots on the expedition.

Musical entertainment will be supplied by one of Paul Whiteman's orchestras. The personnel of the particular orchestra which will accompany the talking machine men has not been announced, but it is understood that some of the best musicians associated with Mr. Whiteman will do their part to make the event a success. Tickets for the outing will soon be mailed to members or, if desired, they can be obtained from Secretary E. G. Brown, 719 Broadway, Karatsonyi's, Bayonne, N. J., at \$6 each.

### NEW CHINESE LACQUER MODELS

Manufacturers Phonograph Co. Introduces Two Attractive Models—Dealers Report Active Demand for Chinese Lacquer Cabinets—Geo. W. Lyle on Extended Trip to the Pacific Coast

The Manufacturers Phonograph Co., manufacturer of Strand phonographs, has felt a sufficiently strong demand for Chinese lacquered consoles to introduce two models in this finish: one a Queen Anne, the other a Louis XV. Both are flat-top consoles, decorated in a handsome black lacquer with polychrome Chinese decorations, the relief set off with mother-of-pearl. No two of these instruments are exactly alike in decoration, as each instrument is distinctive and individual. During the past few months the Manufacturers Phonograph Co. has received letters from its dealers throughout the country stating that the popularity of Chinese lacquer is growing beyond all expectations. Orders for the new Queen Anne and Louis XV Strand models have been received from the dealers generally, emphasizing that the popularity of this cabinet finish is producing sales.

The various other models in the Strand line, consisting of the Queen Anne, Louis XV, Italian Renaissance and Louis XVI consoles in mahogany and walnut, are also winning new friends in all of the leading trade centers, and Geo. W. Lyle, president of the company, is being congratulated upon the splendid cabinet work of the Strand instruments and their tone quality. The two consolettes manufactured by the Manufacturers Phonograph Co., to accommodate the Victor VI and the Victor IX, are proving ready sellers, as is also the case with the two types of mirrors which are made especially to be used with Strand period consoles.

Mr. Lyle left recently for an extended trip to the Pacific Coast and, according to his present plans, he will visit Strand representatives and dealers in all of the leading trade centers. His first reports indicate that there is a healthy undertone to business which augurs well for Fall trade. He has appointed several new representatives, and in all probability will close a number of important deals before returning to the executive offices of the company in New York.

The fellow who thinks he knows it all usually has a great deal to learn.

### LAUTER MADE TALKING MACHINES

GOLDEN OAK  
FUMED OAK  
BROWN MAHOGANY

For Early Delivery

Let us figure today on your requirements, or write us for prices, cuts, etc.

**THE H. LAUTER COMPANY**  
Indianapolis, Indiana





# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., June 6.—A distinct feeling of optimism seems to pervade the talking machine and record trade in this city as the dealers, almost without exception, say that business during the past month exceeded their expectations, and moreover that all indications seem to point to a very active business in the Fall.

The different dealers feel pleased over the business done during May owing to the fact that in April they had all resigned themselves to look forward to a distinct slump such as is invariably experienced with the beginning of May and the warm weather. But to their surprise the anticipated drop in business failed to materialize, at least not to the extent that had been expected. The only thing that tended to mar the satisfaction of the dealers last week was the period of frequent showers and rain storms that followed the Memorial Day holiday and that naturally resulted in a very quiet week so far as business was concerned.

#### Victor Dealers Enjoy Live Picnic

All the members of the Philadelphia Victor Dealers' Association are unanimous in asserting that the stag picnic and planked shad dinner held by the Association last week at the Old Mohican Club House, at Morris-on-the-Delaware, seven miles above Camden, was the most successful outing ever held by their organization. As one member of the Association expressed it, "A good time was had by all and everybody seemed to have lost a dollar or two at the great game of 'African golf' except those who won a dollar or two. Those who lost had their fun out of the game, and those who won had their fun, so everybody was happy."

The dealers assembled promptly at one o'clock in Camden, and proceeded by automobiles to the destination. A baseball game started the activities, giving way later to other scheduled sports. The first event, a 100-yard dash, was won by Frank Hovey, of the Victor Talking Machine Co. C. E. Greninger, of the Linton Co., Victor retailers, finished first in the fat men's race. Mr. Moser, an invited guest of Mr. Youngjohn, Victor retailer of Norristown, Pa., took the honors in the hop race. Mr. Moser and Mr. Youngjohn also constituted the winning team in the tennis doubles.

Following the sports all participated in the fine planked shad dinner which was served, during which music and singing were provided by a colored jazz band. At the close of the dinner, G. W. Huver, president of the Association, who presided, awarded the prizes and commended the committee on the great success of the affair.

Representatives of the Victor Co. were present as well as the executives and members of the staffs of the five Victor distributors located in Philadelphia and which were guests of the Association, including F. B. Reineck and William H. Nolan, of the Louis Buehn Co.; T. W. Barnhill and H. F. Miller, of the Penn Phonograph Co.; H. W. and A. C. Weymann, of H. W. Weymann & Son; Eugene Stern and Harry A. Ellis, of the Talking Machine Co., and George W. Witney, of C. J. Heppe & Son.

G. W. Huver, the president of the Association, added a great deal to the jollity of the occasion by his humorous remarks made during the presentation of the prizes to the winners of various contests that were conducted. The committee

members in charge of the affair were frequently congratulated upon their efficient management of the arrangements. The smoothness with which the outing was conducted added considerably to the enjoyment of the one hundred and seventeen Victor dealers and their guests who were present. The members of the committee were: L. F. Quimby, of the Estey Piano Co., Homer C. Davis, Robert McCarthy, of Gimbel Brothers, J. R. Wilson and W. G. Linton.

#### Building Boom Helps Sales

"I am more than pleased with the business we did last month," said H. W. Weymann, head of H. A. Weymann & Son, in discussing present conditions in the talking machine world in general and the Victor business in particular. "Our business has improved rather than dropped off and our Victor talking machine and records sales during the past three months have been considerably larger than for the three previous months and a decided increase is noted in comparison with the same period of last year. Moreover, I believe that there will be an improvement in the demand for Victrolas and Victor records this Fall. One cause for this I believe may be found in the increased activity in the building trades which are now working at full force.

"Hundreds of families are now moving into new homes or are moving from small apartments into their own residences and many of these families will be buying Victrolas for their new living quarters as they have refrained from buying up to the present because they were living in temporary quarters or doubling up with other

(Continued on page 102)

## GREATER VICTROLA SALES

Trial and experiment with odd makes is a thing of the past with Dealers whose business is on a sound basis.


Concentration on a product which the great majority of buyers and sellers *absolutely believe* in—and are permanently satisfied with—must mean a still greater and more profitable Victor business.

We appreciate being the chosen jobber by the many Dealers of this territory, who, through more concentrated buying, are putting their business on a profitable basis.

**The Louis Buehn Company**  
**The Victor Wholesalers**  
 of Philadelphia



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 101)



From our large stock of Victor Merchandise we can "fill 'em" promptly.

But, aside from the actual supplying of goods, our intimate knowledge of Victor merchandising enables us to extend co-operation that will prove invaluable.

## The Talking Machine Co.

*Victor Distributors*

1025 Arch Street Philadelphia, Pa.

**"LET PHIL FILL 'EM"**

families. This condition is rapidly passing away with the increase in building, so I feel free to predict that many of our dealers who share these views and who are in business in places where these conditions exist soon will be placing their advance orders for Fall as their stock on hand will only answer their immediate requirements."

**Local Dealers Expanding**

According to F. B. Reineck, of the Louis Buehn Co., Victor wholesaler, while business was rather quiet last week, sales for last month were most satisfying. He states that Joseph Heim, whose store is located at 3800 North Broad street, has acquired the adjoining property and is making extensive alterations to the building. A number of additional private booths are being constructed to meet the demands of his increasing business.

**Qualifies as Baseball Captain**

Morris C. Rath, one of the Buehn Co. dealers, whose store is located at 6928 Market street, Upper Darby, Pa., has recently been elected captain of the Strawbridge & Clothier baseball

team. Mr. Rath is an ardent baseball fan and has undertaken to guide the destinies of the Strawbridge team on account of his love for the sport and his desire to keep in close touch with the game. He is well fitted for the office through his years of experience in the Big League baseball teams. He was formerly on the Cincinnati team, up to about two years ago when he went with the Pacific Coast League, leaving that organization to embark in his own business.

**Business Good With the Vocalion**

"Business is good, particularly when all things are considered," asserts B. H. Rogers, manager of the Lincoln Business Bureau, jobbers of Vocalion talking machines and records, located at 1011 Race street. "Naturally, there has been some slight drop from the high peak of the winter months but that was to be expected and it is foolish for dealers and others to attribute this to the present popularity of the radio. The way I view the radio business is really as an aid rather than a competitor to the phonograph and record business, because many

people who will hear different selections broadcasted by radio will be led to buy those records, for then they can play it whenever they desire and they will not be dependent upon the program of the broadcasting station."

Mr. Rogers is busy at the present time in arranging for the opening of new territory and in assigning new dealers to the various sections controlled by the Lincoln Business Bureau, which includes Eastern Pennsylvania, Southern New Jersey and all of Delaware.

**Opens New Radio Department**

The Talking Machine Co., whose central city store is located on Chestnut street, below the Adelphia Hotel, has just opened a radio department to its business. This department will occupy a large section of the second floor of its building and while it will be conducted under the trade name of Morton Radio Co., the management is the same as that of the Talking Machine Co., according to Harry Ellis, manager of the company.

**Philadelphians at Jobbers' Convention**

Practically all of the Victor wholesalers in Philadelphia had planned to attend the convention of the National Association of Talking Machine Jobbers to be held in Atlantic City beginning June 12. A large number of dealers also attended the convention of the Music Industries Chamber of Commerce and allied associations in New York this week. Florence J. Heppe, head of the famous house bearing his name, together with Mr. Elwell and Mr. Hillebrand, are in New York and at the close of those meetings both Mr. Heppe and Mr. Elwell will attend the Atlantic City convention. The display of the new portable model Victrola in the Heppe show windows is attracting considerable attention from passers-by, many of whom undoubtedly are planning their vacations at the present time and are figuring on taking one of

# On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street Philadelphia, Pa.  
*Victor Wholesale Only*

# DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 102)**

these new models along, as the plain finish of the case together with its compact size and handsome appearance makes it an ideal instrument for the camp, cottage or auto trip.

**Starr Sales Are Keeping Up**

Benjamin W. Witlin, head of the Witlin Musical Instrument Co., whose salesrooms are located at 807 Chestnut street, in the I. Press Building, reports that business in the Starr pianos and phonographs and the Gennett records is running along smoothly despite the warm weather that has prevailed the last month.

**Expect Record-Breaking Fall Trade**

"Business conditions are good and the prospects for a record-breaking Fall trade are excellent," reports R. M. Nelson, Philadelphia distributor for the Brunswick. This sentiment is also agreed to by Louis Buehn, the prominent Victor wholesaler, who has received numerous fine reports to-day from his salesmen, all of whom were in from the road for the usual periodical conference.

**Now Exclusively Wholesale**

The Sayre-Level Radio Co., Inc., 41 North Tenth street, has announced a change in its policy, effective June 1, whereby the retail end of its business was discontinued and the company became exclusively wholesale.

**Mid-Month Record Suggestion Hanger Popular**

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, reports that the May Mid-Month Record Suggestion Hanger, issued by their sales promotion department, has proved of exceptionally great advantage to the Victor retailer. This was evidenced by the large amount of orders for the numbers from the general catalog which were listed on this hanger. H. A. Weymann & Son, Inc., are putting particular effort behind their sales promotion department, realizing the importance of helping the Victor retailer to keep the volume of his business up during the Summer period. The Mid-Month Suggestion Hanger is only one of the many

ideas created by the sales promotion department and at the same time it is one of the most successful. Dealers report that it is creating extra business from many of their customers who would ordinarily only visit their warerooms at the first of each month. These hangers have proven their worth to such an extent that it will hereafter be a regular feature of Weymann service—one that is evidently appreciated.

**NEW LOCATION FOR AZPELL MUSIC CO.**

ARDMORE, PA., June 9.—The Azpell Music Co. here, which is under the energetic guidance of Barclay W. Azpell, has opened for business in a new and better location. The new store is located in the Ardmore Theatre Building in the center of activity. The excellent appearance of the store is in keeping with the location. Its appointments have already caused much favorable comment and consist of Unico equipment with five rooms and ample record department facilities to assure a trade of maximum service in Victor merchandising.

**NEW DEALER IN ALLENTOWN**

ALLENTOWN, PA., June 5.—A new Brunswick dealer has entered the field in this city and judging from the energetic manner in which he has made his start success seems assured. The new company of Neverman & Gaumer will conduct an exclusive music store. A complete installation of Unico equipment in ivory finish has been made.

**A SURE-FIRE ROAD TO FAILURE**

If you don't care to succeed do as little as you possibly can. At any rate, do not do one iota more than your job calls for. This is a sure-fire recipe for saving energy and staying progress. Under these conditions also you can rest assured that if the boss desires to get rid of any of his help you will be the one selected for an enforced vacation.

**Creates New Interest in Records and Phonographs!**

**The Phono-Toner**

**Renders Softer, Sweeter Music and Reduces Surface Noise**

It is a very handy, simple, essential device, attractively carded, one dozen assorted.

**Retails 35c. in Nickel Finish 50c. Gold Plated**

Distributors' and Dealers' Trade Discounts

**Samples Upon Request**

**Phono-Toner**

Trade-Mark Registered in U. S. Patent Office

The Phono-Toner (actual size)



Forms handle for needle set screw.

**The Phonotone Co.**  
**310 Lincoln Building**  
**PHILADELPHIA, PA.**

**HE FOUND OUT WHY SALES DROPPED**

**Inquisitive Executive Analyzing Conditions and Seeking Their Betterment, Is Enlightened**

James B. McMahon, the general manager of the company making Gold Dust, demanded to know from John Lee Mahin, the noted expert, who was then handling the company's advertising, "What's the matter with our advertising in Ohio?" Mr. Mahin replied that nothing was the matter with it. "There must be," snapped Mr. McMahon. "The proof is that our sales in that State have fallen off badly." Mr. Mahin said he would try to locate the reason, but that he knew the handling of the advertising was not

(Continued on page-104)

**AN ORGANIZATION ALIVE TO**

**WEYMANN**

**"KEYSTONE STATE"**

**STRING**

**INSTRUMENTS**

OO

**Q.R.S**

**PLAYER ROLLS**

**INDIVIDUAL REQUIREMENTS**

# VICTOR WHOLESALERS

One of the outstanding features of Weymann Victor Service is our Sales Promotion Department which is ever on the alert with new ideas for increasing our dealers' business.

Our Mid-Month Record Suggestion Hanger, which is proving so successful, was evolved in this department.

Personal co-operation in individual problems is also given.

**H.A. WEYMANN & SON, Inc.**

ESTABLISHED, 1864

**1108 CHESTNUT ST.**      **PHILADELPHIA, PA.**



QUAKER CITY NEWS HAPPENINGS

(Continued from page 103)

to blame. And he forthwith proceeded to make exhaustive investigation of competitive conditions and so forth in Ohio. After gathering, compiling and analyzing a mountain of data, Mr. Mahin notified the general manager that he was ready to take up the matter with him.

On a day named by Mr. McMahan, Mr. Mahin arrived with his data. Without examining it Mr. McMahan said, "Sit here while I call in our Ohio salesmen." Eight men trooped in. He asked them what the trouble was, and there was remarkable unanimity among them as to the cause. Then, Mr. McMahan began to address them. Before he got through he had them all assenting that the cause was something totally different from what they had declared—all except one salesman who ventured to disagree with the boss and insisted that in his opinion the trouble was what he had originally outlined. "That's all!" snapped Mr. McMahan, as he dismissed the salesmen.

Turning to Mr. Mahin, he said: "We don't need to go any farther to find the trouble. Eight so-called salesmen and only one man in the whole lot."

Are you executives quite sure that a lot of your people don't think it wisest to "Yes" you? And are you quite sure that you don't encourage them to agree with you rather than speak straight up to you when they think you are wrong?

There is a suggestion here, too, says Forbes Magazine, for those who weakly and meekly "Yes" the boss. "Yes-ing" pays nobody in the end.

VICTOR CO. EMPLOYE WINS PRIZE

After Only One Year in United States Solomon Dabinski Is Awarded Medal for Best Patriotic Essay in English—An Unusual Record

Solomon Dabinski, employed in the factories of the Victor Talking Machine Co., Newark, N. J., was recently awarded a bronze medal by the National Society of Colonial Daughters of Washington for the best patriotic essay in English. The award is particularly notable in that Dabinski came from Poland about a year ago without the slightest knowledge of the English language and so applied himself after his arrival that he was able to write the essay that won the prize, which represents a remarkable example of perseverance.

Life is like riding a bicycle; we can keep from falling if we keep moving. Only a few trick-riders can stand still and not tumble.

JUNE OKEH WINDOW DISPLAY

Latest Display Embodies New Layout and Design Features—Okeh Artists Given Prominence in Display

The June window display issued by the General Phonograph Corp., featuring Okeh records is one of the most artistic that have been issued in this series. It is somewhat different in character from the previous displays, although fundamentally it embodies the main features of the series as a whole.

As before, there are seven units in the June display, but instead of the illustrations being devoted to whimsical characters, illustrating different selections, the units are actual reproductions of Markels' Orchestra, Vincent Lopez and



Novel Window Arrangement for Okeh Dealers

his Hotel Pennsylvania Orchestra, etc. The center panel is devoted to an actual reproduction of a photograph of Sophie Tucker, popular vaudeville star and new Okeh artist. The scheme and layout of the display have been somewhat changed, for the small unit is 22 x 7 inches in width and in the form of huge exclamation points with a solid black background and a white outline border.

It is planned to have each feature displayed differently each month, not only in color scheme and art treatment, but in layout and other details. There will be ample opportunity for changing the displays in view of the fact that new artists are being added daily to the Okeh recording organization.

INVENT'S COMBINATION MACHINE

MINNEAPOLIS, MINN., June 6.—L. A. Priess, well-known in local talking machine circles, has invented a combination talking machine and radio outfit that he is introducing to the trade. This instrument is made in two models, Colonial and Jacobean, and embodies a number of distinctive features.

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street  
225 W. Mulberry St.

Philadelphia, Pa.  
Baltimore, Md.

PLANS FOR TRADE ARBITRATION

United States Chamber of Commerce Proposes Local and National Machinery for Settling Commercial Disputes Out of Court

WASHINGTON, D. C., June 7.—Arbitration as a means of settling commercial disputes between business men is advanced by the United States Chamber of Commerce which, according to an

announcement last week, intends to use its influence to have American business adopt the idea.

The plan takes into account the present wide use of arbitration in this country and contemplates making it more general by extending it among business organizations making up the national Chamber's membership. As sent to all member organizations, the plan carries suggestions for settling up arbitration machinery

and a statement of the services which the national Chamber can render to organization members supplemental to their own efforts, both in domestic and foreign commerce.

Arbitration, under the arrangement proposed, would consist of settlement of local controversies by local commercial bodies; of settlement of disputes with an industry by trade associations, and of the handling by the National Chamber of cases that do not fall within local or trade jurisdiction. The national Chamber already has provided machinery for handling disputes that may come to it.

The plan provides, aside from arbitration, for the use of good offices by business organizations as a means of settling differences wherever possible by conciliation without resort to arbitration.

The Stahl Music Co., of Puyallup, Wash., has moved to the Green Music House on Meridian street. Mr. Green has been placed in charge of the talking machine department and Mr. Stahl will handle the piano sales. It is planned to carry on an active sales campaign.

Victor quality is internationally known and is of standardized perfection. Heppe service in the distribution of Victor merchandise is also on an appropriate high plane and constantly striving to uphold the high Victor standards.

**C. J. HEPPE & SON**  
Victor Wholesalers  
PHILADELPHIA . . . . . PA.  
"Let Phil fill 'em"



# An Open Letter About Radio

## To the Music Dealer:—

What am I going to do about Radio?  
You are not the only dealer who is  
asking himself this question.

A new business closely allied to the music trades has suddenly taken a firm hold of the public. What stand should the music dealer take toward this business that promises to become one of the largest industries of the nation? Will he deliberate and watch the other fellow in an entirely foreign line take from him a kindred business? The music dealer's position is not as complex as it appears. Why shouldn't he be the largest Radio dealer in his locality?

*The investment is small. No increase in selling force is necessary. He need not enlarge his present quarters. No special technical knowledge is required. It is a huge attraction to his store. The newspapers are giving radio a tremendous amount of free publicity, arousing people to become keenly interested in radio, thereby creating a constant demand.*

It seems almost unbelievable that any music dealer should hesitate about adding radio to his present stock of musical merchandise. A wider scope of business activity is presenting itself for his immediate participation.

It is better to leave radio alone than to decide to retail an unknown and inferior product. When you make the decision to handle radio, consider this. The Radio Corporation of America, of world-wide repute, has appointed Landay Bros. distributors of their radio products manufactured for them by the Westinghouse, Wireless Specialty and General Electric Companies. All of these companies enjoy a reputation that is based upon sound business dealings and mechanical excellence.

Landay Bros. are ready at the present time to help you install adequate radio apparatus in your store and will gladly answer any questions that may be on your mind. Dealers are now being appointed and supplies distributed in order of receipt of inquiries. Now is the time for you to establish your radio department so that you will be prepared to reap the radio harvest this fall.

Respectfully yours,

LANDAY BROS.

*Wholesale Distributors for Radio Corporation of America*

# Landay

BROS.

311 SIXTH AVENUE

NEW YORK



**Radio Corporation**  
of America  
WORLD WIDE  
WIRELESS



### *Immediate Delivery of*

Aeriola Jrs.  
Aeriola Srs.  
Aeriola Grands  
R. C. Sets  
G. E. AR1300  
G. E. AR1400  
Wireless Spec.  
AR1375  
Brandes Head Sets  
UV 200 Tubes  
UV 201 Tubes  
and other Radio  
Corporation supplies.



# INDIANAPOLIS

*Business Improvement Grows—Optimistic Note Sounded—Edison Activities—Seabrook Incorporates—New Stores and Recent Changes*

INDIANAPOLIS, IND., June 9.—Steady improvement in the general business conditions of this city, arising chiefly from large building activities, is being reflected in the talking machine business. Interest in the radio is playing no small part in the situation, for electrical supply houses, machine shops and various other concerns which have been doing comparatively little business for several months now are working full time to supply the demand for those things so much sought by radio fans.

#### Sound Optimistic Note

George P. Zerkle, manager of the talking machine department of the Carlin Music Co., says: "Comparing the talking machine sales of recent months with the sales of the corresponding months last year shows a healthy increase in business. This is not indicated in the number of sales, but rather in the amount of business turned over. This is true both in the record and machine sales and the condition was brought about by a demand for the higher-priced machines. A gradual increase can be seen now in the sales of medium-priced machines, which is due to the fact that labor conditions have experienced a decided improvement.

"At this particular time of year there always is quite a demand for the portable models which can be used in canoes. These models are also popular with grade school teachers, who use them extensively for class-room work. Our record business is not just what we would wish it to be, but we are planning a direct campaign by which we expect to increase sales largely by the use of personal letters sent to a selected list of prospects."

W. G. Wilson, of the Widener Grafonola Shop; Charles E. Collins, of the Collins Talking Machine Co., and T. H. Bracken, of the Starr Piano Co., all report that by "plugging away" they are developing satisfactory trade. They voice the opinions of other dealers as well as their own opinion when they say that they are finding no cause for complaint even though business is not such as to develop elation.

#### Baldwin Co.'s Redecorating Completed

C. P. Herdman, of the talking machine department of the Baldwin Piano Co., says that record sales have been exceptionally good during the last month. The interior redecorating made necessary by the fire of last November has been completed and business in his department is hav-

ing its first chance since then to get back to normal, Mr. Herdman says.

#### Circle T. M. Shop Edits House Organ

H. E. Whitman, of the Circle Talking Machine Shop, reports a May business that was about up to the average with the console and portable models running a close race for first place in volume of sales. Mr. Whitman is editing a small journal known as Whitman's Magazine of Music, which includes the monthly Victor record lists as well as several articles along musical lines together with a list of special hits.

#### Sonora Sales Growing

C. H. Becherer, of Chas. Mayer & Co., reports the sale of Sonora machines during May to have been greater than during May of last year. This, he says, was the development for the month despite the fact that the class of trade to which he caters has begun its annual Summer exodus.

#### Edison Re-creations Popular

"Conditions in our territory continue to show a very steady improvement," says H. G. Anderson, general sales manager for the Kipp Phonograph Co., Edison distributors. "One of the most noticeable features in the Edison line is the increase in the Edison Re-creation business. We are of the opinion that Edison dealers in this territory will soon be doing an enormous record business as the result of the new attachment which makes it possible to play Edison Re-creations on other phonographs and talking machines. The new flashes from Broadway are meeting with a very wonderful reception among the Edison owners, appealing as they do to music lovers as well as dancing-fans.

"We have noticed a very encouraging improvement of conditions in the farming districts of Indiana and Illinois. While the farmers at this time of the year are unusually busy and hard to talk to, their mental attitude is very much changed from what it was sixty days ago. Consequently, many of our live dealers are having no trouble in getting "Mr. Farmer" interested in the Edison phonograph.

"The new William and Mary as well as the Chippendale console models are meeting with the genuine approval of all our dealers and their customers. Judging by the orders already placed for these models, it will be very hard for us to keep a surplus stock on hand. One of the very recent surprises given by Mr. Edison to his dealers was the introduction of a new Baby

Console model, and this, at \$175, is without doubt one of the most popular merchandising values in our territory to-day."

#### Seabrook Phonograph Corp. Chartered

The Seabrook Phonograph Corp., of Mishawaka, has been incorporated, with an authorized capital stock of \$100,000. The directors are M. W. Mix, W. W. Dodge, Kenyon W. Mix, F. P. Howlett and E. M. Carver. It has been announced that the number of employes of the Seabrook plant has practically doubled within the last two months. This is partly the result of the manufacture by the company of radio sets in addition to the concert phonograph which is being made for the motion picture business.

#### Brunswick Shop Adds Pianos

The Brunswick Shop at Terre Haute has added the Gulbransen player-piano to its line of goods. Jensen Brothers, proprietors of the shop, report increased business in all instruments handled by them.

#### Edison Shop Does Record Business

Business for the Edison Shop during May was the best of any month for more than a year with the exception of last December, according to W. E. Hopkins, manager. The business of the Shop has been stimulated by devoting particular attention to the current record hits, which have been featured with special window and newspaper displays.

#### First Campbell Gennett Record a Hit

The first Gennett records made by Clara Mae Campbell, vocalist, of Richmond, for the Starr Piano Co., are reaching a large sale in Indiana. Four hundred were sold the first day in Frankfort where Miss Campbell formerly lived. "In the Garden of My Heart" is on one side of the record, and "Until" is on the other. Miss Campbell is at present on tour.

#### E. L. Mayer in New Post

Edward L. Mayer has been placed in charge of the Sonora department of the Kiefer-Stewart Co. He says that the improved business conditions this Spring have been reflected most favorably in Sonora sales. "There no doubt is a demand for phonographs," he says, "but dealers must realize that they are required to put forth a great deal more effort than during the 1919-1920 period in order to produce worth while results. Although we are facing the usual quiet Summer months, the future appears most encouraging and we are anticipating an exceptionally large Sonora business next Fall."

#### Hope to Resume Business

Neal Grider, cashier of the People's National Bank, was appointed receiver of the J. D. Hunt Manufacturing Co., early in May. The action was a friendly one and it is expected by Mr. Grider that the company will shortly be in a position to resume its normal operations.

**TONE ARMS for Portable Machines**  
**TONE ARMS for Medium Priced Machines**  
**TONE ARMS for High Grade Machines**

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

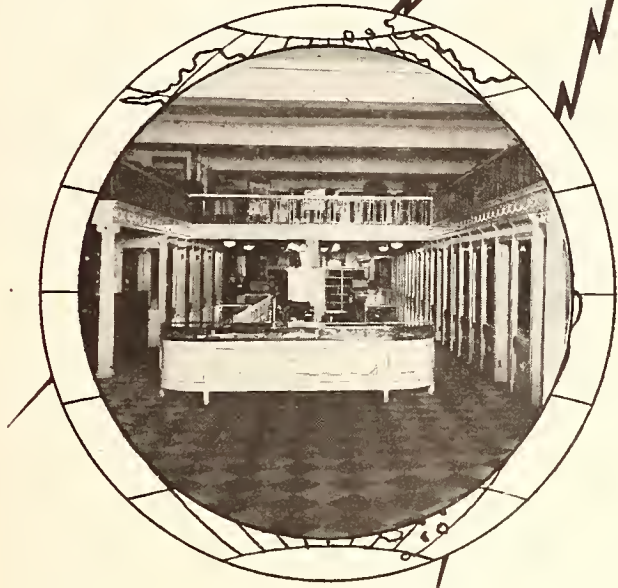
*Let us know your requirements and we will quote you prices*

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

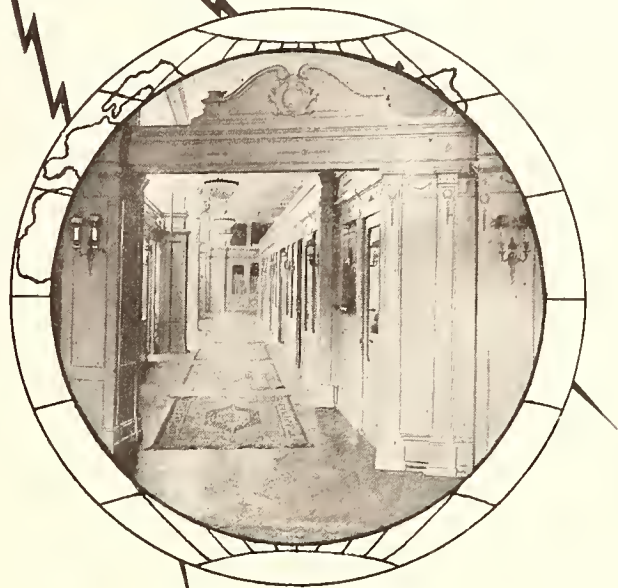
**The William Phillips Phono Parts Corp.**  
**145 West Forty-fifth Street** **New York City**



**UNICO SERVICE**



*The Geo. J. Birkel Company  
Los Angeles, Cal.*



*The Gramophone Company  
London, Eng.*

**Service Broadcasting Over a 3000-Mile Radius**

FROM London to Los Angeles is 6000 miles by Radio yet Unico Service functioned simultaneously in both these cities as well as many intermediate points.

UNICO SERVICE is Broadcasting Unico Equipment today to every section of the country.

TEN Unico Service Broadcasting Stations are conveniently located in Philadelphia, New York, Chicago, Salt Lake City, Denver, San Francisco, Dallas, New Orleans, Atlanta and London, England.

WITH Unico Service within immediate reach, why consider any other in connec-

tion with your departmental development?

UNICO Equipment has been instrumental in the development of hundreds of the most successful musical merchandising establishments thruout the United States.

THE price of Unico Equipment irrespective of its quality and patented features is no higher than ordinary equipment and ITS COST IS QUICKLY DEFRAID BY ITS PROFITS FROM INCREASED SALES.

NOW is the time to remodel your department—make your store the musical headquarters of your community—UNICO SERVICE WILL DO IT.

*Phone, wire or write our nearest service branch.*

*No requirements too small for Unico Service.*

*No requirement too large for Unico Facilities.*

**Unit Construction Company**

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.  
299 Madison Ave.

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150 Main St.

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942 Market St.

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1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)  
Premier House, London (W.C.I.), England



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the twentieth of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## 2. THE PATHWAY TO KNOWLEDGE

The function of the talking machine is to stimulate musical pleasure exclusively through the faculty of listening. The salesman who has to sell talking machines and records must first get into his or her mind the underlying principle on which all such salesmanship rests. That principle is simply expressed by saying that it is music which is being sold and not machines or discs. Machines and discs are merely the material media. The buyer wants music and that is why he or she comes into a talking machine store. The salesman has music to sell. The conjunction of the want with its supply constitutes the process of the sale.

### Liking What One Sells

Naturally, then, the salesman ought to like the products he sells. One cannot imagine a butcher who is a vegetarian and a successful meat salesman at the same time. Yet it seems to be regarded as perfectly proper for a talking machine or record salesman not even to possess a specimen of the goods he or she is selling!

The man or woman who sells music ought to like music. Now, most men and women do in reality like music very much, but this latent liking is oftener than not untrained and ignorant, not knowing where to begin or how to proceed. Fortunately, the very process of learning to sell talking machines and records involves a parallel process of constant listening to music. Between mere hearing and intelligent listening there is a great gulf fixed, whose width measures the difference between intelligent and unintelligent sales work in all that concerns musical merchandise.

### Popular Is Familiar

When Theodore Thomas said that popular music is simply familiar music he uttered a great truth. It undoubtedly is true that the general public taste in music is very low, but then, other things being equal, it is easier from the point of view of any brain work that may be required, to follow the mass than to lead it. But when one follows the mass one follows at the very end of the procession. In a word, when we "give the public what the public wants" in musical merchandise we necessarily, in effect, give what the least intelligent members of the public want, and nothing else.

Now, the people actually will listen to fine voices and fine instrumental music and actually will buy it, even though they be neither musical

"high-brows" nor anything else of the sort. This is proved by the sales of the great record-making companies. But wherever average people are buying fine records it is certain that the brand of salesmanship which has been used on them is an intelligent, fine brand. There is no room for unintelligent salesmanship in handling fine music.

Well, the basis of all such intelligent salesmanship is knowledge. The basis of knowledge from the point of view of such salesmanship is familiarity with the greatest possible quantity of fine music through listening.

### The Salesman's Kind of Listening

As I showed last month, this intelligent listening ought to be cultivated by every salesman who expects to sell fine records and fine machines. But such listening is something quite different when the salesman does it primarily for his selling purpose, from what it is when it is done by the owner of a talking machine for the purpose of enjoyment pure and simple. The salesman's listening is to be done in order that he or she may learn to know certain special facts about different kinds of music. These facts, indeed, are artistic facts and quite as interesting and enjoyable as any others of the kind, but the point is that among all the lovely and delightful things which are to be found in listening to music the salesman must select some special things for his selling purposes. The others he may also learn to recognize and enjoy, yet they are not the most important for his own special ends.

### Finding Artistic Worth

The first point towards which the salesman should direct his attention is the point of carefully listening to every new record which exhibits any trace of artistic worth. Such a record is quite likely to be a choice bit of dance orchestra work, or a fine example of musical comedy singing. On the other hand, of course, it is even more likely to be found in the violin playing of the great artists who make records or in the singing of the golden-throated men and women who adorn the grand opera stage. The first point to be considered in listening to the interpretation of any musician, however, is artistic worth, irrespective of grade. And if the effort be obviously sincere and the musician be obviously doing the best that he or she knows how to do, then almost certainly there will be something worth while to be discovered by close listening.

### Artistic Classification

After artistic worth comes artistic classification. Instrumental music divides itself naturally into certain forms. The salesman who will carefully consult the record catalogs will perceive that instrumental music generally resolves itself into three great divisions: Orchestra and band music, ensemble music and solo music.

Orchestra music will be found listed under such titles as symphony, overture and selections from this or that opera. "Orchestra" in this sense refers to what is called the "grand orchestra," a body of instrumentalists containing from fifty up to one hundred and more instrumentalists, playing violins, violas, 'cellos, stringed basses, flutes, oboes, clarinets, bassoons, horns, trumpets, trombones, drums, etc., with the strings forming more than half of the total. This orchestra, the true orchestra, must be carefully distinguished from the dance orchestra of six or ten instruments specially selected for dance purposes. The generic term for the large organization is "symphony orchestra."

Symphony orchestras have not as yet made a very large number of records, although the practice, fortunately, is on the increase. American record makers have found a large foreign market, however, for the finest orchestral records and so, of course, have the Italian, French and German recorders. Although the great American catalogs show only a small number, comparatively speaking, of fine orchestral renditions, yet those they do carry are almost uniformly of the greatest excellence.

### How to Begin

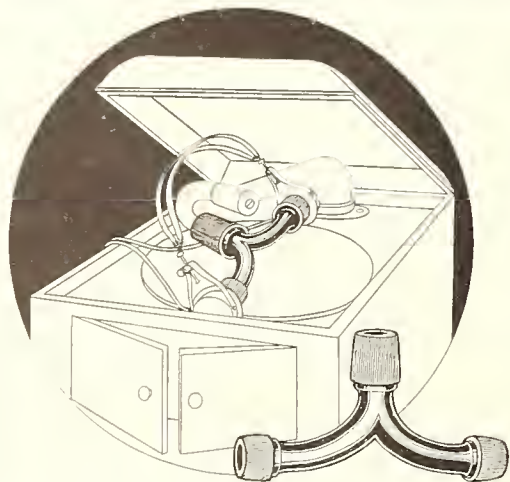
As a starter the salesman who desires to learn to know the orchestra should study the educational records put out by the Victor Co. One set of these consists of four double-faced records with the general title, "The Instruments of the Orchestra." On them are contained specimens of the tones of every instrument used in the grand orchestra from violin to trombone and drums. Each instrument is represented by a musical passage drawn from some famous symphony, overture or grand opera, wherein its voice is set forth to advantage. By listening to these records the salesman may learn to distinguish all the various instruments of the orchestra and thus to "hear"—perhaps for the first time in his life—the inner workings of a piece of great orchestral music.

Stress is laid upon preparatory work of this kind, because it is not only delightful, but highly useful. The familiarity which comes hereby inspires the salesman with new confidence and fits him or her to handle and exploit successfully the finest kinds of high-priced records.

Remember: The money is in the high-priced records, but it takes knowledge to sell this kind.

## SAUNDERS BUYS WELLS' STORES

KANSAS CITY, Mo., June 3.—William Saunders of Ottawa, Kan., recently purchased the music stores operated by Fred Wells in Ottawa and Paola, Kan.



LIST PRICE **\$3.00**  
Immediate Deliveries

*Make Your Phonograph a Radio Loud Speaker*

# PHONOTACH

Trade Mark

**A New and Better Loud Speaker  
at a Very Low Cost**

Utilizes the scientifically designed tone amplifier of the talking machine to secure mellowness and beauty of tone; using two receivers to give greater intensity. Adjusted instantly without disturbing head set.

**IT SELLS ON SIGHT**

*Attractive Discounts to Jobbers and Dealers*

**W. A. MILLS**

**103 Park Avenue, New York City**



# The Right Instrument and the Right Financial Plan for You—

**PHONOGRAPHS**

*"As Good as the Best"*

*Golden Throated*  
**Claxtonola**  
TRADE MARK

Registered, U. S. Pat. Office

**AND RECORDS**

*"Better than the Rest"*

THE sale and distribution methods of the Brenard Mfg. Co. rest upon recognition of the fact that the Job is not finished until the product is in the hands of a satisfied owner. It is a most important factor in the substantial profits of Claxtonola Dealers.

If you want to know the value of the Claxtonola Sales Franchise, ask the merchant who sold some other "machine" before he took up the Claxtonola line.

We are proud of the fact that many of our dealers, as well as our buyers, chose the Golden Throated Claxtonola after careful comparison with other makes.

## Factors Which Have Prompted Over 4000 Merchants to Become Claxtonola Dealers

1. A thorough appreciation of the selling appeal made by a Phonograph which is a true musical instrument with unsurpassed musical qualities.
2. A desire to give the customer dollar for dollar value, inside and out.
3. More Service and less bragging back of the Claxtonola Franchise.
4. Real national distribution.
5. Consistent and effective direct advertising which brings the Claxtonola name and its Golden Throat Fame to the people.
6. A complete line, including Console, five cabinet models, special tea car model, table model and Portable Phonograph.
7. Dealer Helps which actually "help" to make sales and to increase store profits without materially adding to dealers' overhead.
8. No middleman. Every Claxtonola Dealer is in every sense a part of the Brenard organization and gets the direct benefit of his efforts.
9. The Brenard Plan teaches Dealers how to find the hidden buyer and how to reach him.
10. Financial Co-operation.

*Ask for Particulars about the many Advantages of a Claxtonola Selling Franchise*



STYLE A

Another Aid to our Dealers' Success lies in the Triumph of

**CLAXTONOLA RECORDS**

Latest Hits  
Quick Releases  
Play on all Phonographs

**BRENARD MANUFACTURING COMPANY**

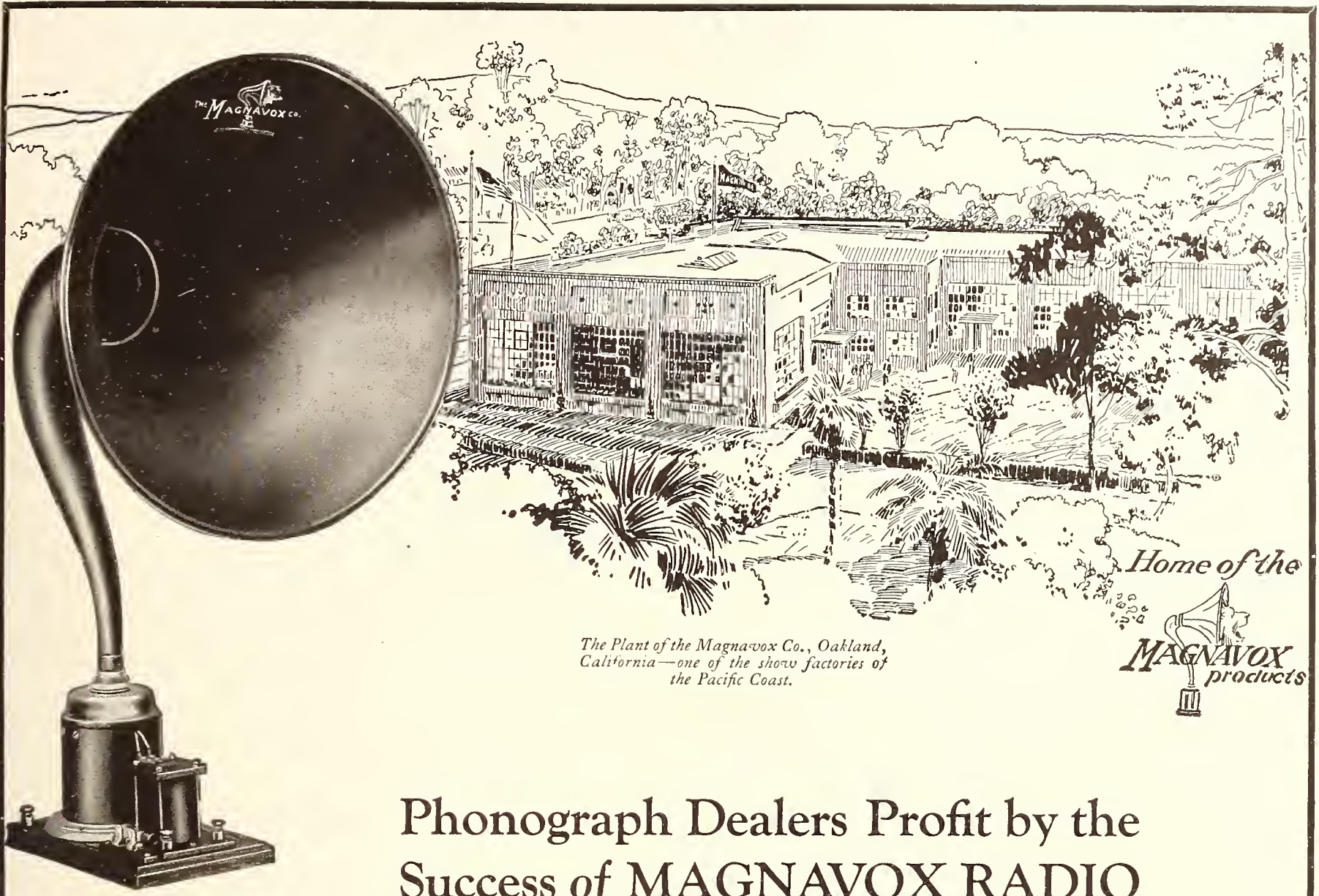
*Established 1892*

**IOWA CITY, IOWA**









The Plant of the Magnavox Co., Oakland, California—one of the show factories of the Pacific Coast.

Home of the  
**MAGNAVOX**  
products

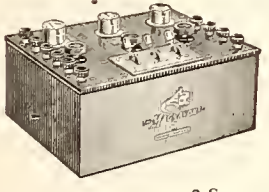
## Phonograph Dealers Profit by the Success of MAGNAVOX RADIO

**Type R-2  
Magnavox Radio**  
with 18-inch Horn

THIS instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, &c., but requires only .6 of an ampere for the field. Price, \$85.00

**Type R-3  
Magnavox Radio**  
with 14-inch Horn

THE same in principle and construction throughout as Type R-2, and is ideal for use in homes, offices, amateur stations, etc. Price, \$45.00



3-Stage

**Magnavox  
Power Amplifier  
Model C**

INSURES getting the largest possible power input for the Magnavox Radio. Can be used with any "B" battery voltage which the power tube may require for best amplification.

With either type amplifier it is necessary to use an amplifying transformer between your receiving set and Magnavox Amplifier.

- AC-2-C, 2-Stage..... \$80.00
- AC-3-C, 3-Stage..... 110.00

A FEW months ago the Magnavox Radio occupied a relatively unimportant position in the list of Magnavox products—today even our greatly increased production facilities are taxed to supply the demand for Magnavox Radio (the reproducer supreme).

When you sell the Magnavox Radio, you cash in on the wonderful daily programs supplied by central broadcasting stations. The Magnavox Radio appeals not merely to the expert, but also to the average family. Push Magnavox Radio and you build new business for all radio supplies.

It is the Magnavox Radio which gives every receiving set its greatest enjoyment and use—doing away with the restrictions and limitations of the individual headset. The receiving set only brings the message, while Magnavox Radio tells it clearly and in full volume to all within reach of its voice.

The most striking National Advertising campaign in the industry is that now conducted for the Magnavox Radio in the Literary Digest, the American Magazine, Popular Science Monthly and a wide range of weekly and monthly magazines of general and also technical interest: as

well as in the leading newspapers of the country.

For every Phonograph Dealer who handles radio, the success of Magnavox Radio (the Reproducer Supreme) brings a real opportunity for profitable business and for improved service to his customers—which calls for immediate action.

Write for name of nearest distributor and information as to how we help you sell Magnavox Radio.

**THE MAGNAVOX CO.**  
Home Office and Factory:  
Oakland, California  
New York Office: 370 Seventh Ave.

# MAGNAVOX Radio





Anyone who likes a good baritone voice will be a live prospect for "Mattinata," sung by Riccardo Stracciari. This will be one of the big sellers for July. No. 79701.

Columbia Graphophone Co.  
NEW YORK

## KANSAS CITY

*Music Memory Contest Helps Trade—Radio News—Good Crops Help Trade—Portables in Favor—Business Steadily Bettering*

KANSAS CITY, KAN., June 8.—The musical program for the year in the public schools of Kansas City, Mo., culminated recently in the Music Memory Contest at the auditorium, when more than twelve hundred public school children contested for prizes. During the whole of the school year there has been a vigorous campaign carried on under the direction of Miss Mabelle Glenn, the music supervisor, to stimulate interest and increase the appreciation of music among the school children. Among other things, the campaign was connected up with the programs of the symphony orchestra concerts that have been given in this city during the Winter. Large numbers of the children have attended these concerts, and in each case the concerts were preceded by classes in music appreciation. The selections were played on the talking machine, and the music director would explain the selection.

At the Music Memory Contest given there were twenty selections made from the forty-five numbers given during the season, and the pupils, armed with pencil and paper, were given an opportunity to test their memory. It is announced

that there were a great many perfect papers and that there were many more which were almost perfect.

The music during the contest was rendered on the piano instead of the talking machine, as during the school year. Four of the numbers were played by Mrs. Eva Faith Rider, and the others were produced on the Duo-Art, under the supervision of Walter Ehrnman, of the J. W. Jenkins Sons Music Co.

Prizes were offered to the various school teams by the Kansas City Star, consisting of sets of talking machine records, and the winning team was taken to the Saturday matinee on May 27, given by the Kansas City Grand Opera Co. at the Shubert Theatre. The program for the matinee consisted of a rendition of "Faust." The winners of the second prize were given balcony seats, through the courtesy of the J. W. Jenkins Sons Music Co. In addition to this, each pupil making a perfect score was presented with a silver pin from the National Bureau for the Advancement of Music.

While the direct sales from the records used in the training of the pupils in the schools have

been made practically all by the Victor people, the indirect benefits have been gained by all music dealers. The interest has by no means been confined to the children, but has spread to all classes. The effect on the sales in the past has been gratifying, and the prediction is freely made that it will be much larger in the future.

### Buys Victrola for Radio Broadcasting

Radio broadcasting is on the increase, and the trade in all kinds of radio instruments is growing rapidly. One of the largest stations is connected with the Kansas City Star, which has recently added to its equipment a Victor talking machine and a stock of records to be used in its concerts. A school machine was purchased because it is fitted up with a horn, making it especially adapted for the service required.

### Chappell Music Co. Moving

The Chappell Music Co., of Salina, Kan., is moving. It finds that it is not only a desirable thing to be in the center of the business district, but also that it is worth while to get on the right side of the street. While it is about it, it is also enlarging its quarters and installing Unico equipment.

### Gets Victor Publicity Through Radio

In Wichita, Kansas, the J. O. Adams Music Co. has joined with the Wichita Beacon in broadcasting, and the two have put on some very attractive programs. Recently, besides Victor records, a Victor artist of note was heard. He was Prince Lei Lani, and he took part in the concert given May 25. The hook-up with the daily paper has not only increased the interest in music generally in the community, but has given the music company some very valuable front-page publicity which money alone could not buy.

### Practical Talk to Students

For some months Miss Pratt, head of the science department of the Fort Scott high schools, has been making a practice to take the students under her care to some local plant or institution where knowledge of a scientific nature might be gleaned. Recently the class decided that it would like to look into the subject of talking machine and record making, and John Synnott, a Fort Scott Columbia dealer, was approached on the subject.

Mr. Synnott thought the idea an excellent one and cordially invited the class to visit his store next visiting day, and the invitation was politely accepted. Mr. Synnott told the students, too, that he would endeavor to have a regular phonograph man present for the occasion to talk to them. With this thought in mind Mr. Synnott quickly got in touch with E. A. McMurtry, local branch manager of the Columbia Co. at Kansas City, and as a result Thomas Devine, one of the Kansas traveling representatives of the company, was delegated to take care of the matter.

Mr. Devine spoke to some forty or more students at Mr. Synnott's store, May 23. His talk, of a little more than an hour's duration, covered the history of the phonograph from its inception. The part played by Edison, Bell, Tainter, Smith, McDonald, etc., was touched upon in an

- The Portable Victrolas
- The Summer Dance Records
- The Horizontal Type Victrolas



These Three Can Make Business Good Now for Every Victor Dealer.

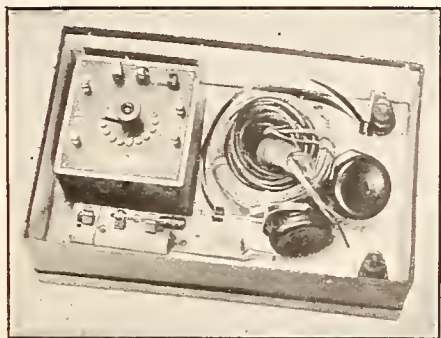
We are ready and anxious to serve you.

*The*  
**Schmelzer Company**

"Exclusively Wholesale Distributors of Victor Products"

KANSAS CITY, MO.





## ATLANTIC JR.

Crystal Receiver

**\$18.00**

Ready for Installation

**Atlantic Instrument Co.**

INCORPORATED

13-21 PARK ROW NEW YORK

interesting way. Record making was gone into also, exhaustively, and the various processes from the wax to the finished product were described in detail, charts being used to illustrate where necessary.

### New Edison Dealers

C. J. Keil, a prominent jeweler of Clinton, Mo., who has been out of the phonograph business for a time, has stocked up with Edison machines and records, again and is ready to serve his community.

The Blackledge Music Co., of Coffeyville, Kan., H. H. Kahn, manager, has added the Edison to its line, which now includes the Edison, the Victor and the Brunswick lines. The Blackledge Sales Co., of Caney, Kan., operated by the same people, has also added the Edison line. The Nicholson Furniture Co. is also a new Edison dealer.

### Co-operate in Brunswick Advertising Campaign

Among the most attractive advertising that has appeared in Kansas City dailies is the series of page ads which pertain to June brides and is run over the names of the Brunswick dealers of this city. This publicity is backed up with a vigorous selling campaign, and good results in the way of orders are reported.

### Good Crops Create Trade Optimism

Fred Jenkins, manager of the Victor wholesale department of the Jenkins Music Co., was one of the Trade Trippers who recently went from Kansas City through Nebraska, Wyoming, Colorado and Kansas. He reports that he found a splendid spirit of optimism all along the way, and that the prospects for good business in these States is fine. Reports from his field men indicate that in all the agricultural districts of the territory, except in southwestern Kansas, feeling is fine, and business is on the increase. There is some depression in the mining districts, owing to strikes which are in effect there. The latest estimate of a wheat crop for Kansas, which is expected to reach 121,000,000 bushels, will explain why Kansas is so optimistic.

### Takes on the Cheney Line

The Victor-Arnold Music Co., which has done a good business in the mail order line, has moved from the Bryant Building to the first floor of the new Mahoney Building, which is located next the new Pantages Theatre. The exit from the theatre is next door to the new music shop. The company has not only improved its location, but has added the Cheney line of phonographs and the Vocalion line of records.

### Edison Club Booming Business

"Only \$1 will admit you to the Edison Club" is the attractive announcement that is adorning the windows of the Edison dealers of this district. Manager Blackman is pushing the cam-

paigned by a personal tour of the territory, and the reports from dealers who have started clubs are to the effect that the plan is popular with the people. Three styles of cabinets are offered in this club campaign, with prices ranging accordingly.

### Growing Demand for Portable Machines

One of the features of the trade this season is the large demand for portable machines. The Victor portable is in such demand even this early in the season that the jobbers are not able to secure machines to supply the demand. The very thought of what it will be when the vacation period begins in earnest brings a broad smile to the faces of the Victor wholesalers.

A. A. Trostler, secretary of the Schmelzer Co., is now East attending the Jubilee Convention and Jobbers' Reunion at Atlantic City. He will also visit the Victor factory at Camden, N. J.

B. L. Plank, of the Jenkins Music Co.'s field force, plans to attend the Jobbers' Convention at Atlantic City.

J. W. Grantham, of Baxter Springs, a well-

known music dealer of Kansas, is attending the Jubilee Convention in New York.

A very decided improvement is being worked out in the arrangement of the interior of the local store in Kansas City of Smith, Barnes & Strober, by Manager Baldwin. The record department is being brought up to the front of the store and the whole department will be given more prominence.

### HEMPSTEAD MUSIC SHOP OPENS

HEMPSTEAD, N. Y., June 3.—The Hempstead Music Shop is the latest business institution to open its doors to the public here. It is located in the Hempstead Theatre building on Fulton avenue, and is carrying a complete line of Sonora phonographs and Vocalion records. The store has been handsomely fitted up with the most modern equipment for the handling of this line of goods.

The man who allows the other fellow to express an opinion can often learn something to his advantage.

*Announcing*

**PORTABLE**

**PAL**

**PHONOGRAPH**

**A \$50 portable  
to retail at \$35**

PAL is equal in quality to the finest portable machines in the field — regardless of price!

You will recognize PAL's value at once! Your customers will see it!

They will admire its beauty! They will appreciate its tone! They will be satisfied with its price.

Show PAL to them, if you want this to be a big portable year for you.

*Write for details today!*

**Dealer's Price**

**\$20**

f. o. b. New York

**Special**

**Cowhide Case**

**\$25**

[The same PAL machine in a genuine cowhide case, stitched corners, to retail at \$40.]

### SPECIFICATIONS

Walnut or mahogany finish, 12" wide, 18" long and 8½" high. Weight about 20 lbs. Equipped with a high-grade motor, playing three 10" records with one winding. Extra fine universal tone arm and sound box playing all types of records, with special sounding board. The cabinet is equipped with 10" record album. Heavy brass, nickel-plated hardware with strong handle for carrying purposes.



**PLAZA MUSIC CO.**

18 WEST 20th STREET

NEW YORK



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 10, 1922.

THERE is a musical instrument manufacturer in the State of Indiana who has been through every panic since 1873. This is the veteran,

A  
Cheerful  
Veteran

Jesse French, Sr., of New Castle, head of the great piano-making house of Jesse French & Sons. The veteran piano maker knows what a financial depression is. He knows by this time just how these economic phenomena arise, and what their after-effects are sure to be. When a man like him, therefore, says that he is full of confidence, business men, especially in the music industries, will stop and take notice. For Mr. French is not only a veteran but a successful business man. The business of which he is the head is a large and successful manufacturing business with a world-wide reputation. When, therefore, such a man says, as he said the other day to a traveling representative of The Talking Machine World, that he considers the business outlook encouraging we cannot withhold our attention. When, further, he shows that he means what he says by preparing to make up a large stock of pianos and player-pianos for Fall consumption he makes his statement convincing. We cannot help feeling that he knows what he is talking about. A man who has seen the ups and downs of American business during forty years is necessarily a man to whom the ways of panics are familiar. He knows how they come, how long their effects are felt and how they go. When such a man declares at a time like the present that he is getting ready, by putting in his money and his skill, for a good business this year we feel that he knows what he is doing. His message is a message which all, particularly talking machine men, may read and from which all may draw practical encouragement.

IT does not seem that even the plainest truths have power to penetrate the human consciousness until they have been driven in by repeated blows. One has to say them over and over again, and even then some folks never lay hold of them. Tons of paper have been consumed in talks about radio, not to mention gallons of ink. Yet the most obvious truth about the whole affair seems to have been almost entirely overlooked. Music merchants can sell, and sell profitably, radio outfits. But any music merchant who is foolish enough to suppose that radio is a *substitute* for the talking machine or for any other domestic musical instrument simply shows that he does not understand the essential principle involved. Radio is, in fact, not a music-in-the-home proposition in the sense in which a piano or a player-piano or a talking machine may be so described. Radio is simply a ticket and transportation to a concert. It is a listening-in proposition. It is limited to whatever the transmitting station may see fit to send out. The listener has no more choice as to the program than has the seat-holder at a symphony concert. On the other hand, the talking machine is distinctly a personal possession, shared not at all by the outer world, and affording to its owner the precious advantage of choice. The owner goes to the record cabinet, takes out the record he wants and plays it. How simple, but how important! Music that you want, when you want it and as often as you want it! That is the sign of the talking machine. And it is one which no listening-in mechanism can take away or replace.

Simple,  
Common  
Sense

To put it in another way, we shall be the most foolish of people if we allow ourselves to build an enemy or a cause for fright out of the popularity of our new friend and assistant, radio. Those who make this error simply do not understand their own game. The way to treat radio is to take it up and make use of it. The first thing is to find the right sort of outfit. This must be self-contained and reliable. The music merchant wants something to sell that looks like a musical instrument and sells like one. Then, when he has this, whether as a combination with a talking machine or by itself, let him set to work to sell it for exactly what it is, that is to say for a new medium for getting in touch with music. Radio is a listening-in proposition; the talking machine is a music-maker. One is intermittent, the other continuous. You get radio music when it is sent out. You get talking machine music when you want it. There is the

difference. Neither can substitute for the other. Our job as talking machine men is to handle both, or rather to handle the newcomer while we push the old stand-by harder than ever. Nor let us forget that radio is the best little advertising agent the talking machine record ever had. No advertising comes in effectiveness anywhere near an announcement, made through radio, that a certain song or dance, as recorded on such a record, will now be broadcasted. The listeners listen. They are pleased. They go to the music store and they buy that record for their talking machine. It is good stuff and it works.

A RECENT number of Printer's Ink contains one of the best articles we have ever read and on a subject, too, which is near to the thought

Brunswick  
Principles  
Disclosed

of every music man in these days. The writer of the story has been talking with A. J. Kendrick and others of the Brunswick-Balke-Collender Co., and what he has to say is most instructive. He points out how five years ago, two years before the passage of the Eighteenth Amendment, the great Brunswick house began to shut down on the manufacture of fixtures for saloons, seeing clearly the signs of the time. The great plant must, they then saw, be shut down or else be kept busy by means of some substitute line of manufacture suitable to its capacities. Piano case-making was tried, then cabinets were made for talking machines. Lastly, the heads of the company came to the conclusion that the talking machine had a future, and they went into its manufacture with all the care and all the wisdom which have always characterized their acts. The result we know. But the Brunswick policy itself has never been, in our judgment, so well set forth in a few words as by Mr. Kendrick himself, when he said, in substance, to the Printer's Ink man that the basis of their success lies in getting the right sort of dealer, educating him to the Brunswick idea, then backing him up with the most carefully worked out advertising. One foundation of this advertising is what may be called the Brunswick "Hall of Fame" principle. According to this principle the meritorious newcomer among instrumental and vocal artists is taken up by Brunswick, put into its Hall of Fame alongside the Godowskys and the Hubermans and thus placed before the public at once in the rank where he or she belongs. Brunswick advertising seems to be of the kind that builds up, and Brunswick dealers are naturally profiting by it.

SPEAKING of dealers, why is it that so many will always insist upon taking the line of least resistance? Why is it that we still find dealers

The 23  
Per Cent  
Community

talking about the market for talking machines as if that market had already reached the point of complete saturation? It all reminds us of something else we once heard this same A. J. Kendrick say; this time about a census taken by his company in Ohio to discover the actual condition of talking machine distribution in a certain prosperous community. The local merchants thought the market was glutted, but the census showed that fewer than one-fourth of the families in the community possessed talking machines! The figures will be found to apply to many other communities too if the truth be told. Nor shall we forget that a market is saturated only if and when all the families in a community have been sold. Until they have been sold the community is not saturated. Well, is there any reason why that community—any community—should not be sold to at least the extent of 90 per cent? How much does the average dealer really understand about the attractive power of the talking machine upon the normal man or woman? How much, indeed? A little more enthusiasm and a little more knowledge are the greatest needs of our industry on its retail side.

THE difficulty of the small boy in learning to spell because the teacher changed the words every day is nothing to the difficulty of becoming a salesman and meeting new arguments every day. But one way or another the boy generally learns to spell and, there is no doubt about it, change of argument is what makes the successful salesman.



From our **CHICAGO HEADQUARTERS**  
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., June 9.—The Chicago trade, both wholesale and retail, while showing an improving trend, has been more or less spotty during the past two or three weeks. The demand this month has been somewhat similar to that of last month, namely, for small machines, particularly portables. Some retail dealers assert that the record business has picked up materially. In fact, some of them say that in looking over the sales lists of records and paying particular attention to the names of the records sold, they find quite a similarity between them and the musical numbers which are being broadcasted by the radio transmitting stations.

**The Radio Situation Reviewed**

The radio has had quite a large effect on the talking machine trade in Chicago and has done a great deal to stimulate business in many instances. Of course, there are numerous predictions as to what is in store for radio for the future, but from the looks of things most of these predictions may be regarded as far-fetched. Chicago people are of the opinion that radio is still too young for predictions.

One thing that is very striking concerning the retail radio situation is that great numbers of retail electrical concerns handling radio apparatus are not quite so enthused with it as they were a few months ago. The reason, they state, is that they cannot get materials and that people are not buying at this particular time. However, from the regular old-line music merchants who have well-established stores handling talking machines and other musical instruments, one learns a somewhat different story. This other story is that the shortage of goods hampers them in their

sales, but that they have plenty of demand. This demand they are making themselves. They are utilizing their canvassing forces and making house-to-house calls. The canvassing man is not devoting all of his time to radio, as might be expected, but when he calls on a prospect he talks talking machine as well as radio. In other words, he is hitting the prospect from both sides, and if he does not get him on one he does on the other, and so stands a likely chance of getting him on both.

**Dealers' Trade Hurt by Building Situation**

The building situation in Chicago has been hampering the work of the dealers to a great extent. This situation has brought about a sort of a status which is certainly not due to lack of employment. There is plenty of employment to be had in Chicago in the building line and plenty of men to go around, but the influence of the building trades unions is holding the men in check. Anyone who has been keeping an eye on the Chicago papers during the last month or two is well aware of the turmoil that has existed in labor circles for some time past. Many of the workers are alleging that it is unsafe to go to work no matter what side of the fence they are on, so that one can easily see wherein the trouble lies.

**Cut in Freight Rates Helping Business**

The manufacturers and jobbers are jubilant over the announcement that was let loose a week or so ago concerning freight rates. They are all of the opinion that this will have a tremendous influence on every line of business. For quite a number of months there has been more or less of a cry among manufacturers in all lines that

freight rates have not kept pace with the general downward trend of prices, and now that the move has been made along this line we can look forward to increased activities in shipping. Then, again, some say that although this cut in freight rates will stimulate business to a great extent the speed of shipping will not be much affected, in view of the fact that the railroads have not been keeping up their rolling stock. For this latter assertion we do not vouch, but if there is an increase in the amount of shipping it will necessarily mean that the rolling stock of the railroads will have to be replenished. When this condition is taken care of much activity will be seen in districts devoted to the manufacture of railroad equipment, and we can then look for a great spurt in the music business in districts such as Pullman, Michigan City and other railroad equipment manufacturing centers.

**Frank Westphal Entertains**

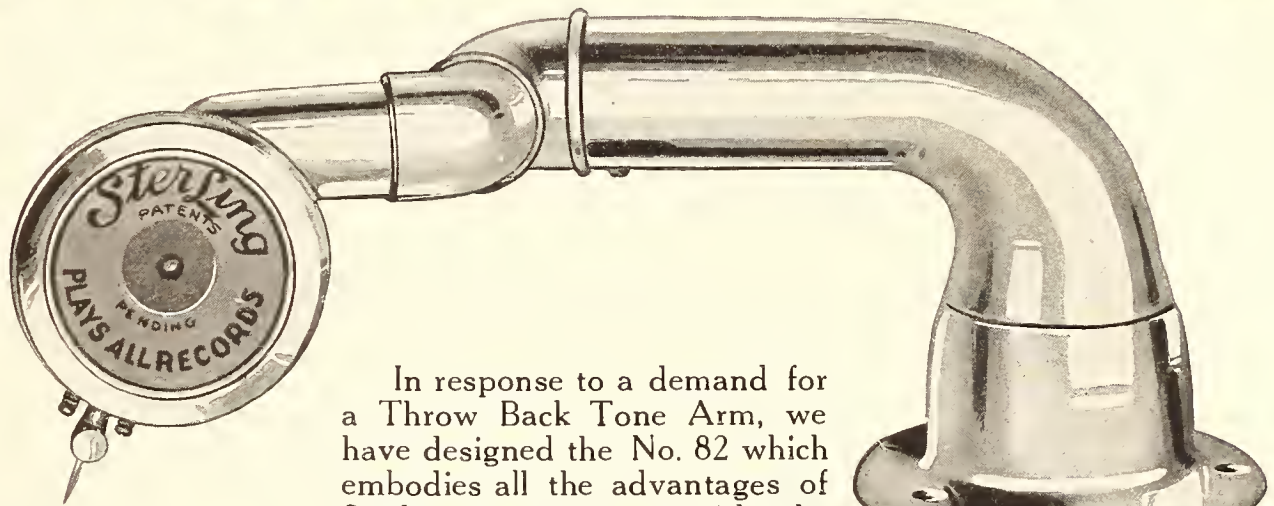
Frank Westphal and his orchestra, exclusive Columbians, were the feature attraction at the Chicago Piano Club gathering on Monday, May 22. The story pertaining to the event, as related afterward by one of our bright young men, is given here verbatim:

"Frank Westphal was playing at the Chicago Piano Club. He and his orchestra were announced by the chairman, after which they proceeded to settle themselves in their chairs and make ready to play. There was no particular enthusiasm shown. It was purely a business courtesy with them. The Piano Club had requested them to play and the club contains in its membership some influential men in the music

(Continued on page 116)

**STERLING No. 82 THROW BACK TONE ARM**

*A New Member of the Sterling Family*



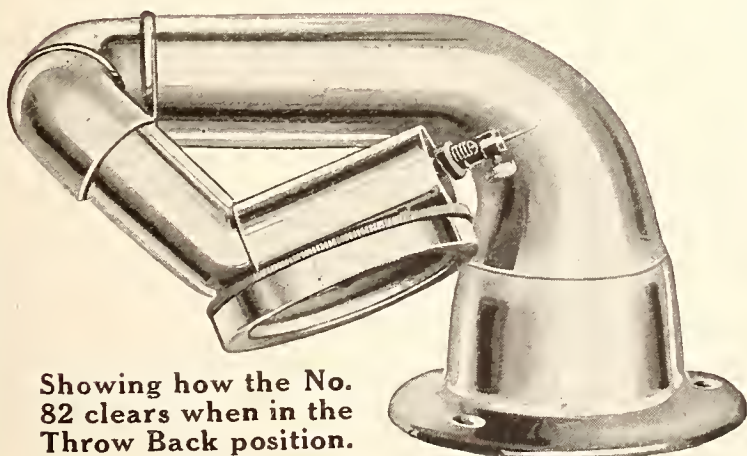
In response to a demand for a Throw Back Tone Arm, we have designed the No. 82 which embodies all the advantages of Sterling construction with the addition of the Throw Back feature. When in its normal operating position the Sterling Reproducer maintains perfect alignment under all conditions.

When in its Throw Back position the reproducer, even when adjusted for Edison or hill and dale records, "clears" the tone arm.

A new and improved needle holder is another added feature.

**STERLING DEVICES COMPANY**

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm



Showing how the No. 82 clears when in the Throw Back position.

534 Lake Shore Drive

Chicago, Illinois



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

industry. Generally speaking, the place and time (musicians, according to Hoyle, are fast asleep at 12.30) were not propitious to inspirational outpourings. The room was low, everybody had been smoking, and, to cap the climax, everyone knew it was raining outside. They had come in from the rain and had to go out in the rain. On the whole, these were not the best conditions in the world for either music or enthusiasm of any kind.

"The boys settled down to their work. One number was played and everyone clapped. A second number was given. The boys, looking around on the smiling faces, knew that the crowd was with them. Their enthusiasm increased. A third number was played and it was as plain as day that considerably more pep was being put into their work. They had been warmed up by the crowd and after the encore that greeted their third effort they fairly danced into the fourth number. Pleasure was written all over their faces. They were enjoying it as much as the

audience itself. Two numbers, or, at the most, three, was all that had been asked for, but when someone called the name of a fifth selection the musicians without a moment's hesitation accommodated them. They wanted to. They liked it.

"What a contrast between the start and the finish! They caught the real Chicago spirit and something admirable which is always in the hearts of all Chicagoans had been awakened. The Piano Club in return voted Frank Westphal and his organization a humdinger crew—a gang of regular fellows who certainly know how to entertain. It was 'some' event."

#### The Brunswick Dispatch Contest

The editor of the Brunswick Dispatch, a clever little house organ devoted to the exclusive Brunswick trade, has just launched a "Question and Answer" contest for Brunswick sales people. The contest began with the May issue of the Brunswick Dispatch and on the 29th of the month. The day set as the deadline for answers receivable the Dispatch editor's desk was liter-

ally groaning under the weight of numerous replies. The contest is made up of questions which relate to Brunswick artists and Brunswick records and the history of music, and this contest will be a monthly affair. For the best set of answers sent in each month by Brunswick sales people a cash prize of \$25 will be given, with a second prize of \$15, as well as a third prize of \$10. The contest is open to all persons actively engaged in selling Brunswick products and each set of answers submitted must be countersigned by the store owner. A list of the ten questions recently asked is as follows:

"1. Name three violinists now recording for Brunswick.

"2. Name leading dramatic soprano of the Metropolitan Opera Co.

"3. Name leading dramatic tenor of the Metropolitan Opera Co.

"4. Name leading dramatic baritone of the Metropolitan Opera Co.

"5. Who has been recognized throughout the entire world as 'The Master Pianist'?

"6. Name two prominent arias from the opera 'La Boheme' released on Brunswick records March 15, naming acts in which they appear.

"7. What two operatic arias were released on the Brunswick April list as sung by the leading baritone of the Metropolitan Opera Co.?

"8. Is there a story connected with the word 'Tarantelle'? What recording have we recently released bearing this title?

"9. Name the remarkable soprano recording released on April 15, the theme of which was used for a most recent popular dance recording.

"10. How many records were released for sale on April 15, naming number of operatic, piano and violin records included in this list?"

In answering questions relative to Brunswick recordings the record number, color of label and artist's name must be mentioned.

#### Jewett Office Operates

The Jewett Phonograph Co., of Detroit, has just completed the equipment of its new Chicago office at Room 1624, North American Building. The entire line of Jewett instruments, including the new Jewett radiophone, is now on display. Emil F. Sharp, assistant sales manager of the Jewett Co., is looking after the firm's activities at its Chicago office.

#### Papineau Manages Fair Department

W. B. Papineau, who for some time past was the office manager for the Sam Fox Pub. Co. and who for many years besides this was general manager for the well-known chain of retail stores presided over by Col. Goetting throughout the New England States, has just been made manager of the musical merchandise department of The Fair. In conjunction with his managerial duties Mr. Papineau will buy the musical merchandise.

#### Davin Wins First Prize

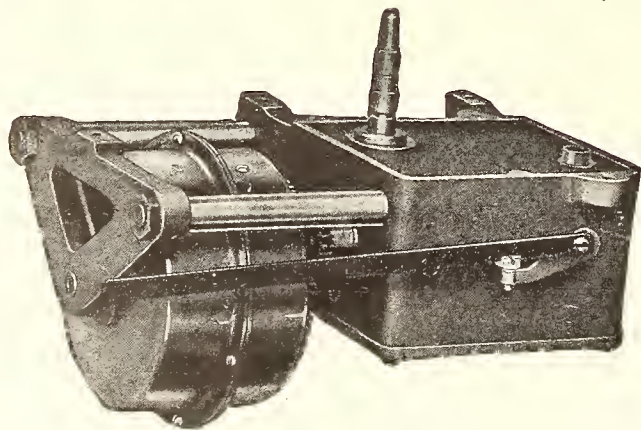
J. J. Davin, secretary of the Reincke-Ellis Co., this city, won first prize in an advertising idea contest introduced at Northwestern University recently, in behalf of the Owl Drug Co., one of the leading retail organizations in this city. Mr. Davin attends the advertising course at the Northwestern University, and when it was announced that a prize would be awarded for the best analysis of the "Owl" advertising and sales campaign he joined with the other students in submitting ideas and plans. Needless to say, Mr. Davin was extraordinarily pleased to learn that he had been awarded the first prize of \$25, and he received the other day a letter of congratulation from A. R. Specht, vice-president of the Owl Drug Co.

#### Lyon & Healy's Victrola Show Week

Lyon & Healy have created quite a sensation in talking machine circles in Chicago, by means of their Victrola show, which lasted a full week, and was carried out on a most extensive publicity scale. One feature of the show was that the entire window space fronting Jackson boulevard and Wabash avenue, comprising over 15,000 feet, was entirely devoted to the Victor display.

Concerts were given daily and many popular Victor artists appeared in person both at the

# The Best Motor Money Can Buy



1. The **wick lubricating system**, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be **perfectly lubricated**. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

## REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

**United Manufacturing and Distributing Company**

536 Lake Shore Drive

CHICAGO



concert hall and in the Victrola department. One of the big drawing cards was Roy Bargy, director of the Benson-Victor orchestra, who, with his men, played in the retail Victor department each day from 12 to 2. Besides this well-known organization, such artists as Pauline Marshall, Lucille Hayley, Marie Turner, Claire Louise Thurston and Harold Saxler were on the bill.

On the main floor over one hundred different models and finishes were on display, with prices ranging from \$25 for the portable model, to the elaborate period design, at \$850. Announcements of the show were made by means of full-page display advertising which appeared in all of the Chicago dailies.

**W. H. Wade Patents the "Impresad"**

W. H. Wade, of the Wade-Twichell Co., has patented and is now manufacturing a clever little device called the "Impresad." This is a small instrument made of aluminum and consists of two parts; one part forming a base and spindle, and the other part consisting of a circular stamp and hollow handle, wherein the spindle of the base fits. The record is placed on the spindle, and the pad, which has a rubber stamp attached to its under surface, is slipped into space and pressed down. Upon removing the record from this little instrument there is stamped around the margin of the record label the name of the dealer who made the sale.

**Another Lyon & Healy Sales Help**

Lyon & Healy have just completed two of the most handsomely decorated demonstration booths for Victor talking machines that have ever been seen here. One of the big ideas concerned in the decoration of these booths is to teach the dealers in a practical way just how effectively a booth may be finished; and what results may be obtained from such a finish. The booths as they now stand are equipped with the most elegant tapestry and furnishings that money can buy. One big and prominent feature, which stands out and makes its appeal to women, is a group of artistically arranged mirrors placed about the walls.

Another effective piece of Victrola advertising which Lyon & Healy have carried out is located at the entrance of their main doorway. It consists of a very handsome Circassian walnut console Victrola placed upon a blue plush pedestal, which is surrounded by a fence-like arrangement made of gold cord. It is so arranged that the sunlight strikes it in the late afternoon, and if the day is cloudy a large electric bulb is placed in the scenery directly over the instrument, which carries out the same effect.

**The Nobles Entrain**

Very few of the Nobles of Chicago's Medinah Temple were absent from the big turnout of that body on the evening of June 8, when 1,075 of them, accompanied by their wives and families, marched from the Temple to the Northwestern depot. The procession was headed by the Honorable W. H. Wade, Potentate of the Medinah Temple. "Bill" was togged in full dress regalia and perched artistically upon the hump of a very large camel. The reader may rest assured that there were plenty of talking machine boys along the line of marchers. The party was headed for San Francisco, where they went to attend the annual session of the Imperial Council of the Mystic Shrine, June 12, 13, 14 and 15. After the 15th three trainloads of Shriners and their families will make a trip through the Grand Canyon; two trainloads will make the trip North to Portland and the mountains in that section, and several hundred of them will embark for a trip to Honolulu.

**The Piano Club Drive**

The far-famed membership drive of the Chicago Piano Club, under the direction of Harry D. Schoenwald, Chicago representative of the Consolidated Talking Machine Co., and chairman of the membership committee, closed on Wednesday, May 31, in a whirlwind of excitement and a blaze of glory for the winner. We beg to introduce, ladies and gentlemen, the jovial, genial and gentle person of Sidney Sachs, better known as "Sid," who won the drive with a total of

sixteen new members secured. Jack Kapp, of the Columbia Graphophone Co., was second, with a total of thirteen. Both these gentlemen worked hard and late in rivalry to gain the greatest number of new members, and each deserves great credit for his interest. It was nip and tuck right up to the finish, with Jack ahead one day and Sid the next, and if ever there was a successful membership campaign it was that just closed by the Chicago Piano Club. The winner will receive a first prize of \$25 and second \$15.

We must not fail to mention, however, the important fact that Harry Schoenwald himself brought in fifty members, more than three times as many as the winner. Mr. Schoenwald, however, eliminated himself from the contestants because of the fact that he was conducting the campaign.

The total number of new members secured was 124, 100 of whom are resident and twenty-four non-resident. One hundred and twenty-four new members between April 10 and May

31 is some record, we claim, and too much credit cannot be given the boys who put the thing across. The club now has a total paid membership of 366.

**Fletcher-Wickes Co. Expands**

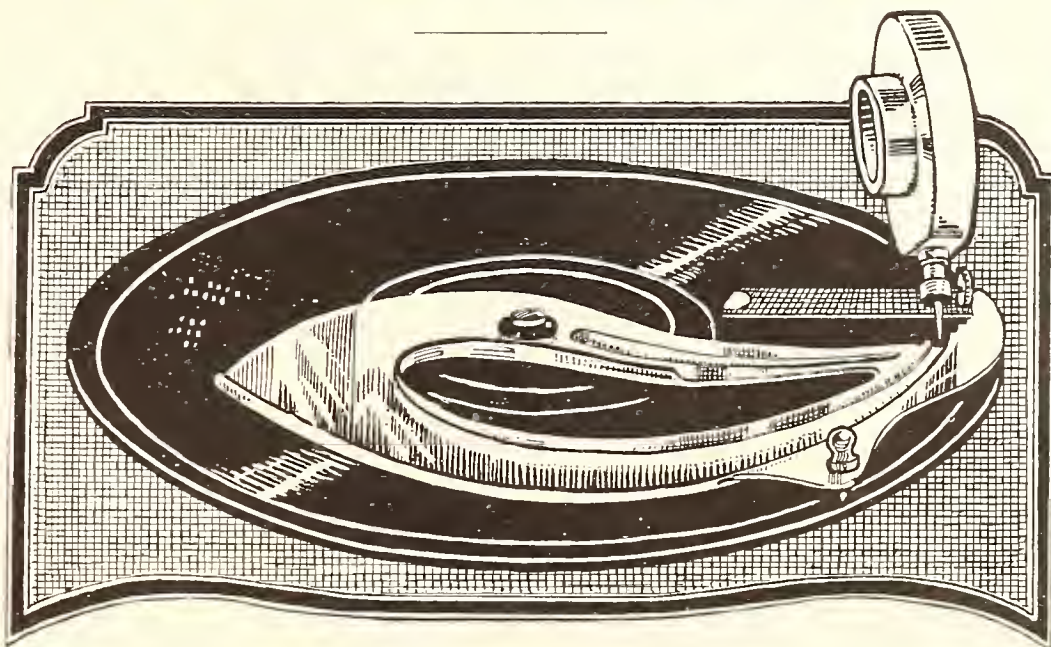
The Fletcher-Wickes Co. is now occupying new headquarters on the same floor of the building where it has been located since its organization. The new headquarters, however, are simply additional space which the constant growth of this company has necessitated. Most of this new space is devoted to offices and assembling department, and, in addition to this space, the company also occupies the third floor and basement of this building.

**Feature Piano Records**

One of the most sensational talking machine advertisements which have appeared in local papers for some time was the full page used in the Chicago dailies recently by the Brunswick Co. These pages feature Brunswick piano records and call attention to Brunswick's remark—  
(Continued on page 118)

**THE GEER REPEATER**

Patented November 10, 1914—September 29, 1916—Infringements will be vigorously prosecuted.



**You have the best accessory so far developed in the phonograph field**

A FEW days ago one of the best-known phonograph distributors in Chicago, a man whose name is known from coast to coast, after testing and selling the GEER RECORD REPEATER for several months, said to us: "You have the best phonograph accessory so far developed in the phonograph field." Every month hundreds of phonograph shops are installing window displays of the GEER REPEATER, and pushing it because it invariably stimulates sales of records and machines.

To assist our dealers in pushing sales through Geer Repeater Window Displays, we will furnish FREE, with every order of 12 Geer Record Repeaters, a Special Demonstrating Record that plays through in 18 seconds. We also supply sales helps and beautifully colored window and counter cards. The coupon below is for your convenience.

WALBERT MANUFACTURING COMPANY,  
925-41 Wrightwood Ave., Chicago, Ill.

New York Office,  
200 Fifth Avenue.

Please send by return mail your "Demonstration Package" containing twelve Geer Repeaters—price to be 40% off list—retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record and sales helps.

Name .....  
Address .....  
Jobber .....

Terms: C. O. D. to firms not rated.

**DOUBLES THE JOY OF OWNING A PHONOGRAPH**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

able feats in recording which have startled the musical world. Every Brunswick shop in Chicago has its name and address given in the advertisement, suggesting that all interested should visit these shops. The artists featured in this advertisement were Elly Ney and Leopold Godowsky, pianists, exclusive Brunswick artists. The list of the Ney and Godowsky piano records were given, together with their numbers.

During the week special piano recitals were given each day and evening for the entire week in all Brunswick shops in Chicago.

The Geer Repeater

The Geer Repeater has certainly gone over big in Chicago. This may be easily seen in a very short while if one cares to walk through Chicago's trade barometer, namely, Piano Row. In every store, without exception, along this famous Row, you will find the Geer Repeater on sale. Each store has an electric motor equipment placed in the window with turntable, Geer repeater and tone arm in action. This situation

has been maintained for the past two months. The men along the street claim that anything moving is always an attractive drawing card and the Geer Repeater as a moving attraction has proved wonderfully successful.

Elaborate Window Sign

The Victor Shop of Davidson Bros., located in Piano Row, has just had a large and elaborate gold sign lettered on its display window. This new sign is one of the largest gold lettered window signs in the Loop and announces the firm's name as well as its monogram, "Davidson's Service." This show window, by the way, has gained fame far and wide by virtue of its beautiful Victrola window displays.

New Vitanola Agency

Samuel S. Schiff, of the Vitanola Talking Machine Co., gave out the news this month that the company is opening many new agencies and has at present some of the liveliest dealers of the country on its books. All the talking machine

dealers throughout the country are concentrating to put over a Vitanola sales campaign in their respective territories. This campaign is likely to be the talk of the music business before long. Each Vitanola dealer is satisfied that he is going to make his business the most attractive and popular one in his town. The Vitanola Co. is now in the process of manufacturing an entirely new line of uprights and consoles at prices that will make the dealers happy.

Getting Its Annual Bath

The Steger Building, one of Chicago's large skyscrapers, and the home of the Steger & Sons Mfg. Co., manufacturers of the Steger phonograph and pianos, located at Wabash avenue and Jackson boulevard, has gone through the process of having its annual bath recently. A large contracting company was busily engaged with some fifteen employes for over a week in cleaning off the front of the building. This building, like all other Chicago buildings which have a white facing, is indeed a beautiful sight and stands out in all of its whiteness, but Chicago's far-famed smoky atmosphere will cause this whiteness to last but a few months at the most.

New Distributor for Wall-Kane

Charles S. Slack, head of the Melody National Sales Co., has just been appointed Chicago representative for the Wall-Kane needle. This needle is now being given better representation in this territory than ever before, and it is Mr. Slack's intention to keep the Wall-Kane dealers in this section acquainted with the most up-to-date helps obtainable. Mr. Slack reports that the Summer resort territory is creating quite a demand for the Melody portable machine and there are quite a number of dealers who are making great numbers of sales on this handsome little instrument.

Starr Popular in Milwaukee

The Chicago office of The World is in receipt of a letter from Miss O. Wachs, manager for A. G. Kunde, Milwaukee distributor of Starr phonographs and Gennett records, which states that both these well-known lines of goods are going bigger than ever in Milwaukee. Miss Wachs further states that they are signing up numerous dealers to handle Starr phonographs and Gennett records in this territory.

One of the latest accounts in Milwaukee to be closed by Kunde for Starr phonographs and Gennett records is the P. W. Voland Furniture Co., 3202 North avenue. This concern is the largest furniture house on the Northwest Side and has put in a complete line of the above-mentioned goods. This firm, through its many years of experience and its well-known reputation, is in a fine position to put over a real music campaign in its territory.

Lakeside's Portable

The Lakeside Supply Co. has come out with a new portable, to which it has given the trade name of "Chorister." This is a very small model of an outing talking machine, being 18 1/4 inches high and 16 1/2 inches wide; equipped with a double-spring motor capable of playing two and one-half ten-inch records on one winding. The tone-arm equipment is of the universal type, connected to an all-wood amplifier. A compartment is provided which holds about eighteen records and when full the total weight of the machine, plus the records, is around nineteen pounds.

It Was a Proceeding in Equity

In the May issue of The Talking Machine World a story was run about the activities of the Vitanola Talking Machine Co. In this story the word "bankruptcy" was used. This term was used in error and the company has asked us to rectify the mistake. The Vitanola Co. was not relieved from bankruptcy, for bankruptcy proceedings were not taken. A receiver in equity was appointed, who has now been discharged.

Beware of Imitations

The Hall Mfg. Co., originator of the famous Hall Fibre Needle, has again found it necessary to call the attention of the trade to the fact that



Let Them Know You're in Business—

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

12 MONTHS TO PAY

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

Store Frontage.....No. of Floors.....

T. M. W. No. 6

Federal Electric Signs are the cause of a busy street; not the result.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

several foreign concerns are approaching dealers and jobbers throughout the United States and offering for sale fibre needles, which are a direct infringement on the Hall patents and which are poor imitations. Several times in the past few years attempts have been made by foreign companies to unload spurious goods of this character upon the American market. At one time a few years ago one concern was running over the market in such a roughshod manner that the Hall Mfg. Co. found it necessary to take the matter up in court, when it was found that the Hall patents were valid and infringed. It is now the intention of the Hall Co. to get after all imitators more strenuously than ever.

**That Grand Opening**

Ted Snyder himself and one hundred stage stars were there to greet the public and sing for them at the grand opening of Ted Snyder's big song shop on Saturday, June 3. All departments were open for inspection.

The opening announcement was heralded in the daily papers and called the public's attention to the fact that Columbia, Victor and Cameo records were on sale. Machines of all those makes were on display in twelve beautiful demonstration rooms. Besides having departments devoted to records, talking machines and sheet music, there has been established in this new shop a piano roll department, as well as a radio department. The slogan carried on all

Snyder publicity is a little rhyme, which reads: "A ring on the phone brings a song to your home."

Besides his activities at this grand opening, Mr. Snyder, while here, composed a special song, which his firm, in conjunction with the Chicago Evening American, will publish, as a soldier bonus song. This song was sung throughout the grand opening of the new shop. "I'll Be There"

While we are on the subject of songs and songwriters, we must not fail to state that Lee S. Roberts, of the Q R S Co., wrote a special song for the Jubilee Convention of the Music Industries Chamber of Commerce. The Jubilee singers of Chicago who pulled out for the convention on Saturday evening, June 3, at 6.30, surely made the air ring with "I'll Be There." The first singing of this song was done at the May 29 meeting of the Piano Club, when Billy Collins led the assemblage in a rousing chorus.

**Columbia Activities**

M. G. Peters, dealer service supervisor of the local branch of the Columbia Graphophone Co., returned recently from a successful trip through Iowa and Illinois. Mr. Peters traveled these States in the interest of dealer service and was very much enthused.

John McKenna, manager of the Chicago branch of the Columbia Co., was one of those present on the Piano Club Special to the Con-

vention in New York. Mr. McKenna was accompanied by his wife. While in New York he visited the executive offices.

J. W. Dux, formerly with the Westinghouse Electric Co., has come into the Columbia organization and will travel Iowa.

Chas. Beisel, one of the best-known traveling men in the Middle West, has also come into the Columbia Graphophone Co., with the Chicago branch, and will travel Indiana.

Mr. Stepanek, of Stepanek & Vondracek, of Cedar Rapids, Iowa, was recently a visitor to the Chicago branch. Mr. Stepanek is very much enthused over Grafonola business in Cedar Rapids, and is enjoying a healthy business at this time.

S. R. Lemberg, our North Side salesman, enjoyed his vacation by taking in St. Louis, Indianapolis, Pittsburgh, New York and Boston. In the latter city Mr. Lemberg visited relatives. He was accompanied by Mrs. Lemberg.

**Magnola at Exhibit**

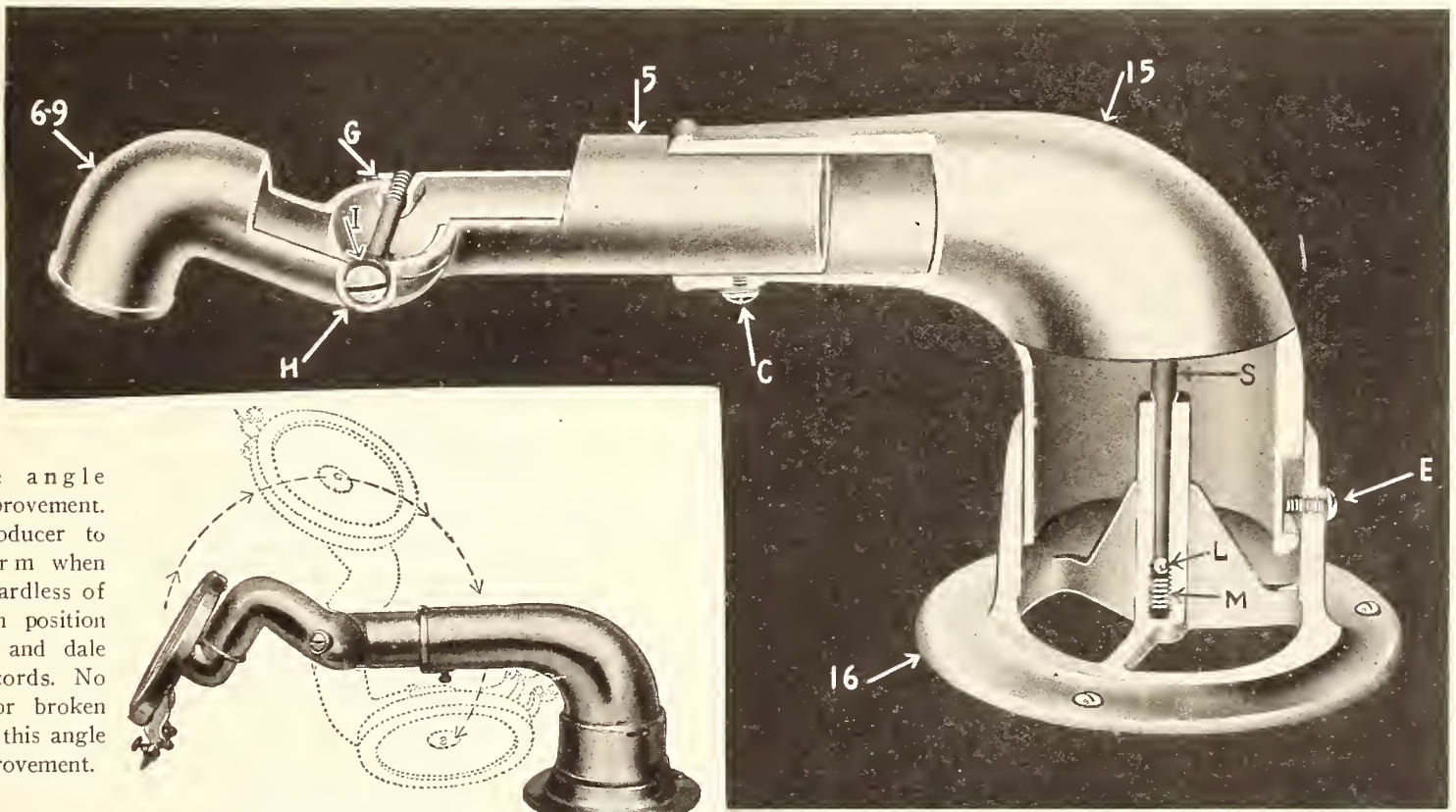
The Magnola Talking Machine Co., of this city, held an exhibit at Suite 1252, Hotel Commodore, during the big national convention in New York. The exhibit was in charge of Messrs. Bassett, Hewitt and Gustafson, of that company. Besides a full line of Magnola instruments, there was on display a full line of Schulz player-pianos and small grands, which are the product of the M. Schulz Co., the parent or-

(Continued on page 120)

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.

Illustrating the angle throw back improvement. Permits reproducer to clear tone arm when thrown back, regardless of whether it is in position for playing hill and dale or lateral cut records. No marred covers or broken reproducers with this angle throw back improvement.



PAT. APPL'D FOR.

**A NEW LARGE SIZE ORO-TONE ARM GRACEFULLY PORTIONED AND SCIENTIFICALLY CONSTRUCTED. POSITIVELY NOTHING TO GET OUT OF ORDER. THIS ARM ON YOUR PHONOGRAPH WILL INSURE CONTINUOUS SERVICE FREE FROM COMPLAINTS.**

BUILT LIKE A WATCH WITH THE STRENGTH OF A HERCULES

**DESCRIPTION OF MODEL O. G. TONE ARM**

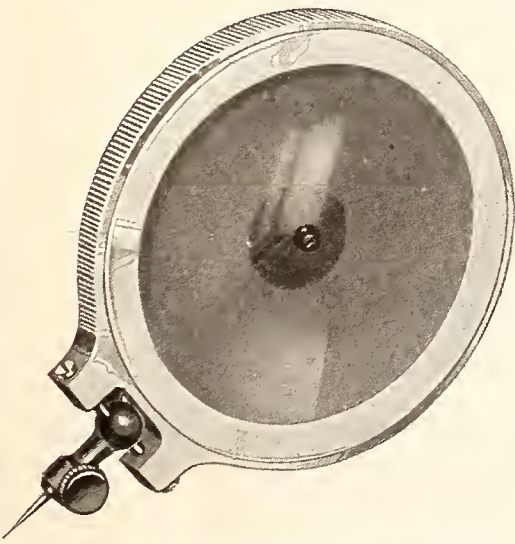
No. 16 Base. No. 15 Large Elbow. No. 5 Adjustable Extension. No. 6-9 Floating Elbow.

M. Height adjustment screw. L. Ball Bearing. S. Fixed Stud in large elbow. E. Stop screw for swing or arc of arm, also holds base to large elbow. C. Length adjustment screw. H. Assembly screw for No. 5 extension and No. 6-9 elbow. I. Hard fibre washer to insure perfect joint and alignment and prevent shake or rattle. G. Lock screw to prevent assembling screw H. from working loose.

**Permit us to send you sample of this new Large Arm and the O-1 Concert Reproducer for your inspection**

YOURS FOR THE ASKING

Lower left cut illustrates our Model O-1 concert reproducer. A wonderful reproducer with powerful, deep, rich tone quality.



Model O-1 Concert Size Reproducer. A wonderful reproducer with a powerful, deep, rich tone quality

**THE ORO-TONE COMPANY**

1000 to 1010 George Street

Chicago, Illinois



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

ganization of the Magnola Co. Mr. Bassett, who is vice-president of both concerns, reported that the dealers exhibited much interest in the Magnola line.

**Changes Company Name**

The Art Music Shop has just changed its company name to the Brunswick Shop, Inc. This store is one of the most attractive and busiest exclusive Brunswick shops in this territory and plans are now being made to increase their present holdings within a short time.

**Takes on Diamond Juvenile Console Line**

E. A. Fearn, of the Consolidated Talking Machine Co., reports a very active demand for the Diamond Juvenile Console line, which his company is representing as jobbers in this territory. This clever little line is being received with much favor by dealers in this section, who regard it as a real musical instrument for children.

Diamond Juvenile furniture is manufactured by the Diamond Products Corp., and makes an ideal setting for a children's booth and an attractive display window. The set consists of a table, four chairs and a clothes rack, as well as a handsome little console talking machine, which will play ten-inch records.

**Opens Radio Department**

The Bent Music Shop has just opened a new radio department on its main floor and up to date has been doing a thriving business with this line. The shop handles the well-known Amord line of receiving sets as well as accessories and parts. One of its Wabash avenue show rooms is given over for display purposes and a few of its demonstration rooms are being utilized for demonstrating radio in connection with a full line of Victrolas and Victor records.

Another concern to establish a radio department is the Central Piano Co., formerly conducted by Raymond Healy.

**Neumeister to Europe**

Charles W. Neumeister, Western manager of the

record division of the General Phonograph Corp., of Illinois, left Chicago on June 10 for a two months' business trip and vacation. He was accompanied on the trip by Mrs. Neumeister. England, Holland, Belgium, France and Germany will be visited and Mr. Neumeister expects to re-



C. W. Neumeister

turn to Chicago by the end of July, Mrs. Neumeister following by the end of August.

A most successful trip in the interests of Okeh records has just been completed by Mr. Neumeister, who in his travels covered nearly every city of importance in the Central West. In Minneapolis recently he attended an Okeh demonstration week, which was put on by Vernon T. Stevens, local manager of Doerr, Andrews & Doerr. One of the features of this Okeh demonstration was a radio-equipped car and Magnavox, which created quite a sensation, both in

Minneapolis and St. Paul. It made quite a hit.

**Returns from Western Trip**

Frank P. Whitmore, secretary of the W. W. Kimball Co., has just returned from a very successful six weeks' trip which took him through the Pacific Coast territory. Mr. Whitmore stated that the dealers in that section are anticipating an excellent Summer and Fall business and are placing good orders.

Part of his trip was made in company with George T. Bowen, who has just been appointed to act as general representative for the W. W. Kimball Co. in its coast territory. Mr. Bowen is one of the best-known music travelers in that section of the country and has established his headquarters in Room 1229, Hearst Examiner Building, in San Francisco.

**Harry Hahn a Visitor**

Harry Hahn was one of the trade's recent visitors, coming in from Milwaukee to visit the Aeolian headquarters in Chicago. Mr. Hahn has been representing the Aeolian throughout Wisconsin for a number of months and is to be congratulated in view of the fine work he is doing for his company in that section.

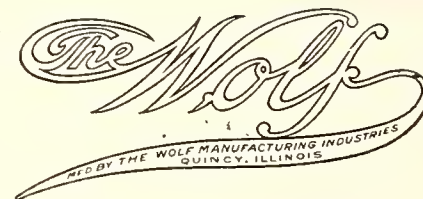
**The Jubilee Convention Special**

The local talking machine industry was well represented on the Jubilee Convention Special which left Chicago on Saturday, June 3, bound for New York. More than 130 piano and talking machine dealers, manufacturers and representatives were on board the train and their trip to New York was thoroughly enjoyed from start to finish.

The Chicago Piano Club and the Piano and Organ Association were represented in force, and M. J. Kennedy, who was in charge of the party, was congratulated on the care and attention he gave to every detail. En route to the convention the party was entertained by Mme. Sturkow-Ryder in connection with the Apollo reproducing grand. The music for the trip was furnished through the courtesy of the Apollo



MODEL 304  
35" Height  
36" Width  
22" Depth



Manufacturers of  
HIGH-GRADE PHONOGRAPHS  
Priced to Sell

**OUR JOBBERS FACTORY PLAN**  
QUALITY VALUE SERVICE

*We operate a plan that makes*

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

**WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES**

Sales Office  
123 WEST MADISON STREET  
Chicago, Ill.

Factory and General Office  
110-126 WEST 3rd STREET  
Quincy, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Piano Co., which provided a reproducing grand and a small upright. Mme Sturkow-Ryder's concert was originally given at Elkhart, Ind., but proved such a success that she was obliged to give another one at Albany, N. Y., in order to satisfy the demands of the travelers.

When the train pulled into Harmon, N. Y., the visitors were welcomed by a committee from New York, and when the special reached Grand Central Terminal, the Westerners were greeted by three Scotch lassies dressed in native costume who provided music in the way of bagpipes and drums.

#### Byrne on the Value of Trade Papers

The value of publicity in trade mediums of responsibility was well set forth recently by Chas. E. Byrne, secretary-treasurer of the Steger & Sons Piano Mfg. Co., who said: "Though the powerful Steger publicity addressed to piano and phonograph merchants includes direct-mail pieces and other effective forms of advertising, the trade paper announcements are really the backbone of the entire campaign. So satisfactory have been the results from the latter that, where a choice is to be made between trade journal advertising as against all other forms of publicity, from the standpoint of interesting dealers, I would recommend the business papers."

This commendation from a man of wide experience in the advertising field is worthy the attention of those arranging advertising appropriations. It is significant that the persistent users of advertising have the least cause to complain about poor business.

#### Six Brown Brothers Score

Tom Brown and the original Six Brown Brothers, famous in talking machine circles as saxophonists, have proven great drawing cards in all the big movie houses around Chicago, where they have been showing lately. At the Riviera and Chicago theatres they had to hang out the S. R. O. sign. Tom Brown has been devoting quite a bit of his time to his "Tom

Brown Saxophone Shop," at State and Lake streets, where he has not only been retailing a big lot of Buescher saxophones, but has been tutoring numerous coming saxophonists as well.

#### Magill Takes Radio Line

Walter Magill is determined to keep himself busy. He has been doing a great amount of work in the talking machine line, selling motors and other parts, but he is not satisfied with this, so he has taken on another line and has formed the Universal Radio Co., Inc. His new firm is putting out a number of cleverly designed Crystal outfits, which range in price from \$10 to \$25 retail. The headquarters of this concern are in Room 1200, Consumers' Building.

#### Isham Jones Moves

Isham Jones and his orchestra terminated their engagement at the Winter Palace on May 1 and began a long Summer engagement, which will take them to nearly every principal city in the mid-Central States. Their first engagement was Cleveland, O., where they put on an elaborate musical program at the opening of the Brunswick department at Halle Bros. After the opening of this new institution they returned to Chicago and played at the Senate Theatre and then started "round the wheel." Their travels will take them to Springfield, Fort Wayne, Indianapolis, Notre Dame, Kalamazoo, Jackson and then back to Chicago, to play again at the big movie houses.

#### Enjoying Their European Visit

The Western office of The Talking Machine World has just received word from Mr. and Mrs. A. G. Kunde, of Milwaukee. They are at present taking in Germany as part of their tour of Europe. They left the States on April 1 and, in all probability, will not return until late in Summer.

#### Badger Moves

The Chicago office of The World is in receipt of a folder sent out by the Badger Talking Machine Co., which shows the new home of the company at 191-193 Fourth street, Milwaukee. This establishment is three stories and basement,



#### MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

#### MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

fifty feet wide by one hundred feet deep, and is located half a block from the heart of Milwaukee. The arrangement of this building will be offices on the first floor, service department, records and repairing shop on the second floor, Victor machines and Victor sample rooms occupying the entire third floor. This company started as a Victor jobber in 1914 at 185 Fourth street and in 1916 it moved to 135 Second street, where it remained until the present move. The announcements were sent out by Harry A. Goldsmith, secretary of the Badger Co., who is one of the liveliest enthusiasts in the Central West.

(Continued on page 122)

## Let Us Help You!

Write for samples of our beautiful Victor Art Window Cards. One month's issue of four cards free.

If you are a Victor dealer doing business in the mid-Western States, Lyon & Healy stand ready to give you the *utmost* in co-operation and sales help.

When you order Victrolas or Victor records from Lyon & Healy, you get them *in a hurry*. That's because our stocks of both Victrolas and records are always complete. And because we have an immense wholesale Victor department with a full personnel of experienced Victor men.

TRY US ONCE—YOU'LL USE US ALWAYS

# LYON & HEALY

Victrola Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

The Vis-Matic Album Being Marketed

A new company known as the Unyversal Utylyty Unyts Co., has just entered the field and is now marketing a new type of record album, to which it has given the trade name "Vis-Matic." The story of the invention of the Vis-Matic album, as told by E. A. Banschbach, its inventor and president of the Unyversal Utylyty Unyts Co., is a very interesting one. Mr. Banschbach was for a long time connected with the sales force of the Burroughs Adding Machine

man tops the list for a certain number of successive years he is given an honorary all-star life membership. The prizes that the top-notchers receive from the Burroughs Co. may be of choice, and it was one of these choice prizes which was the thing that got Mr. Banschbach interested in talking machines.

His choice about five years ago was a high-grade talking machine with an assortment of albums. He had hardly gotten his prize home and started to file a number of records which he purchased, when, as he says, he became dissatisfied with albums and started out to tinker around in order that he might file them in a way which appealed to him. He made quite a number of filing devices of different kinds and finally, about a year or so ago, hit upon the idea which he is now marketing.

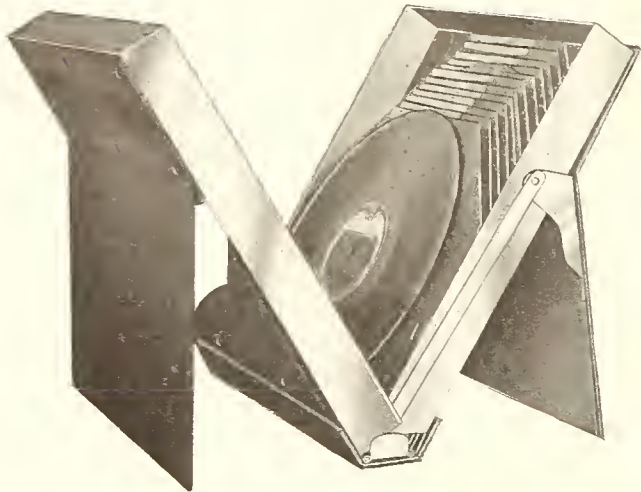
His first affair was a rather clumsy contrivance built in an all-brass case, whose cost of production could not have, under any conditions, been brought down to under \$5. The latest Vis-Matic filing device, however, is a light and handy filing unit which sells at a very attractive retail price.

New Cicero Store

Krall's Music Store is a new establishment, located at 5819 West 22nd street, which opened recently with a complete line of talking machines, pianos, player-pianos, rolls and records. Mr. Krall, the proprietor, is a veteran in the music business.

Artrola Assets Sold at Auction

The assets of the Artrola Player Co. were sold



The Vis-Matic Album

Co. and at present holds an honorary all-star life membership in this organization. Every so often the activities of the sales force are checked up and the names of those with the highest scores or sales records get certain prizes, and if a sales-

### Templar Autostop

**It Stops as a Stop  
Should Stop**

*For Proof of this,  
order a Sample*

**TEMPLAR MFG. CO.**  
3225 Lexington Street  
CHICAGO, ILL.

TEMPLAR  
PAT. APPLIED FOR

at auction, by the Michael Tauber Co., on Friday, May 26, to Fantus Bros., who secured the property in its entirety. Fantus Bros. now offer the property for sale, including a small wood-working plant, pianos and players, together with sundry parts and fixtures, to interested parties in the music industry.

Exhibited Compact Radio

John F. Fishbach, head of the Compact Radio Co., of Indianapolis, Ind., held a week's exhibit at the Drake Hotel in Chicago during the Confectioners' Convention. His instrument is a very elaborate radio hook-up of the non-generative type. The hook-up is patented by Mr. Fishbach and has two states of radio frequency and two states of audio frequency. A folding loop antenna is used, which when not in use doubles up and fits into the cabinet.

Electric Sign Features Brunswick

One of the largest and most elaborate electric signs that have ever graced Chicago's Piano Row has been erected by the Wade-Twichell Co., located at 311 South Wabash avenue. This sign carries announcements of all of the goods handled by this company. The largest and most prominent space is given over to Brunswick.

Tone Arm Business Improving

A. B. Cornell, of the Jewel Phonoparts Co., reports that from present indications the manufacturers of talking machines are making great headway in their factories. This is evidenced, according to Mr. Cornell, by the numerous orders coming in for tone arms. Great interest is being shown this season by the Jewel mute, one of the prominent features of their well-known tone arm. This mute is a little addition to the sound box, which controls volume just like the human throat. It is built into the reproducer and the length and strength of vibrations are minutely regulated so that the reproduced tones may be softened or increased as desired with clearness.

The mute operates by means of a small thumb screw located on the edge of the sound box, which gives instant adjustment and perfect regulation. This sound box, by the way, is made with an exceedingly long diaphragm and long stylus bar perfectly balanced with carefully worked ratios. Instead of using mica for the diaphragm entirely the Jewel Co. is supplying its famous "Nom-Y-Ka" composition.

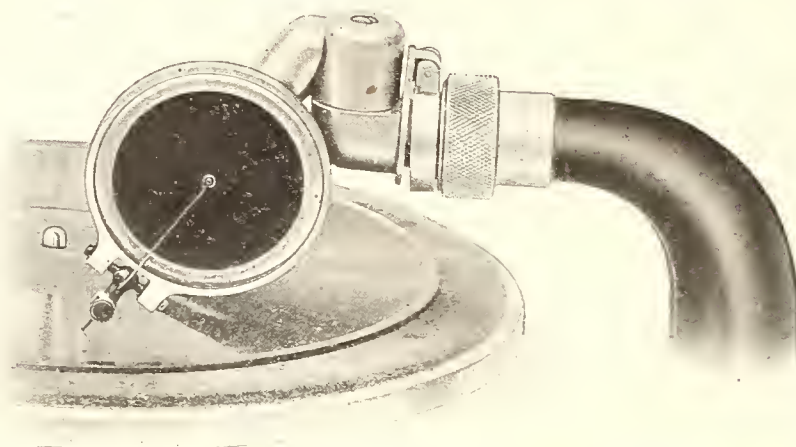
Unit Construction News

D. D. Montgomery, district manager of the Chicago division of the Unit Construction Co., gives out the good news this month that during the Summer season Chicago will see more activity in store remodeling and the installation of new equipment than it has ever seen before. The trade, as a whole, has come at last to realize that good appearance makes for better business and the Unit Construction Co. is acting accordingly "the last month or so," said Mr. Montgomery, "I have covered a great deal of Chicago territory calling on dealers and getting their views. All have the same story to tell. Business is going to be better because they are going to make it better. They appreciate the

(Continued on page 124)

# THE NEW ORO-TONE CONCERT EDISON EQUIPMENT

No. 2-E. C.



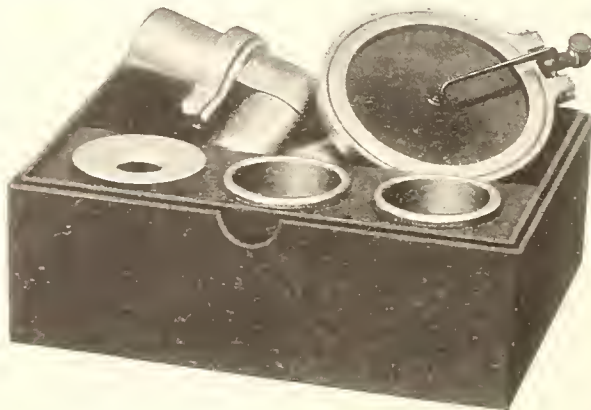
**MAY  
WE  
SEND  
SAMPLE  
ON  
APPROVAL?**

**You and Your Customers will be Delighted with the Deep, Powerful Tone Quality**

Operated with the raising and lowering lever the same as the regular Edison reproducer.  
Retail price—Highest grade nickel plate..... \$7.25  
Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval  
Send for Folder Showing Wireless Equipment

## THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.





# STEGER

*the finest reproducing  
Phonograph in the World*



Model  
506  
\$250



Model  
505  
\$200

WHEN you listen to the Steger Phonograph, you seem to hear the actual tones of the piano or violin, band or orchestra—and the sweet notes of the human voice come to you as if the singer were in the room. Clear, resonant, life-like is all music reproduced by the artistic Steger.

This supreme achievement of the Steger is due to the exclusive Steger features—the patented, adjustable tone-arm, which plays all disc records *correctly*, without change of parts, the unique Steger tone-reproducer and the vibrant Steger tone-chamber of even-grained spruce.

INVESTIGATE THESE SELLING ADVANTAGES

From a sales standpoint, the artistic Steger offers great possibilities to the aggressive merchant. It is backed by an extensive and profitable merchandising plan, that adds immeasurably to the value of Steger representation. Desirable territory is still open. Write for the Steger proposition today.



Model  
502  
\$125



Model  
504  
\$150



Model  
503  
\$165



Model  
501  
\$100

*Phonograph Division*  
**STEGER & SONS**  
*Piano Manufacturing Company*  
Established by John V. Steger, 1879  
Steger Building, - - CHICAGO, ILL.  
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.  
*"If it's a Steger—it's the most valuable Piano in the world."*



Model  
509  
\$225



Model  
500  
\$65



Model  
510  
\$260



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

value of dress as a selling force and that their customers must be assured of comfortable and convenient audition rooms."

**Lidseen Business Increasing**


The fibre needle cutting department of Lidseen Products, of this city, has just taken additional space in its factory for the production of this well-known little instrument. The Lidseen cutter has met with approval on the part of the trade by virtue of the fact that it is the only fibre needle cutter which permits the sharpening and recutting of a fibre needle without its being removed from the stylus bar of the reproducer. This instrument is built mechanically perfect. The cutting plate is of the wheel type and the rotary motion is produced by the mere pressing down of a small lever. When in position for cutting the instrument is placed on top of the record, with the turntable shaft of the motor inserted through a slot in the base of the cutter. The end of the fibre needle is then placed in a groove of the cutter, the lever of the cutter is pushed down and the needle is thus sharpened.

**Musical Treats of the Movie Houses**

The big movie houses of Chicago are starting out along new lines for Summer entertainment. Heretofore it has been customary to run long pictures and short musical programs. Now, however, beginning with the Summer season, nearly every first-class movie theatre in town is just reversing this program; that is, shortening the pictures and lengthening the musical programs. For example, such artists as Isham Jones, Six Brown Bros., Benson's Orchestra and other well-known organizations have been making the rounds of the theatres.

The Stratford Theatre, the largest movie house in Englewood, instead of trying the modern dance and popular music on its audience, has installed a high-class symphony orchestra for the Summer season, with Bruno Steindel, world-famous cellist, and Richard Czerwonky, eminent violinist and composer, as leaders. It will be inter-

## OLYMPIAN The Big Summer Seller!



Here's a machine that you can retail from \$14.00 to \$17.50 and offer your customer the soundest value that has as yet been introduced. This phonograph is selling like wild fire for use in the summer home, the camp, on the beach, etc.

**Substantial Equipment**

Plays as loud and clear as any upright talking machine. Has a Good Double Spring Motor and Universal Tone-Arm. It is guaranteed to give satisfaction in every respect. The cabinet is 13" wide, 9" high and 15½" deep. Mahogany only. If you are at all skeptical, order a sample, and you will then be fully convinced. Order by No. 45 T. Price

# \$9.75

EACH

COLE & DUNAS, 54 W. Lake St., CHICAGO, ILL.

esting to watch the influence of the various musical organizations on the record business.

**The Cheney Resonator**

The Cheney Talking Machine Co. is continuing its publicity campaign with increased vigor. Much attention has been called to the Cheney by means of other propaganda, entitled "The Man With the Spot Light," and its latest publicity has to do with the Cheney resonator and its construction. This advertising literature brings out the points of chief concern in the manufacture of the amplifier in that this part of the machine is actually carved out of seasoned violin wood. The wood utilized in the construction of the Cheney resonator is carved from seasoned spruce and maple, which resonant woods develop and bring forth all of the beautiful violin tones in a rich, sweet manner.

The Cheney publicity further states that the wood used in this resonator is not kiln dried, but is carefully seasoned for a year or more, this seasoning being brought about by time and the elements. Sales Manager A. Harper, of the Cheney Co., reports that this company is going through a very active month of business and that he is making preparations for the opening of the semi-annual furniture market at Grand Rapids.

This big market holds forth twice a year, in July and January.

**Sterling Devices Co. in Radio**

The Sterling Devices Co. is bringing out a supersensitive radio receiving head-set, which will be placed on the market in a short time. These headphones, according to Manager Miessner, of the Sterling Co., are built along unique lines and involve many new and original improvements. Mr. Miessner is an old-time telephone engineer who thoroughly appreciates the peculiar requirements of headphones for radio telephony. He has been working for many months on these new ideas. Besides the headphones the Sterling Co. will probably within the next few months place on the market quite a number of other accessories for radio work.

Mr. Miessner has at last perfected an electrically driven talking machine motor that embodies a new non-set stop principle and offers every promise of filling a long-felt want.

**Roy Bargy Off to Atlantic City**

Roy Bargy, director of the Benson-Victor orchestra, finishes his Chicago engagement on June 21. On the 25th of June he will be with his orchestra on Young's "Million Dollar Pier," at Atlantic City. This engagement will last until

# *The* PORTOPHONE



Open

**The Biggest Value in the Talking Machine Industry Today**

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

**The CONSOLIDATED  
Talking Machine  
Company  
229 West Washington St.  
CHICAGO**

Branch, 2957 Gratiot Ave., Detroit, Mich.



Closed



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

September 29. The orchestra then moves to New York City for two weeks, where it will play at the Palace and Riverside theatres.

**The New Oro-Tone Amplifier**

In last month's reading columns of The Talking Machine World a short item appeared relative to the new Conchshell amplifier for radio which the Oro-Tone Co. is placing on the market. No further publicity was given to this during the month of May than appeared in the news columns of The World, but in spite of this numerous inquiries began coming in to the Oro-Tone Co. To-day one can hardly go around the Loop stores of Chicago without running across this unique and clever amplifying device, and the dealers in turn are reporting heavy sales and placing more orders to back up these reports.

The Oro-Tone conchshell amplifier is made of a genuine conch shell mounted on a base or support and at the bottom of this base is a receiving receptacle which is provided with a clamp for holding the telephone receiver of the headset in position.

**Brunswick Family Growing**

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., is a firm believer in the old adage that "Seeing is believing." Therefore, instead of merely giving out a report that new Brunswick dealers are being taken on he showed The World representative a long list of Brunswick dealers who have recently signed up with this company. Among the most important of these dealers is the prominent house of Sterchi Bros., of Knoxville, Tenn. Not only has this firm taken on this popular line in its home office, but it has also taken it on in its branch stores at Cincinnati, Chattanooga, Bristol, Tenn.; Atlanta, Ga.; El Paso and San Antonio, Tex. The Bartlett Music Co., of Los Angeles, Cal., one of the oldest-established houses in that territory; the Music Box, conducted by Julius Bolarsky, at Charleston, W. Va.; F. S. Kelley Furniture Co., of Duluth, Minn., and San Francisco's large department store, "The Emporium," are among other newcomers into the Brunswick family.

**Wolf's Mfg. Co.'s Chicago Office**

Carl A. Knittel, representative of the Wolf Mfg. Industries, of Quincy, Ill., has established a sales office for his concern at 123 West Madison street, Chicago. Since the establishment of this office some weeks ago Mr. Knittel has equipped it with a full line of Wolf instruments and has made it one of the most attractive show-

rooms for wholesale in Chicago. Mr. Knittel for the past few weeks has been calling on the trade in the Central West and reports that although business is somewhat spotty dealers everywhere are confident that ere the Summer season passes business will again have come into its own, this time to stay.

**Install Complete Unico Equipment**

In connection with the opening of the Water-son, Berlin & Snyder new establishment referred to elsewhere in this department it should be mentioned that the equipment covering all of the sales facilities of the company, consisting of eight demonstration rooms, record racks, record counter, player roll and sheet music racks and counters, musical instrument, wall and floor cases, as well as the ornamental effects and window back, was installed by the Unit Construction Co., of Philadelphia. The entire installation was carried out in French gray, with a two-tone French gray for the window work.

**Oro-Tone Introducing Portable**

The Oro-Tone Co., of this city, has just introduced to the trade a new portable talking machine, which it is now manufacturing. This little instrument is complete in every detail and is so constructed that it embodies many new talking points appreciable to the trade, among which is the record filing device located on the lid of the machine. This device obviates any tendency on the part of the user to handle the records when looking for a certain one in particular. Another important feature is the tone arm, which is the company's new large-sized concert model, which is adjustable in length and height. It is of the throwback type, which permits the reproducer to clear the arm when thrown back, regardless of whether it is in position to play hill-and-dale or lateral-cut records. The cases come finished with a waterproof "leatheroid" covering which may be had in either black or brown.

**Frank Naese's Artistic Store**

Frank Naese, 4803 West Lake street, recently held the formal opening of his new establishment, which has been completely Unico equipped. There are five rooms, record and player roll departments, and window work all finished in ivory. Mr. Naese handles the Brunswick line.

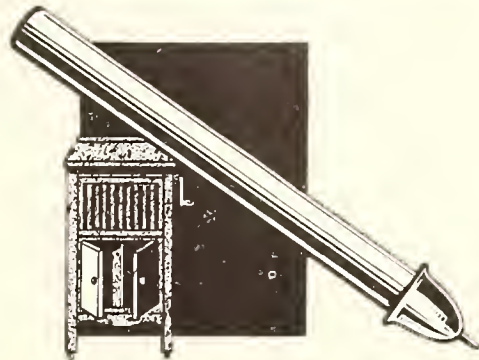
**Joins Wade-Twichell**

J. E. Kurzenknabe, for the past sixteen years with the Rudolph Wurlitzer Co.'s Chicago branch, is now connected with the sales department of the Wade-Twichell Co.

**Why Musicians and Careful People Use**

**Jonofone**

**Flexible Point Phonograph Needles**



**Because—They reproduce accurately Original Tone.**



Ordinary needle after playing one record. Point worn blunt. Will injure record.

**Because—One needle is sufficient for all Tones, be they "loud," "medium" or "soft."**

**Because—They are convenient and economical.—One needle is sufficient for several evenings.**



Jonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

**Because—They positively do not scratch or injure records.**

**Because—They eliminate metallic and surface noise.**

*Write for samples and revised price list showing Big Profits to Dealers.*

*The Jonofone Company*

Makers

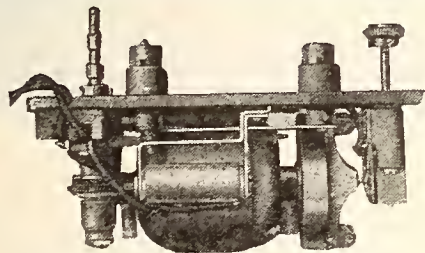
110 S. Wabash Ave., Chicago, Ill.

**TWO PATENTS FOR JOHN GABEL**

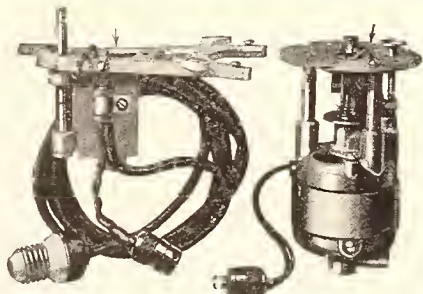
A Number of Important Features Embodied in the Claims of Chicago Inventor

John Gabel, of Chicago, Ill., was last month granted patents No. 1,414,563 and No. 1,414,564, on an invention relating to automatic talking or sound-reproducing machines in which mechanism is provided for changing the records and for shifting the sound box or reproducer. The invention seeks to provide improved record shifting mechanism by which record discs of different sizes are automatically shifted into and out of playing position upon a rotatable record support or turntable, and to provide improved means for automatically controlling the movement of the sound box or reproducer so that it will properly co-operate with record discs of different sizes.

A further object of the invention is to provide improved means for rotating the turntable or record support and for operating the record and sound box shifter mechanism.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.

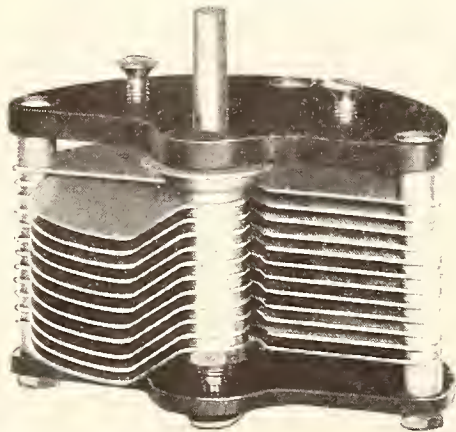


Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

**Motors, Tone Arms, Hardware and Accessories**

**Wireless Equipment**

- Head Sets
- Lamp Sockets (Not Porcelain)
- Panels
- Variometers
- Adjustable Jacks
- Vario-Couplers
- Aerial Wire
- Insulators
- Knobs
- Variable Condensers



**LAKESIDE SUPPLY COMPANY**

339 SO. WABASH AVENUE

CHICAGO, ILL.



# Starr

Phonographs  
AND  
Gennett Records



## — ARE PROVING ALL TESTS!

There are many Scientific Reasons why you will have better music on the STARR PHONOGRAPH and GENNETT RECORDS, but the actual proof is a "Hearing"

*"The Difference is in the Tone"*

### A. G. KUNDE

WISCONSIN DISTRIBUTOR

344 E. Water Street

Milwaukee, Wisconsin

We are also Importers and Distributors of HOMOKORD RECORDS

#### TAKES CHARGE AT MICKEL BROS. CO.

Belle Hendrix Smith Now in Charge of Educational Division of Mickel Bros. Co., Des Moines—Has Had Wide Experience

DES MOINES, IA., June 9.—Belle Hendrix Smith, who for a number of years has been connected



Belle Hendrix Smith

with the Victor industry in the State of Iowa, has taken charge of the educational division of

the sales department of Mickel Bros. Co., in this city. Miss Smith's entrance into the Victor work dates back to 1915 and at that time she was associated with Chase & West, who were jobbers for the Victor Co. Later she had charge of the talking machine department of the Haddorff Music House of Des Moines, and after that took the management of the record department of the Cable Piano Co. in St. Paul. Her wide experience in educational matters and musical circles make her especially fitted for service to the Victor dealers in Iowa. Many friends will be pleased to learn of her connections.

#### ANNUAL BALL GAME OF AEOLIANITES

Members of Wholesale Piano and Vocalion Staffs to Cross Bats on June 24

The annual baseball game between the wholesale piano and Vocalion departments of the Aeolian Co. will take place on the grounds of the Hackley School, Tarrytown, on Saturday, June 24, and it is rumored that the contest this year will be an exciting one. After the game the players and guests will adjourn to the Phillipse Manor Yacht Club, where the annual dinner will be served. Charles A. Laurino, assistant retail manager, is, as usual, in charge of the details of the outing.

The first three letters of the word satisfied spell "Sat." Get the point?

#### DEATH OF W. A. BARKER

President of Barker Bros., Inc., Los Angeles, Passes Away Suddenly—Chas. H. Barker Succeeds Him as Head of Big Company

LOS ANGELES, CAL., June 5.—W. A. Barker, president of Barker Bros., Inc., well-known local dealers in housefurnishing goods and musical instruments, died at his home here recently after a lengthy illness, which culminated in an attack of pneumonia. Mr. Barker was 59 years old and for 30 years had been one of the active merchandisers on the Pacific Coast, having started to work for his father here in 1883. He was a



W. A. Barker

member of the Chamber of Commerce, a director in the Merchants' National Bank, and interested in numerous public affairs. He is survived by a widow and one son, C. Lawrence Barker.

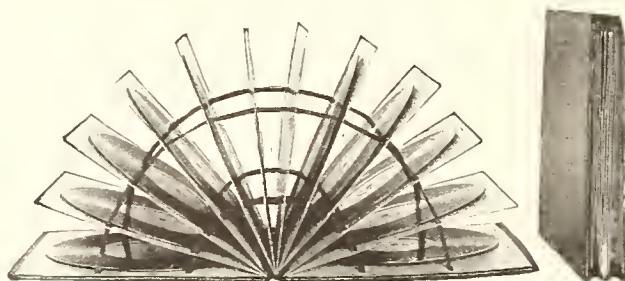
At a meeting of the board of directors of Barker Bros., Inc., just held, Chas. H. Barker brother of W. A. Barker, was elected to the presidency. C. Lawrence Barker, son of W. A. Barker, was elected first vice-president. All other officers were re-elected as follows: Frank A. Barnes, second vice-president; J. W. Beam, treasurer; Frank K. Colby, secretary.

It is announced that following Mr. Barker's death there will be no change in the executive personnel of the company other than to fill the vacant presidency and that the business policy of the house will be maintained as formerly.

*Just What Your Trade Has Been Looking For*

## The VIS-MATIC Record Album

List price, 10-inch Album, \$1.25; 12-inch Album, \$1.50. Usual liberal wholesale discounts to the trade. Special heavyweight for Edison records. Most durable device.



The VIS-MATIC is a new type of record album built along scientific lines with a capacity of twelve records. All records are at all times visible in all compartments. Made of a most durable and lasting material. Its construction will command the instant attention of your most exacting customers. Made in a way that offers both convenience and instant accessibility. Can be utilized for any size records or a mixture of sizes. *Much more convenient, on the floor, or stool or chair, beside the machine, than any album on a large table.* Write to-day for a sample.

UNYVERSAL UTYLYTY UNYTS CO.

6111 Winthrop Ave.

Chicago, U. S. A.

## MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

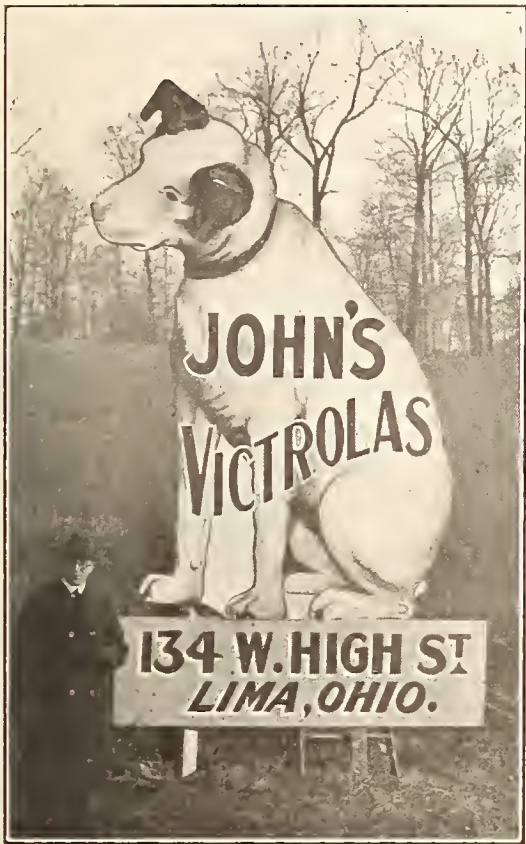
MERMOD & CO., 874 Broadway  
N. Y.



**LIMA VICTOR DOG SIGNS POPULAR**

**New Type of Outdoor Display Sign Meeting With a Hearty Welcome—Solomon-Edwards Co. Increases Factory Space to Meet Trade Demands for This Very Striking Display**

LIMA, O., June 6.—The Solomon-Edwards Co., of this city, has just introduced Lima Victor dog signs, constituting a form of outdoor display for Victor dealers. This new display consists of the famous Victor dog in a large cut-out



One of the Lima Victor Dogs

metal sign. The signs are made of twenty-four-gauge steel and are mounted on heavy frames and posts so that they may be used permanently. The signs are sold outright to Victor dealers through the Victor jobbers, and at the present time Victor wholesalers throughout the country are included in the company's distribution campaign.

The new metal signs are being used extensively by Victor dealers, and the sales department of the Solomon-Edwards Co. states that Heaton's Music Store in Columbus, O., has secured exclusive rights for Columbus and Franklin

County; the De Forest Music Co. has exclusive rights in Sharon, Pa.; Greenville, Pa.; Warren, O., and Niles, O. Among the other well-known dealers in Ohio using these new signs are L. Meier & Sons, Cleveland; Earle K. Hawkin & Sons, Springfield; J. C. Welton & Sons, Lancaster, and the Home Furnishing Co., Athens.

There are two types of these signs, one of which is twelve feet high and makes a splendid showing on highways, curves in the road, on the tops of business buildings and other points of vantage. The smaller signs, measuring three feet in height, can be used advantageously on the roads leading into the city and may also be easily and quickly fastened to fences, posts, buildings, etc.

D. John, sales manager of the company, states that the trade has given the Lima Victor dog signs a hearty welcome and that it has been found necessary to increase the factory capacity in order to give the dealers efficient service. The signs are sold to only one Victor dealer in each city and may be used as an important link in the Victor dealer's publicity campaign.

**SOUND LESSONS TO AID TEACHERS**

**Frank E. Morton Develops Plan for Making Music Instruction Easier Through the Medium of the Piano—Details of the Idea**

MILWAUKEE, Wis., June 3.—A series of project lessons to be sent to school teachers in nearly every State in the Union for the teaching of the nature of sound through the medium of the piano is the unique plan of Frank E. Morton, chairman of the board of directors of the Jackson-Morton Piano Co., and an acoustical engineer of national repute.

Great steps have been taken within the last half-century to bring the educational system down to a practical basis, arranged in such a way as to induce individual thought and the habit of inquiry in the child rather than the mere ability to memorize. In connection with this movement has come the practical demonstration of theories through mediums familiar to the child and encountered by him in the course of everyday life.

In this way, through practical demonstration with the prism, color charts and other means, the theory of the division of light into colors has been made clear to every graded school student. But while the development of the sense of sight has been well taken care of, that of the ear, or sound, has not, according to Mr. Morton. Few

**The ORO-TONE PORTABLE**



**AS GOOD AS ITS NAME**

Send for illustrated and descriptive folder of the biggest value ever offered in a quality first portable phonograph.

**A FEW SIDE LIGHTS**

A real two-spring motor hung in cast-iron frame.

Plays two and one-half 10-inch records at one winding.

Oro-Tone concert tone arm and reproducer.

Record compartment holding one dozen 10 or 12-inch records permits you to select or file a record in a moment's time. Records always where you want them when you want them.

**TONE QUALITY**—Play it alongside of a big machine just for comparison. We don't say it is as loud as some large machines or that the tone is quite as deep as some large machines, but—well, you try it yourself.

The case is covered with substantial water-proofed black leatheroid.

**It Will Retail for \$35.00**

*As Usual - Sample on Approval to Responsible Dealers*

**THE ORO-TONE CO.**

1000-1010 George St., Chicago, Ills.

**W.W. KIMBALL CO.**

*Wholesale Distributors*

**OKeh Records**

Latest "Hits of the Hour" in dances and popular songs. The clear recording will delight you.

Remember you can get the famous **Odeon Records** and also **Fonotopia Records** by celebrated singers.

*Rapid turnover will mean quick profit.*

Try our Service. Write for Agency terms.

**W. W. KIMBALL CO.**

*Established 1857*

306 So. Wabash Ave., Kimball Bldg. CHICAGO.



*Manufacturers of Phonographs, Pianos, Player Pianos and Pipe Organs*

are familiar with the composite nature of tones, a knowledge of which increases a thousandfold the appreciation of music, he says.

Mr. Morton says this theory can be made clear to the student in a fascinating manner through the piano better than with the elaborate and unfamiliar apparatus of the physics laboratory. Not only will the child understand music far better through these lessons, but he will be a more valuable citizen, since his emotions as well as his intellect are receiving constructive training.

Although jazz is, to quote Mr. Morton, "the appeal of one neurotic to another," he believes it will continue to maintain a place for some time to come, and even has a beneficial aspect in forming a contrast to higher forms of music and as an incentive to progress in the artistic. However, he believes that with the higher education of the child along musical lines we will no longer be used by jazz, but will be enabled to use it to advantage instead.

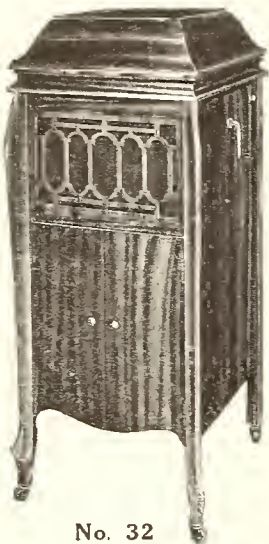
Mr. Morton will open the course with the beginning of the Fall term. There will be about eight lessons, free to any teacher interested.



# The Phonograph of Marvelous Tone

## VITANOLA

Plays ALL Records - Natural as Life



No. 32

## News of Importance

We are now opening new agencies, and if YOU are a live dealer who appreciates merchandise of the highest quality, carrying a dealer profit, too, that makes it a line far "above par," please write.

We need some new dealers to join the hundreds of *old* Vitanoia dealers who continue to handle and make a success of what one of them characterizes as "the one line we never had a kick on."

When you get our proposition we think you will be glad you wrote, so at least investigate—and "do it now."

We now have in process *an entire new line* of uprights and consoles, at prices that will make them predominate in the customer's eye and attention. Deliveries soon, but you may have descriptions and prices NOW, if you drop us a line.

*"It is easier to sell the Vitanoia than to compete with it."*

*Send orders and inquiries direct to*

# VITANOIA TALKING MACHINE COMPANY

1920 South 52nd Avenue

Phone: Lawndale 0460

CICERO, ILLINOIS



No. 34



# THE TWIN CITIES

*Distributors and Dealers Report Trade Betterment—Resumption of Mining Activities and Good Crops Responsible—Month's News*

MINNEAPOLIS and ST. PAUL, MINN., June 6.—Talking machine distributors and jobbers in Minneapolis and St. Paul are making preparations for a spirited revival in trade and the outlook now is for some real fine business. Crop conditions are reported to be excellent and the farmers are able to obtain money on very reasonable terms to carry them along until they can cut their grain and market their potatoes. The resumption of work in the mining districts has had a stimulating effect and has been felt by all the cities having connections with the iron range towns.

"We are all set," declared Sewell D. Andrews, of the Minneapolis Drug Co., distributor of Sonora phonographs. "As soon as mining operations are on in earnest, which will be in a short time, the music jobbers will have an inning after a long rest. Stocks among the country dealers are very light and as soon as they see business in sight they will begin ordering, for they are well aware that people will begin to buy again. There has been a rather brisk demand for portable machines of late, but, generally speaking, matters have been somewhat quiet."

#### W. L. Sprague on Trip

W. L. Sprague, Northwestern manager for the Columbia Graphophone Co., is making a tour of southern Minnesota with one of his travelers, W. F. Warren, to obtain first-hand evidence as to trade and crop conditions. Business is reported as very satisfactory by Assistant Manager Tanner, as a result of the intensive special advertising campaign conducted by the house.

#### Cheney Business Gaining

The Cheney is making steady and sure headway in the Northwest, according to L. C. Kearney, of the Edward G. Hoch Co., Northwestern distributor. "Every Cheney buyer is a perma-

nent friend and a constant booster and advertiser and we can see most decided progress every month." Mr. Kearney left last week on an automobile tour to Denver by way of Sioux City and Nebraska Point. He expects to do considerable business en route.

#### Victor Distributors Feel Revival

Victor distributors, particularly W. J. Dyer & Bro. and the Beckwith-O'Neill Co., find considerable comfort in the revival of business activities in the cities of the iron ranges through the resumption of iron mining on a large scale. Eugene F. O'Neill states that the rural districts are rather quiet, but everybody is in good spirits. Collections are much better and business truly is on the up-grade.

#### Many New Brunswick Accounts

New accounts are being opened right along by the phonograph department of the Brunswick-Balke-Collender Co. Among those recently signed up are O. V. Karlberg, of Albert Lea, and the F. S. Kelly Furniture Co., Duluth, the latter to become an exclusive Brunswick store. A dealers' service department has been established with E. N. Lukas as manager. The latter is a recent arrival from Chicago, but is making himself at home.

#### New Edison Headquarters

Fine new headquarters for the Edison phonographs have been opened in the Arner Building, 17 South Sixth street, Minneapolis, by Laurence H. Lucker, Edison distributor. The quarters are well arranged, with plenty of sunlight on all sides and about 5,000 square feet more space than the former place.

#### Miss D. Burling in New Post

The retail stores of the Minnesota Phonograph Co. have had excellent results and report that the volume of sales is ahead of that of last year

for the corresponding period. Miss Dorothy Burling, formerly with the sheet music department at Donaldson's, has been added to the retail sales force of this establishment.

#### New Columbia Shop

Harry A. Segal and Samuel Eddleson have opened an exclusive Columbia shop in Duluth, with several novel features, such as bungalow rooms, to attract attention.

#### News Brieflets

Davis & Rubin, Victor retailers in Minneapolis, have been enjoying the best returns since the war, possibly on account of the aggressive efforts of Radford Sabra, manager of the Victrola department.

W. S. Collins, vice-president of the Cable Piano Co., will forget about Victrolas for a time, while he is attending the Rotarian Convention in San Francisco.

George A. Mairs is booked as a visitor to the Victor Jobbers' Convention.

## WILL VISIT PACIFIC COAST

**Frank J. Coupe Making Plans for Lengthy Trip—Sonora Sales Executives Visiting Trade**

Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., will leave shortly for a trip to the Pacific Coast. Mr. Coupe plans to be away seven weeks, visiting all of the Sonora jobbers en route from New York to the Coast and conferring with the jobbers regarding plans for Fall activities.

E. D. Coots and H. J. O'Connor, assistants to the sales manager of the Sonora Phonograph Co., have just left New York on extended trips which will include visits to a number of Sonora jobbers.

Chas. Arthur Richards, who was recently appointed export manager of the Sonora Phonograph Co., sailed for Europe recently. Mr. Richards will spend some time in London and then proceed to the various European trade centers.



## Magnola



"Built by tone specialists"



Magnola Style Louis XVI

## IN ITS SEVENTH YEAR OF STEADY SUCCESS

### 4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

### Patented Tone-Deflecting System:

Unsurpassed Workmanship.

### Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

## Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



# MEET ME NEXT SUNDAY

I'LL WAIT FOR YOU

## Jack Snyder's

OVERNIGHT SENSATIONAL SONG HIT

Unquestionably the Greatest Number of Its Kind Published

Chorus

Meet me next Sun - day, that is the one day I'll keep for you,  
 Mon-day and Tues - day, Wednesday and Thurs - day I'm plan - ing, too, Just where to go,

*p-f*

Copyright, 1922, by JACK SNYDER PUB. CO., Inc.

SUNG, PLAYED AND DANCED BY MILLIONS

# IN MAY TIME

(I LEARNED TO LOVE)

By JACK SNYDER

Pronounced by Critics to Be the Most Beautiful WALTZ-BALLAD

Refrain *Waltz Lento*

*Mes doux sen - ti - ments j'a - vou - ais Et tan -*  
 When in May my love I told you In my  
*tôt le noeud se nou - ait Je dis - ais a*  
 arms I'd fond - ly hold you While I whis - pered

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## JACK SNYDER PUB. CO., Inc.

HOUSE OF MASTER COMPOSITIONS

1658 Broadway, New York

EDDIE ROSS, Prof. Manager

Detroit Office, 150 Larned St.  
CHESTER CARPENTER, Jr. Manager,

Philadelphia  
JACK HARRIS

Boston  
BOB WINNINGHAM



# GLEANINGS *from the* WORLD *of* MUSIC

## POPULAR SONGS AGAIN ACTIVE

Several Current Popular Melodies Revive Sales—  
Results Will Be Felt in Record Field During  
the Summer Months When Trade Is Slow

Despite the fact that popular songs have had very slow sales during the past two months, the publishers protest against the statement that this has been caused by the lack of meritorious material. Naturally, any depression in the sales of popular music is reflected in the lack of demand for popular records. It is, therefore, gratifying to know that during the past few weeks there have been two or three popular numbers which have been successful enough to be called "hits" in the fullest meaning of that word.

Particularly is this true of the novelty song and dance, "Stumbling" (Feist), which almost overnight has jumped into national popularity. Seemingly, this is the best sales creator since the appearance of the now famous "Dardanella," and all channels of the industry have been quick to see its great possibilities. Some of the talking machine record companies have made special releases of the number and the whole industry is practically co-operating in exploiting this issue.

The statement of the publishers that there have been other numbers of much merit issued in recent months is quite true, but, with all their merits, few of them have made any decided impression—that is to say, gained national prominence and universal recognition.

No one seems to know just what a song or instrumental number needs to make this universal appeal. We know, of course, that it must have distinct merit, but there is also an indefinable something that a big hit needs to gain popularity on a large scale. When such a number does arrive it hardly needs an introduction, it is so quickly accepted.

It is very fortunate that an exceptional individual number has arrived at this particular period. It will serve to make sales active in the sheet music, talking machine record and player roll field. Not only for "Stumbling," but for other works of merit. Coming at a time when sales were none too active makes it welcome, but to arrive at what can be termed the opening of the Summer season, makes it doubly important, for invariably a hit of this caliber is followed by two or three other numbers having good sales.

There is no reason to doubt but that history of this sort will be repeated. At any rate, the popularity of "Stumbling" will extend well into the Summer and there are possibilities that it will even be popular at a much later period,

particularly inasmuch as its present success is based upon its value as an instrumental number, and while it has yet to be tested for its vocal appeal there are those who believe that it will achieve prominence also from that angle.

## MAKES EMPLOYEES STOCKHOLDERS

Leo Feist, Inc., Celebrates Twenty-fifth Anniversary of Founding of Business by Distributing Common Stock to Members of Company Staff

Leo Feist, Inc., the well-known popular publishing house, announced late last month that in celebration of its twenty-fifth anniversary arrangements have been made for distributing a liberal portion of the common stock of the company among those employes who by their loyalty and earnest efforts have contributed to the company's success.

The following heads of departments have been selected to participate in the first distribution of stock: Philip Kornheiser, Rocco Vocco, Theodore Morse, Lee Olean Smith and Meyer Jacobs.

The announcement further states that what has been done is only a beginning. "Further distribution of stock will be made from time to time to employes selected by the board on the basis of merit and period of service. He who wins the spurs shall wear them."

## DAREWSKI RENEWS WITH BERLIN

Saul Bornstein, Returning From Continental Trip, Reports Herman Darewski Renews Contract to Handle Berlin Catalog in Europe

Saul Bornstein, general manager of Irving Berlin, Inc., who, as announced in these columns recently, returned to his desk after a short stay in Europe, announces that Herman Darewski has again contracted with Irving Berlin, Inc., to handle the Berlin catalog in England for a period of years.

Mr. Bornstein returned to this country ahead of schedule, owing to his mother being suddenly stricken ill. However, at last reports Mrs. Bornstein had shown a decided improvement.

## CHANGES NAME OF SUMMER SONG

Title of "Dear Old Nebraska" Changed to "Meet Me Next Sunday"

Jack Snyder, 1658 Broadway, New York City, publisher of "In Maytime" and other successes, announces that a new song, "Dear Old Nebraska," has had its title changed to "Meet Me Next Sunday." This is a typical Summer song in point of lyrics and its melody is a novelty fox-trot.

MO-NA-LU

MO-NA-LU

MO-NA-LU

MO-NA-LU

IN

EVERY CORNER

A

BELWIN, Inc.

Fox-Trot

## ORGANIZING COPYRIGHT COMMITTEE

E. C. Mills, of Music Publishers' Protective Association, Organizing Committee to Interest Itself in Copyright Matters Which May Arise

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, is organizing an inter-organization copyright committee for the purpose of having the committee take an active interest in all copyright propositions such as the recent resolution in Congress for the entrance of the United States into the International Copyright Union and similar propositions.

Mr. Mills has asked the following organizations to have one of their members or a representative sit in the committee which he is forming: Society of American Dramatists and Composers, American Academy of Arts and Letters, Authors' League of America, Inc., National Association of Book Publishers and the American Society of Composers, Authors and Publishers, and other such organizations interested in copyright matters.

When an important copyright situation arises it is the intention of Mr. Mills to have his committee go into the matter thoroughly and if it merits such they will endorse the bill, and support it in every way possible.

**MR. DEALER!** *These Numbers Are Advertised From Coast to Coast*

**LONESOME MAMA BLUES**

By the Composer who wrote "Dangerous Blues."  
The feature song of the biggest Blues and Jazz  
singers, and the orchestra favorite Fox Trot.

**SUPPOSE THE ROSE WERE YOU**

By Lucien Denni. He wrote "Starlight Love."  
Kitty Gordon's knock-out Hit.  
Hundreds of other acts using it.

**Make Your Profit—Have Them in Stock!**

**OTHER BIG SELLERS**

**12TH STREET RAG—Song**  
**12TH STREET RAG—Instrumental**  
**KISS ME DEAR**

**DANGEROUS BLUES**  
**MANILA MEMORIES**

**J. W. JENKINS' SONS MUSIC CO.**

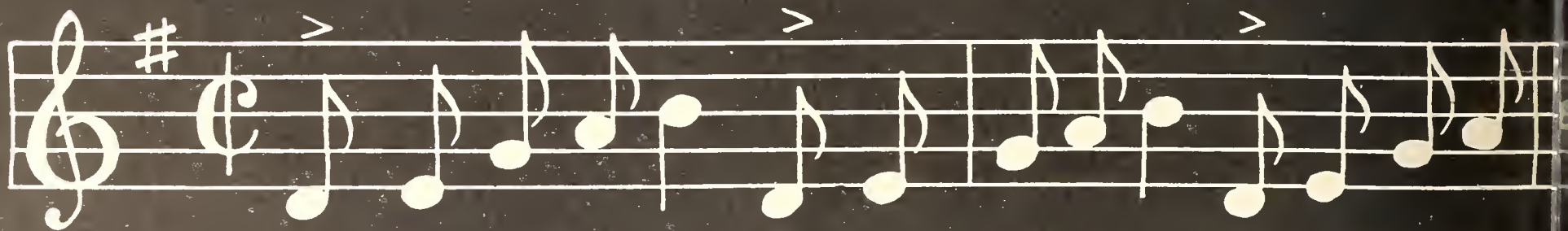
**Kansas City, Mo.**



# THE UNEXPECTED-SENSA

# STUM

## A FOX TROT ODDIT



Stum-bling all a-round, Stum-bling all a-round, Stum-bling all a-r

The Dance Records of

# “STUMBLING”

are Selling like “Hot Cakes”

“Stumbling” is the Fox Trot Hit of the Year.

“Yo  
go  
wit  
‘Feis



# ATIONAL-DANCE CRAZE

# BLING

BY "ZEZ" CONFREY



so fun-ny, Stum-bling here and there, Stum-bling ev-ry where And I must de-clare,-

n't  
ng  
y  
ng"

**The Vocal records of "Stumbling" will sell just as big as the Dance Records. The Words to "Stumbling" are as funny as the tune is catchy.**



## WILL FILM OPERAS AND SONGS

Series of Viennese Operettas and Many Popular Songs Form the Basis of Film Productions— Idea Found to Be Mutually Profitable to Both Dealers and Film Producers

United Plays, Inc., which last year purchased the rights to film a series of Viennese operettas, are to make releases of one of two of these productions through the Famous Players-Lasky organization during the coming season, according to a recent announcement.

In addition to the above, which applies to works that can be considered more or less classical, there have been produced during the past year several films based upon popular songs, including Gus Edwards' "School Days."

It is said that other motion picture interests are about to film "Sweet Rosy O'Grady," which is to be followed by "Second-hand Rose," and "Broadway Rose."

The Selig-Kalem Features, Inc., was recently organized to film stories based exclusively on songs. Among these is "The Skylark," based upon "Hark, Hark, the Lark." This is to be a two-reeler and, according to the present plans, is to be followed by a series of twelve others.

When Jane Cowl won unusual success in the drama "Smilin' Through," M. Witmark & Sons dedicated a particularly appropriate song to Miss Cowl and the play in question. More recently Norma Talmadge appeared in a photoplay of the same name, a considerable part of which was based upon the musical composition. As a matter of fact, this picture is still running throughout the country and the manner in which the song is used as the musical theme as well as part of the story is unusually effective.

The "Kashmiri Song," from the catalog of Boosey & Co. was used as the musical theme in the photoplay "The Sheik" and several hundred thousand copies of the number were sold by that means of exploitation. Simultaneously, Waterson, Berlin & Snyder issued a song called "The Sheik of Araby." This, too, was linked up with the picture advantageously. Of course, in the case of "The Sheik of Araby" the number would have had a large sale in any season. It would have proved of the hit caliber without any aid other than the usual channels.

Probably the most intensive drive and co-operation on a song in conjunction with a motion picture of the same name was "Mickey," the photoplay in which Mabel Normand starred. The song of the same name was originally published by Daniels & Wilson and later taken over by Waterson, Berlin & Snyder. The Griffith film, "Hearts of the World," closely followed, and the publicity was the means of making this number quite popular.

Following the success of "Mickey" several publishers inaugurated special departments for the release of songs in conjunction with motion pictures. Invariably, they had the promise of the producer's co-operation. These latter interests naturally grasped any opportunity which would add to the publicity of their feature film. However, none of the series of ten or fifteen

## JACK SNYDER NUMBER FEATURED

McCrorry Store in Philadelphia Features "In Maytime" During Music Week

During Music Week the J. G. McCrorry store, of Philadelphia, Pa., made a special point to keep its music counters active. Music was given



Window Display of "In Maytime" at McCrorry Philadelphia Store

a conspicuous position throughout the store and constant demonstrations of songs all day drew large crowds.

A most attractive window display was made of the Jack Snyder, Inc., number, "In Maytime." This served to create attention and hundreds of requests were made at the music counter for the number. Herewith is shown a reproduction of the J. G. McCrorry window, which gives a good idea of its attractiveness.

songs issued in that form was much of a success.

A new idea on the subject of songs bearing film titles seems to have found a place with motion picture producers, as can be seen by the co-operation and the exceptional use made of the song "Smilin' Through."

S. C. Caine, Inc., has released a song entitled "Isle of Zorda" in conjunction with the Pathé photoplay of the same name, and this firm, too, is receiving unusual co-operation.

The activities as outlined in the opening paragraphs of this article would seem to mark a new era for the combination of song and films and the mutual exploitation of each.

## PLAN LIBRARY MUSIC SECTIONS

General Federation of Women's Clubs and National Federation Working for Music Sections

PEORIA, ILL., June 3.—A music section in every public library in the United States is the joint aim of the General Federation of Women's Clubs and

the National Federation of Women's Clubs. Both federations have created a department of library extension, with Mrs. James H. Hirsch, of Orlando, Fla., as chairman. Mrs. Hirsch said the proposed music section would prove valuable in making available information on music to those desiring it.

The committee working with Mrs. Hirsch includes: Mrs. J. LaLacey Harper, Yuma, Ariz.; Mrs. Franklin W. Cochens, Salida Co.; Mrs. J. C. Hancock, Stuart, Fla.; Mrs. Iola Bishop, Savannah, Ga.; Mrs. Frank Cowles, Crawfordsville, Ind.; Mrs. Jacob Van De Zee, Iowa City, Ia.; Mrs. Gordon Kingsbury, St. Clair, Mich.; Mrs. Clara N. Stefflers, Brookhaven, Miss.; Mrs. George W. Lamke, Clayton, Mo.; Mrs. Josephine J.

Rolfe, Concord, N. H.; Miss Julia E. Williams, Merchantville, N. J.; Miss Marguerite Beard, Fargo, N. D.; Miss Leonora Lewis, Pierre, S. D.; Mrs. Henry Stone, Christiansburg, Va.; Mrs. Anna V. Bassette, Edmonds, Wash.; Miss Edith Ruddock, Manitowoc, Wis.

## FEIST HIT GAINING FAVOR

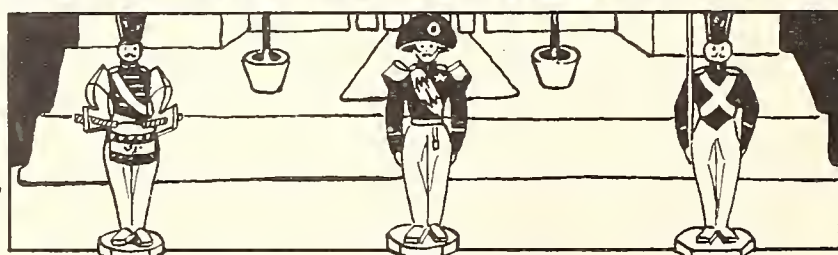
One of the important successes of this season is the waltz song, "Three O'Clock in the Morning," published by Leo Feist, Inc. The number has had a steady sale since late last Fall, but commencing with the early Spring there was an added impetus to its sales. It now ranks among the leading sellers of the Feist catalog and, naturally, being a waltz, this will continue over a lengthy period.

A. J. Stasny, of the A. J. Stasny Music Co., returned to New York recently after spending several months in Europe. After a short visit at the New York offices of his company he departed for the Middle West, where he will make a circuit of the larger trade centers.

- THE WHOLE WORLD RAVES ABOUT -

# PARADE OF THE WOODEN SOLDIERS

The Hit of the \$500 Show "CHAUVE-SOURIS"



SHEET MUSIC

RECORDS

ROLLS

Wise Dealers are stocking up now—

Edward B. Marks Music Co

46 Street near Broadway  
NEXT TO THE N. V. A.  
(NO STREET NUMBER NECESSARY).



**GRIFFIN EXCLUSIVE OKEH ARTIST**

Well-Known Irish Tenor Will Make Okeh Records Exclusively—Now Making Extensive Western Trip—Many Commendatory Letters

Gerald Griffin, well-known Irish lyric tenor, who recently signed a contract to record exclusively for the Okeh library, is now on a combined business and pleasure trip through the West. Prior to his departure from New York, Mr. Griffin received many letters from friends and admirers, congratulating him on signing his new contract with the General Phonograph Corp. Among the writers of these letters were W. F. Benedict, assistant secretary to the Mayor of San Francisco; W. F. Hawkins, chief claim adjuster for Hillman's Store, Chicago, and the head of various Irish societies; Wm. Koch, vice-president of the State Life Insurance Co., Des Moines, Ia.; John J. Poulton, well-known Chicago attorney and State senator; Edward W. Gamm, Mayor of Cambridge, Mass.; Jerry Sullivan, composer, and many others.

**AILEEN STANLEY ENTERTAINS**

Victor Artist Sings in the Van Wickle Piano Co.'s Warerooms—Listens to Own Records

WASHINGTON, D. C., June 7.—The Van Wickle Piano Co., one of the most prominent local music houses which handles the Victor line of talking machines and records exclusively, was



Aileen Stanley in Van Wickle Warerooms recently visited by Aileen Stanley, well-known Victor artist.

Many friends and admirers of Miss Stanley were present at the Van Wickle warerooms to greet her, and they were delighted when she sang two of her songs accompanied by Mr. Buttenuth, her manager. While in the Van Wickle store, Miss Stanley had the pleasure of listening to several of her own records being played on the new Victrola console, which the company is featuring.

**HARRY H. WILLIAMS PASSES AWAY**

OAKLAND, CAL., June 5.—Harry H. Williams, author of many popular songs, including some old-time favorites, succumbed to tuberculosis here recently. Mr. Williams wrote the lyrics for many popular hits of the past, including "In the Shade of the Old Apple Tree," "I'm Afraid to Go Home in the Dark" and "Cheyenne."

**BERLIN GETS "ABIE'S LULLABY"**

Irving Berlin, Inc., has just closed arrangements with B. D. Nice & Co., Inc., whereby the Berlin organization has taken over the publication of Lee David's new song, "Abie's Lullaby." It is said this number was written by Mr. David to commemorate the advent of a first-born, Charles Lionel David.

**LONDON FOLLOWS SUIT**

LONDON, ENG., June 3.—Following the example of the Music Publishers' Protective Association, the Associated Publishers of Popular Music have passed a resolution binding themselves not to pay artists to sing their songs.

**The Big New York Hit**

Everybody's  
Playing  
IT

I'M JUST WILD ABOUT  
**HARREY**

From  
"Shuffle  
Along"

NOBLE EUBIE  
By **SISSLE & BLAKE**

**M. WITMARK & SONS**  
New York

**COPYRIGHT PROTECTION IN GERMANY**

American Authors to Get Same Protection as That Accorded Germans in This Country

BERLIN, GERMANY, May 22.—American authors will be awarded the same copyright protection in Germany as is given Germans in the United States, the copyright law having been passed in the Reichstag last week.

The new law accords protection for the works of literature, art and photography on the same basis as is designated in the law of January 15, 1892, and is retroactive in application to the period between August 1, 1914, and July 2, 1922, although it does not apply to the rights of publication, circulation and duplication of any American product which might have been obtained by a third party previous to December 18, 1919.

Knowledge is like riches. It begets more knowledge.

**NEW CHAPPELL-HARMS ISSUES**

Among this season's new issues released by Chappell-Harms, Inc., and which have shown favorable indications of becoming quite prominent are "Closer" (L'Adoree De Mon Coeur), a waltz song with words and music by Leon Du Parc; Archibald Joyce is the composer of the waltz known as "Sweet William"; the ballad, "There's Silver in Your Hair" (But There's Gold Within Your Heart), is also having a big sale.

**DEATH OF ALBERT H. FITZ**

LOS ANGELES, CAL., June 3.—Albert H. Fitz, fifty eight years old, author of "The Honeysuckle and the Bee" and more than 100 other popular songs, died at his home after a long illness and was buried in this city. Fitz was born in Medford, Mass., but passed most of his life in New York City. His mother was a member of the Peak family of bellringers.

**BLACK SWAN RECORDS**

The Only Record Using Colored Singers and Musicians Exclusively



**SENSATIONAL SUCCESS**

The Season's Biggest and Best Hit



2049

10 Inch

75c

**He May Be Your Man**

(But He Comes to See Me Sometimes)

**I've Got the Wonder Where He Went**

(And When He's Coming Back Blues)

SUNG BY

**TRIXIE SMITH**

Order now and let this record ring YOUR cash register. Big Sales Assured  
Remember—BLACK SWAN RECORDS SELL

**Pace Phonograph Corporation**

2289 Seventh Avenue

NEW YORK, N. Y.



# C I N C I N N A T I

*Trade Betterment Gains Momentum—A. H. Bates' "Flag" System—  
Widener-Werner Deal—H. L. Chubb's Window Display—The News*

CINCINNATI, O., June 7.—Continuing the trend of April, trade with Cincinnati dealers in talking machines and auxiliary lines gained still greater momentum during May and the first few days in June. Regardless of the fact that "out-of-door" time always cuts substantially into this business, progress in Cincinnati indicates that the back of the slump has been broken. Cash business is good, as it has been, owing to the limited class of buyers. Now there is more gross business than before.

Most dealers, while hardly enthusiastic, still maintain a feeling of considerable pleasure over the trade outlook of the present and for the future. Practically everyone believes things to be on the upgrade. Energetic efforts are being made by all houses to stimulate this encouraging advance, and advertising and hard work are producing results.

A. H. Bates, of the Ohio Talking Machine Co., one of the largest Victor jobbers in this district, who worked out an extensive "flag" system of classifying at least a thousand best standard records as an aid to the not infallible memory of even the best salesman, reports that Cincinnati dealers are eager to obtain this system as soon as he has it ready for use. Mr. Bates expressed appreciation of what assistance the publicity given his plan in *The Talking Machine World* brought to the venture.

#### Record Classifying System in Demand

Mr. Bates reports an encouraging run of business, and remarked: "The prospects are very bright. Our business this month, in spite of the growing number of usual Summer attractions, was better than business in April. It looks like a very good year."

#### Widener's Secures Werner Stock

Widener's Grafonola Shop took over early this month the stock of the Race street store of the Werner Industries. This store handled Victor goods. The Widener concern plans to operate the Race street store on its present basis until the end of June, when the lease on that property expires. The Victor stock then will be removed to the Widener Shop, West Fourth street, and will be handled in connection with the Columbia and Granby lines which the shop now handles.

E. B. Follin, general manager of Widener's Grafonola Shops, with an office in Boston, was in Cincinnati for a few days superintending the taking over of the Werner Industries stock.

#### Report Business Betterment

Morris L. Fantel, of Widener's, reported a fine business during the month of May. Mr. Fantel said: "Our business has increased every month since the first of the year. Our May trade was 50 per cent better than the same month last year. No doubt the tremendous volume of building being done in the city is one of the main factors in this increase. One can hardly drive over a Cincinnati street without seeing homes or larger structures going up."

#### Steinway Doing Well With Brunswick

Steinway & Sons, who installed booths, record racks, etc., early this month and contracted to sell Brunswick products, report a good business, although the talking machine department was not ready for business as early in the month as was expected. Mr. Browning, who made a great success of the H. & S. Pogue Victrola department, has carried his energy into the Steinway store.

#### Exhibits Jackie Coogan's Clothes

Carrying further his innovations in the matter of show windows, Howard L. Chubb, of the Chubb-Steinberg Music Shop, East Sixth street, has obtained the tattered clothing worn by Jackie Coogan, juvenile film star, in the popular picture, "Trouble." This picture was shown at a local theatre, and the theatre manager contrived to obtain the garments for Mr. Chubb. This "Huck Finn" apparel—consisting of profusely patched pants, makeshift suspenders, battered cap and much worn-at-the-heel shoes—adorn the Chubb-Steinberg window, draped upon a wax figure. The background is formed by a flour barrel, such as Jackie Coogan inhabits in the picture, and as a chum in penury, there is a Victor dog. The old clothes, because of the popular interest in them, are to be auctioned off by a Cincinnati newspaper in an effort to take up a \$5,000 mortgage which encumbers a free day nursery in this city.

In another recent display, Mr. Chubb had in his window the gold, silver and bronze trophies

to be awarded to the victors in a Y.M.C.A. water carnival. Alongside of this athletic display, Mr. Chubb had advertisements calling attention to Walter Camp's physical culture records.

"Our business," said Mr. Chubb, "is excellent—growing all the time. We are making every preparation for a real spurt in trade during the Summer months."

Mr. Golden, of the Superior Phono Parts Co., New York, was a visitor at the Chubb-Steinberg establishment the other day.

#### Some Dealer Sold Them

A long canoe trip up the Ohio and Great Miami rivers last week-end revealed the fact that the Summer campers—who are just now flocking to their camps—must be excellent customers of the talking machine dealers. It seemed that hardly a cottage, however unpretentious, but had a talking machine and a selection of records, and most of them were doing Spartan duty.

#### New Columbia Console Favored

Much favorable comment is being made at the Cincinnati branch of the Columbia Co. regarding the new console model put out by the Columbia Co. When information was had that a shipment of these models was being made, Columbia dealers in this district fairly outdid themselves to reach the local branch and inspect the machine, and, incidentally, to give orders.

M. Polasky, Sr., of Georgetown, O., visited the Cincinnati branch of the Columbia Co. recently. Mr. Polasky recently returned from a nine months' trip through England, France, Spain, Italy, Palestine, Turkey, Switzerland, Germany and Poland.

#### Jones Drug Co. Secures Columbia Stock

The Jones brothers, of the Jones Drug Co., Waverly, O., have taken over the entire stock and fixtures of E. T. Tetrick, Columbia dealer, in that city. They will handle the Columbia line.

#### News Brieflets

The S. Fred Co., Lebanon, O., celebrated its thirty-first anniversary recently. This company, which sells Columbia stock, is an example of what an energetic concern can do. In the thirty-one years of business the company has grown to be exactly eighty times its original size.

It is reported that M. Dietrich, of the Rose City Pharmacy, New Castle, Ind., has acquired a machine with all of the very latest improvements and a remarkable tone volume. We refer to the baby boy which came to boss his home and business the first of May.

According to S. Reis, of Brunswick Products, Brunswick enjoyed a very good month, doing a business which eclipsed that of last month and continued the general increase that has been noted since the beginning of the year.

Silverstein Bros., Terre Haute, Ind., agents for the Columbia Co., recently sold a machine to a party in Jerusalem. The Cincinnati branch of the company is to pack and ship the machine.

E. I. Pauling, of the Starr Piano Co., as well as Mr. Craig, manager of the Victrola department of the Baldwin Piano Co., reports an encouraging business for the month.

The Aeolian Co., West Fourth street, which handles the Aeolian-Vocalion, reports a good business for the month of May.

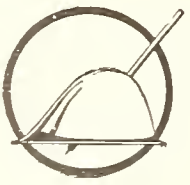
#### GRAFONOLA AT SCHOOL EXERCISE

Pushmobile Grafonola and Magnavox Used at Delaware Celebration—Teachers Delighted

NEWARK, DEL., June 6.—The school children from the State of Delaware congregated at this city a fortnight ago to conduct their annual May Day. The Columbia Grafonola Parlors of Wilmington agreed to furnish the music and at the appointed time a Pushmobile Grafonola and a Magnavox were placed in an automobile and the parade started from the public school grounds to the athletic field of the University of Delaware. Moving pictures were taken of the entire affair and the field activities were conducted through the Magnavox. The day proved very successful and the teachers were delighted with the way in which the Grafonola served their purpose.



**Most Natural Tone**  
from your Phonograph



Mr. Dealer and Mr. Consumer  
both want this.



Bell Hood reproduces

**Most Natural Tone**

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







## THE ORSENIKO PERIOD PHONOGRAPH



A word as to Policy and Price.

For the benefit of the dealers who are not familiar with the class of merchandise manufactured by us, we wish to announce we have no job lots nor bankrupt stocks for sale.

We have placed on the market cabinets at prices which the middle class can pay without feeling they have been overcharged, as well as cabinets of luxury and utility combined.

Featured on this page is a moderately priced cabinet which will make any living room more livable, and its deep rich colors and hand decorations will be a source of happiness to the purchaser for years to come.

May be had in Parchment, Blue or Black ground colors.

Our years of experience acquired through catering exclusively to the decorative trade enables us to suggest color combinations that will be harmonious.

We gladly place ourselves at your service.

## THE ORSENIKO COMPANY, Inc.

*Factory:*

Skillman Ave. and Rawson St.  
Long Island City, N. Y.

*Showroom:*

112 West 42nd Street  
New York City, N. Y.





## FORMAL OPENING OF THE STANDARD CO.'S NEW BUILDING

Great Gathering of Victor Dealers and Prominent Guests Enjoy Hospitality of Standard Talking Machine at Dedication of New Home—Speeches by J. S. Macdonald, J. G. Paine and Others

PITTSBURGH, PA., June 5.—The Standard Talking Machine Co., of this city, Victor wholesaler, formally opened its new four-story-and-basement building in the heart of the Pittsburgh business district with an all-day housewarming on May 24. Everyone of the 150 Victor dealers who visited the "Standard" plant saw demonstrated the fact that a ground floor Victor jobbing service is possible even in a city the size of Pittsburgh.

The officers of this enterprising jobbing house have so planned their building that practically all the every-day functions are conducted and all the constantly used equipment is located on the street floor, including a spacious and beau-

Luncheon was served on the Hotel Chatham Roof, a few doors away from the Standard Building, following which the formal addresses of the day were begun. J. C. Roush, president of the Standard Talking Machine Co., presided and introduced the speakers. Dr. J. T. Holdsworth, vice-president of the Bank of Pittsburgh, talked on the business outlook, with particular reference to conditions in and around Pittsburgh.

### The Address of J. S. Macdonald

J. S. Macdonald, sales manager of the Victor Talking Machine Co., followed with a very excellent talk on the outlook for the coming season's business, viewed from the sales manager's office. Among the many interesting subjects dis-

their Victor jobbers the new building which the Standard had just opened and the constantly increasing investment and advertising by the Victor Co. He assured his audience that an excellent Fall and Winter business was in store for Victor dealers.

Martin L. Pierce, of the Hoover Suction Sweeper Co., Canton, O., was the third speaker on the program. He devoted his address entirely to selling ideas, which he believed a Victor dealer could use profitably and which had been worked successfully by his company. His address made an excellent impression on the dealers present, many of whom made notes during the progress of his talk.

John G. Paine, of the legal department of the Victor Co., delivered the closing address, which was replete with oratory and good common-sense advice on subjects connected with Victor merchandise. This was the first occasion that Mr.



(1) Main aisle of stock and packing room; (2) New home of Standard Talking Machine Co.; (3) Standard's service print shop; (4) View of beautiful lobby from street entrance; (5) Corner of shipping room of new plant, showing gravity conveyor; (6) Attractive display room in new building.

tifully decorated lobby, offices, record stocks, packing, shipping, printing and repairing rooms all working toward and terminating in the inside loading platform at the rear of the building and opening on a public alley.

Other interesting features of the Standard plant include its own railroad siding of the Pennsylvania Railroad, a spiral chute for handling stock from the second floor to the shipping room, a display room on the second floor, beautifully equipped for dealers' customers, and which can be converted into an assembly room as needed, and an attractive board room, admirably adapted to small group meetings of dealers and to other uses of the trade, all covering 36,000 square feet of floor space.

The Standard Co.'s housewarming furnished a busy day for the Victor dealers of western Pennsylvania, eastern Ohio and West Virginia. From early morning until a reasonably late hour at night the friends and customers of Standard were alternately instructed and entertained to the best of the company's ability, which any dealer of that section will tell you goes a long way.

The morning was devoted to an inspection of the Standard Building with President J. C. Roush, Manager Wallace Russell, assisted by J. E. McCormick, H. A. Davies, E. A. Ferguson and C. E. Willis, of the Standard staff, as guides; auto trips to Pittsburgh and nearby points of interest.

cussed by Mr. Macdonald, all of the keenest interest to his audience, were the record exchanges, which, he stated, would follow the exchange recently announced until all existing "cut-outs" were returned and many additional records which had not yet been announced as "cut-outs." He bespoke the cordial support of Victor dealers for the new line of horizontal models, for which there is a rapidly increasing demand. He pointed out that, while the Victor Co. had no objection to the flat top talking machine, yet his company would certainly refuse to build a flat top Victrola, because it had, up to this time, been found impossible to build a talking machine with a flat top which at the same time would develop the musical qualities on which the Victor Co. must continue to insist in the construction of its product.

In referring generally to radio he saw no reason why dealers should view this with any apprehension, because, while the great volume of radio sales during the past very unsatisfactory business period undoubtedly affected sales of Victrolas as well as other products, yet the same sales of radio during a more satisfactory period would affect the average dealer very little, if at all.

Mr. Macdonald had some excellent suggestions to offer the trade as to an aggressive campaign for Victor business, and gave as positive proof of both the sincerity and the optimism of

Paine had spoken in Pittsburgh and the dealers enjoyed a rare treat in his fine address.

### Great Time at Bongiovanni Inn

The afternoon meeting adjourned at five o'clock and the following hour was spent at the Standard Building. At six o'clock all were loaded into two large interurban cars, decorated with Victor banners and with toy balloons imprinted with the Victor trade-mark and the word Standard. A merry crowd it was which left promptly at six o'clock for, as the program stated, "parts unknown." A negro orchestra in costume enlivened this trip with plantation melodies and songs.

The "parts unknown" developed an hour later into the famous Bongiovanni Inn at Wildwood, where an evening filled with entertainment and good-fellowship was spent, including an interesting vaudeville program of twenty acts. One of the novelties of the evening was a solo dance by a pretty little girl of six years, who emerged from a Victrola to the strains of a new popular dance hit. A beautiful miniature Victrola 300, with a lid which raised, disclosing the Standard trade-mark and compartments for pins, ink and paper clips, was found at each place as a desk souvenir. The party was returned to the city in the special cars about 10:30 o'clock.

In addition to the speakers of the day the guests from a distance included: Leslie Wiswell, of Lyon & Healy, Chicago, Ill.; Perry B. Whit-



sit and Frank Davisson, of the Perry B. Whitsit Co., Columbus, O.; Edward B. Lyons, Eclipse Musical Co., Cleveland, O.; Rayburn C. Smith, Unit Construction Co., Philadelphia, Pa.

**Those in Attendance at Standard Opening**

Among the visitors at the Standard housewarming were the following: Louis Menzer, Menzer Music Shop, Pittsburgh, Pa.; Joseph Matthews and Geo. B. Matthews, Geo. B. Matthews Co., Barnesville, O.; Clyde Anent, Apollo, Pa.; W. S. Holloway, Flushing, O.; W. T. Bock, Weirton, W. Va.; Louis C. Mather, Mather Brothers Co., New Castle, Pa.; R. R. Meyer and B. Tron, Spear & Co., Pittsburgh, Pa.; Howard Riley, Robinson Music Co., Steubenville, O.; F. C. Gebhard, care P. W. Simon, Uniontown, Pa.; Geo. Swoger, Wilkinsburg, Pa.; Leo Half, Half Brothers, Homestead, Pa.; C. L. Hamilton and T. E. Shortell, S. Hamilton Co., Pittsburgh, Pa.; Jacob Schoenberger and John Haggerty, Lechner & Schoenberger, Pittsburgh, Pa.; W. A. Steadman, Butler, Pa.; F. C. Wampler and W. P. Wampler, F. C. Wampler & Sons, McKeesport, Pa.; Chas. A. Ellis, A. I. Ellis & Sons, Uniontown, Pa.; R. D. Raugh, Aaron Furniture Co., Greensburg, Pa.; J. Mac Ely, Ely Brothers, Jeannette, Pa.; John Johns, Beechview Pharmacy, Beachview, Pa.; Boyd Hunger, Dayton, Pa.; Clark Wright, Valley Furniture Co., East Pittsburgh, Pa.; W. A. Kulp, Braddock, Pa.; Charles H. Schaefer, Schaefer's Drug Co., N. S. Pittsburgh, Pa.; Chas. Hutson, New Bethlehem, Pa.; D. O. Jones, Booth & Flinn, Ltd., Pittsburgh, Pa.; T. E. Lewis, Lewis Brothers, East Liverpool, O.; D. Krasik, Monessen, Pa.; Wm. Joseph, Beaverdale, Pa.; Harry Diamond, Diamond Pharmacy, Natrona, Pa.; T. B. Windsor, Windsor's Music Store, Tarentum, Pa.; Russell Cooper, Will Copper and John Cooper, Cooper Brothers, New Kensington, Pa.; W. J. Mullen, Sewickley, Pa.; J. O. Clawson, Belle Vernon, Pa.; E. E. Smith, Clearfield Talking Machine Co., Clearfield, Pa.; C. F. Milleman, The Milleman Co., Zelienople, Pa.; H. I. Ellis, A. I. Ellis & Sons, Uniontown, Pa.; E. J. Delahoyde, Delahoyde & Wuller, Oil City, Pa.; Floyd Hipp, F. A. North Co., Johnstown, Pa.; W. J. Raush, Swank Hardware Co., Johnstown, Pa.; Jos. Amster, Clairton, Pa.; Frank L. Hill, Jr., W. R. Reynolds Co., Canonsburg, Pa.; Russell Burt and Edwin M. Brannen, The Mellott Co., Bellaire, O.; C. Gould Hyatt, Aaron Furniture & Carpet Co., Connellsville, Pa.; Geo. S. Hards, Dormont, Pa.; Walter E. Leedom, Leedom's Drug Store, Hollidaysburg, Pa.; W. J. Benjamin, Vandergrift, Pa.; D. G. Jones, W. L. Noble, Martins Ferry, O.; E. E. Schellhase, Waynesburg, Pa.; John F. Bork, Aaron Co., Connellsville, Pa.; J. H. Phillips, N. S. Pittsburgh, Pa.; Paul Gerecter, Aaron Furniture & Carpet Co., Brownsville, Pa.; Mr. Dalton, Carnegie, Pa.; W. F. McLay, Carnegie, Pa.; Chauncey Parsons, Rosenbaum Co., Pittsburgh, Pa.; Fred Hatfield, Aaron Furniture & Carpet Co., Brownsville, Pa.; Gus Hellman, Yahring-Rayner Music Co., Youngstown, O.; M. H. Gardner, Tozer Jewelry

Co., Patton, Pa.; M. O'Conner, Brown's Music Store, Ford City, Pa.; W. P. Brown, Brown's Music Store, Kittanning, Pa.; L. R. Collins, Meyersdale, Pa.; Geo. K. Barkell, Geo. K. Barkell & Co., Scottdale, Pa.; W. B. Pfeighardt, Jr., Charleroi, Pa.; Samson Rosenshein, Masontown, Pa.; Herman Bigg and Harry Diamondstone, Miller & Bigg, Latrobe, Pa.; Harry Hornberger, Kaufmann & Baer, Pittsburgh, Pa.; Henry Wood, Boggs & Buhl, Pittsburgh, Pa.; John V. Borgerding, S. Hamilton Co., Pittsburgh, Pa.; Ray H. Sayre, S. Hamilton Co., Pittsburgh, Pa.; Leander P. Kirstein, Kaufmann's Department Store, Pittsburgh, Pa.; Rayburn Smith, Unit Construction Co., Philadelphia, Pa.; A. R. Meyer, Joseph Horne Co., Pittsburgh, Pa.; W. C. Dierks and Tom Evans, C. C. Mellor Co., Pittsburgh, Pa.; George Rawbridge, W. F. Frederick Co., Pittsburgh, Pa.; J. H. Evans, Union Trust Co., Pittsburgh, Pa.; J. S. MacDonald, J. G. Paine and E. J. Marx, Victor Talking Machine Co., Camden, N. J.; Dr. J. T. Holdsworth, Bank of Pittsburgh, Pittsburgh, Pa.; Martin L. Pierce, Hoover Suction Sweeper Co., Canton, O.; J. C. Roush, Wallace Russell, H. A. Davies, E. A. Ferguson, J. E. McCormick, C. E. Willis and Stanley L. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa.; H. C. Burchinal, Pittsburgh, Pa.; Ralph Hukill, Pittsburgh, Pa.; H. M. Schaefer, Pittsburgh, Pa.; J. S. Brookes, Pittsburgh, Pa., and H. B. Salked, Oliver Building, Pittsburgh, Pa.

**W. F. FREDERICK CO. ELECTS**

**Annual Meeting of Stockholders and Directors in Uniontown, Pa., Elects Officers**

UNIONTOWN, PA., June 5.—The W. F. Frederick Piano Co., which operates a chain of retail piano and talking machine stores in western Pennsylvania, Maryland and West Virginia, recently held its annual stockholders' and directors' meeting at the general headquarters of the company in this city.

The election of directors for the ensuing year resulted as follows: W. F. Frederick, president; E. B. Heyser, vice-president; A. V. Williams, vice-president; William Shafenberg, vice-president; C. G. Hugus, secretary, and F. Snider, treasurer.

The W. F. Frederick Co., in addition to a complete line of pianos, handles the Victor line of talking machines and records in all of its stores.

The Davis, Burkham & Tyler Piano Co., an allied company, with retail branches in Wheeling and Clarksburg, W. Va.; Steubenville, Cambridge and East Liverpool, O., also held its annual meeting here and elected the following officers: W. F. Frederick, president; E. B. Heyser, vice-president; N. E. Davis, vice-president and manager; C. G. Hugus, secretary, and F. Snider, treasurer. The directorate consists of W. F. Frederick, F. Snider, A. V. Williams, E. B. Heyser, William Shafenberg and N. E. Davis.

**LANDAY NEW RADIO DISTRIBUTORS**

**Well-known Talking Machine House of Landay Bros., Inc., Becomes Distributor of Radio Products of Radio Corp. of America**

Landay Bros., of New York City, the well-known talking machine distributors, who operate a number of successful retail establishments in New York and New Jersey, were recently appointed wholesale distributors of radio apparatus by the Radio Corp. of America.

Landay Bros. have given the wireless telephone and its relationship to the music industry much attention, and in order to become versed in the possibilities of radio distribution for the music dealer they have, for the past several months, sold such goods in their retail establishments.

Following their success along these lines they were appointed distributors for the products of the Radio Corp. of America, by the Westinghouse, General Electric and Wireless Specialty companies. Thus Landay Bros. have secured some of the very highest class products in the radio field.

In a recent statement to the press Benjamin Landay, general manager of the wholesale radio division of Landay Bros., said: "The present demand for radio apparatus will be greatly overshadowed during the Fall months. Dependable merchandise will be persistently in demand and the consumer will naturally seek out the better grades of instruments, those with established reputations and with whose names they are familiar."

While the company received the appointment some time ago, distribution was held up due to a shortage of supplies. Landay Bros. are now in a position to take care of dealers and are determined to use every means of pushing the new line.

**ROBERT B. WHEELAN MARRIED**

Robert B. Wheelan, well known throughout the talking machine industry as the president of Health Builders, Inc., was married on June 8 to Miss Dorothy Demarest. Immediately upon the conclusion of the ceremony Mr. and Mrs. Wheelan left for an extensive motor trip of about three weeks' duration. Much of the time will be spent among the Adirondack Mountains and other nearby beauty spots.

**TELLS OF IMPROVED BUSINESS**

William Phillips, president of the Wm. Phillips Phono Parts Corp., New York City, reports that his company is doing exceptionally good business. Mr. Phillips stated: "Business is good. We have just passed through one of the best months in the history of our organization. This good business is continuing and I firmly expect that we will experience satisfactory business straight through the Fall and Winter seasons."



**Where Service**

to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

**EMANUEL BLOUT**

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th STREET  
NEW YORK



# NEW ORLEANS

*Dugan Enthusiastic Over Success of Dealers' Meeting in Mobile  
—Business Conditions in City and State Continue to Improve*

NEW ORLEANS, LA., June 5.—The New Orleans delegation to the Southern Victor Dealers' convention, numbering twelve or more, returned from Mobile filled with enthusiasm and anxious to put into practice a number of sales plans which they had learned at the convention. They brought back with them two new officials of the Association, J. V. Dugan, of the Dugan Piano Co., who was elected president, and E. W. Wilson, Jr., of the Collins Piano Co., who was elected secretary. To a man the sentiment was that the convention was the biggest and best ever held and that everyone who attended profited by his attendance.

President Dugan stated that the spirit that prevailed among the dealers was inspiring. Competitors in the same town who had never met before were brought together and left the best of friends. The convention seemed to create a sort of fraternalism among the dealers and there they substituted the word co-operation for the old word competition.

The discussion on the question of "interest charges on time contracts" served to bring out the feeling that once existed and that now prevails among the dealers. Two dealers from the same town were called upon to explain just why they did not charge interest on time contracts. They both answered, "Because their competitor did not." Result. They both charge interest now.

Talks made by John G. Paine, of the Victor Talking Machine Co., and by M. L. Pierce, of the Hoover Suction Sweeper Co., were inspiring as well as instructive. The attendance totaled about 128 dealers.

#### Improved Business Reported

Practically every talking machine store in town reports an improvement in business during the past fifteen days. It is claimed generally that May has been a better month than April and in a few instances the improvement has surpassed the business of May, 1921.

#### New Demonstration Rooms at Gruenwald's

Robert Young, Victor manager of the Gruenwald Co., reports a wonderful improvement in record sales. The Gruenwald Co. has just completed the remodeling of its demonstration rooms and has added five new ones downstairs and two upstairs. Particular attention was paid to the layout of the record department. It is now arranged so that the largest kind of a crowd can

be handled expediently and comfortably. Mr. Young claims it to be the best in the city.

#### Horizontal Types in Demand

J. D. Moore, at Maison Blanche, reports that the horizontal model Victrolas are very popular sellers and that business is ahead of last May. "In fact," says Mr. Moore, "our business has kept ahead of last year's business all during 1922."

Manager Wilson, Jr., at the Collins Piano Co., reports the horizontal types in demand with an increasing amount of records being sold.

#### Big Demand for Portables

Manager Powell, of Werlein, Ltd., has just completed a Spring drive which has about cleaned him out of the portable model Victrolas. He has noted a big improvement in trade within the past fifteen days with increased interest shown particularly by the middle class of people. Both jazz and Red Seal records are big sellers at Werlein's.

#### New Edison Console Model

Manager Billet, at the Edison Co., announces a new Console model that is just being offered at prices ranging upward from \$295. Though only on sale a week it has proven very popular and he has sold all in stock.

#### New Columbia Ad Campaign

The Columbia Graphophone Co. is now in the midst of a "Selected Dealers' Advertising Campaign," in which dealers buying new stock are given a certain amount of advertising in their community by the Columbia people. This has proven to be quite an attractive offer and though only in progress two months has been a big success.

Mr. Sparrow, local district manager, is one of the leaders in the race among the districts for the best showing. Though about fifth on the list, when everything is considered, that is, the size of the district and the population therein, the percentage is in Mr. Sparrow's favor, ahead of the list.

#### Columbia Dealers Recovering From Flood

In spite of the floods and the heavy rains which are delaying and ruining crops, Mr. Sparrow says that the country business is running better than the city business throughout the Gulf district. The flood completely wiped out twenty Columbia dealers, but they have already sent in their orders for more machines and merchandise and are planning to come back stronger than before. The city dealers, Mr. Sparrow has found, are pessimistic but not discouraged. They ex-

pect a much bigger business in the Fall than they have had for some time and they are already putting in their orders for Fall goods.

One of the feats accomplished in the Gulf district by the Columbia line was obtaining the services of Ben Martin, known throughout the Delta country, and around Jackson, Miss., as one of the biggest phonograph men in that section. Mr. Martin has accepted the position as manager of the Columbia department of the Feld Furniture Co. store in Vicksburg. The Feld store was one of those which accepted the Columbia agency and sent in a big order even while the flood waters were still in the backyard. This is the kind of courage that wins.

It is understood that F. E. Mahoney, a Victor dealer, of Chattanooga, is moving to New Orleans. His plans are not known.

#### Recent Visitors

Among the visitors in town during the past fortnight was J. F. Bennett, assistant manager of the Brunswick-Balke-Collender Co., of St. Louis. He visited the Harris-Loeb Piano Co., local agent for the Brunswick Co.

#### DISTRIBUTORS OF DE FOREST RADIO

**A Number of Important Talking Machine Distributors Arranging for Distribution of DeForest Radio Line in Talking Machine Trade**

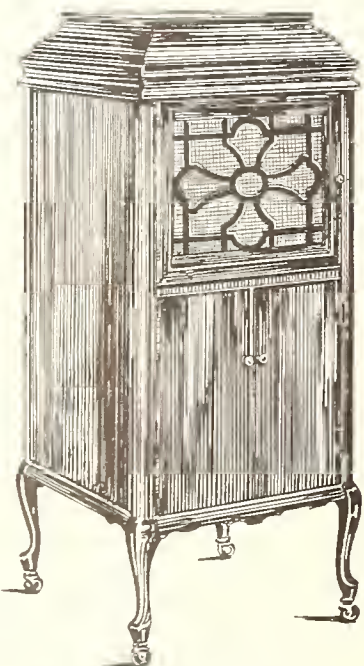
The DeForest Radio Telephone & Telegraph Co., which recently moved into greatly enlarged quarters in Jersey City, N. J., in a building occupying an entire city block, has been enabled through increased production to make deliveries in substantial quantities to several music houses which have been appointed its distributors. The DeForest products, which are among the best-known in the wireless field, are recognized as among the leading products in the world of radio.

Among the firms in the music industry which have been appointed distributors by the DeForest Co. are: Lyon & Healy, of Chicago; Owens & Beers, Inc., New York City; S. B. Davega Co. and the Triangle Radio Supply Co.

#### OUR CONGRATULATIONS, MR. UNGER

The announcement was recently made of the engagement of L. J. Unger, of the sales staff of the Brilliantone Steel Needle Co. Mr. Unger has traveled extensively throughout the trade in the interest of Brilliantone steel needles and numbers many friends among the talking machine dealers in all sections of the country. The announcement of his engagement has already caused him to receive many expressions of a congratulatory character.

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



## Emerson Phonographs

at startling low prices

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

Write for full information

**The UDELL WORKS :: Indianapolis**  
28th Street and Barnes Avenue



—**Summertime**  
 —**Outdoor Sports**  
 —and **WALTER CAMP'S DAILY DOZEN**  
 On **HEALTH BUILDER RECORDS**

A warm-weather life-saver for the talking machine dealer.

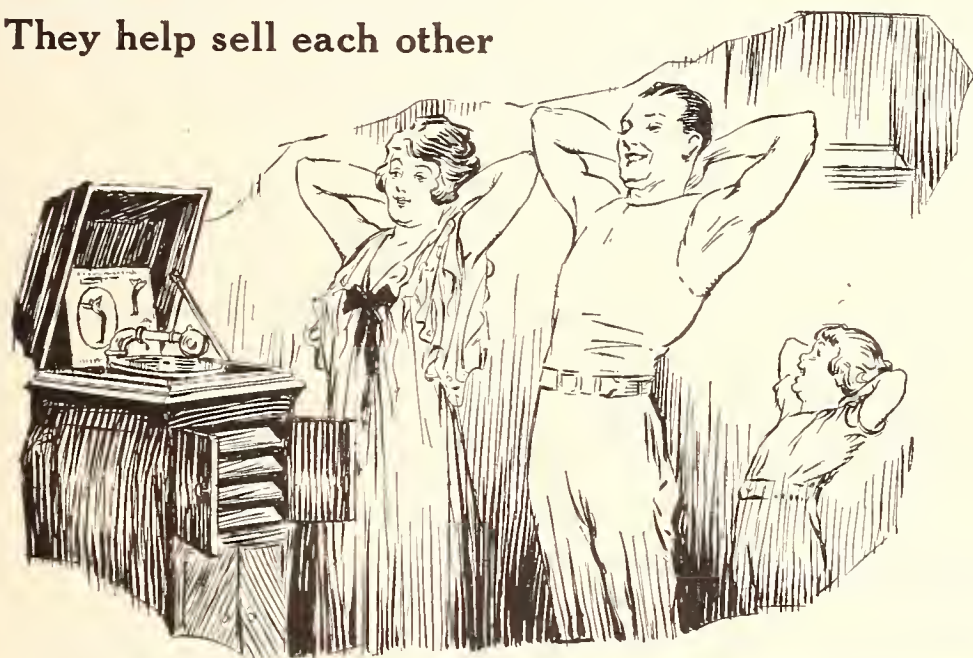
Summer is the time when men, women and children are proudest of their physical fitness.

Any dealer, with little effort, can sell the **DAILY DOZEN** to every golf, tennis, baseball and swimming fan or near-fan in his neighborhood.

The profits are exceedingly liberal.

Feature the Health Builders sets with your portable machines.

They help sell each other



**Remember!**

Health Builder Records  
 Alone Give You

**WALTER CAMP**

Football star and rules expert, physical director of thousands of men in the A. E. F., sportsman and gentleman in all respects, **WALTER CAMP** is known to every red-blooded American of two generations.

Walter Camp's "Daily Dozen" makes you fit and builds up good hard flesh and muscle; eliminates useless and excess flesh without undignified and irksome positions or harmful exercises that injure the heart, body or health.

It takes a few minutes to demonstrate a standard musical record.

It takes only a few minutes longer to demonstrate a Health Builder's set. And your profits are **20 TIMES GREATER.**

**Try a Health Builder Week in Your Windows**

Put some of our sets on display.

We will furnish attractive literature, cut-outs and hangers free.

Stage a demonstration of the exercises at certain hours each day with the aid of some athletic member of your sales force, or a young husky from your neighborhood.

Invite the children in for calisthenic drills.

There are hundreds of ways for live merchants to make money on **THE "DAILY DOZEN"—NOW.**

**ORDER NOW FROM**

**HEALTH BUILDERS**

Dept. W6

334 Fifth Avenue

New York, N. Y.



# M I L W A U K E E

*Trade Looks for Busy Summer—Badger Co.'s New Home—Dealers Interested in Association—Recent Trade Changes and Other News*

MILWAUKEE, WIS., June 6.—This is not going to be the usual "quiet Summer" in the Milwaukee talking machine trade—not if local jobbers and dealers can help it. While the first five months of the year were not far behind the average of former years in volume of business, there has been enough of an incentive to give every factor in the local trade the desire to go out and do some real business at a time when in the average year nearly everyone was complacent about the character and scope of trade until the vacation season and torrid spell were over and out of the way.

It is really surprising to make the rounds of the local trade and find the optimistic spirit that prevails. It is optimistic in more than one sense, for it is predicated not alone upon a good May business following a fairly active April, but upon the prospects of a relatively brisk trade in June, July and August. These three months usually have been slow save in respect to sales of records, for at the beginning of June there has been a rush for the lake and resort country which did not end until the new school term was in view. This exodus was aggravated in the last two to three years by the fact that housing conditions in this city were miserable and the only alternative for many families was to seek refuge in the country.

#### Unemployment Decreases

This year a great many people are going to the lakes, as usual, but in most instances the feeling is far less depressed than it was last year and two years ago. Most heads of families are now employed, while in 1920 and 1921 they were without jobs and without steady income. The stage has been reached where almost every family has been fortified against necessity and has some-

thing left over to spend for the better things in life—needed pleasures and enjoyments.

#### Business Stability Returning

Reports from distributors and jobbers in this city, who as a rule handle the entire Wisconsin and upper Michigan trade, are unanimous that business has more than sustained the "turn for the better" which set in some time ago. There is nothing spectacular about business; in fact, leaders in the trade are rather glad that this is so, for they have come to learn that the "boom" is an inflation, and the less there is of this sort of business the better the industry will be in the long run.

"We are gratified with the state of business and the prospects," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Personally, I would rather have volume grow slowly but steadily than jump forward like a frightened deer and then drop dead in its tracks from a single bullet. Our retail trade is ordering goods with much more eagerness than usual at this time of the year, but in view of the cautious buying which they have been doing so long we are not surprised. On the other hand, this is testimony that the public is buying, for no one knows better than we that dealers are adhering to a 'hand-to-mouth' buying policy, and whenever their orders increase it can be traced directly back to better consumer demand. We look for an active Summer—in fact, it looks as if we shall have a better business than the average hot period has ever produced."

#### G. F. Ruez on Trade Extension Tour

George F. Ruez, president of the Badger Co., spent a solid week visiting the trade as a member of the party which went forth under the banner of the Jobbers' Division of the Milwaukee Asso-

ciation of Commerce, May 21 to 27. It was the nineteenth annual trade extension tour and the twelfth which Mr. Ruez has taken in. While the territory circumscribed by the route was relatively limited, and mostly in southeastern Wisconsin and northern Illinois, nevertheless Mr. Ruez was able to get a mighty good slant at current conditions. He is satisfied that things are decidedly on the mend and in the music line some big things are to be expected.

#### Demand for New Edison Grows

The New Edison, according to reports emanating from the Phonograph Co., of Milwaukee, State jobber, is showing steady increases in sales, while the Edison record line is actually establishing some new sales records in this territory.

#### Columbia Record Sales Increasing

Columbia business in the eastern half of Wisconsin has made giant strides against unusual conditions affecting general business adversely, according to R. H. Walley, representing the line in this part of the State. Mr. Walley, too, speaks especially of the remarkable advance made in record sales, although the Grafonola itself is keeping pace with other of the leading makes.

#### Sonora Campaign Successful

Fred E. Yahr, president and general manager of the Yahr & Lange Co., jobber of the Sonora line in Wisconsin and northern Michigan, is one of the real optimists in the musical instrument business and his views are backed up by a most satisfactory selling result of the last three months' special campaign.

#### Dealers Co-operate in Advertising

While record trade is active, and perhaps more so than ever before, probably due to the much larger number of instruments in use now, local dealers are not content with the business that is coming to them through ordinary sources. For instance, on the last few Sunday mornings, the local newspapers have carried joint advertisements of numerous dealers, featuring the favorite songs of various denominations and creeds. Last week the Badger Shop, Harry W. Krienitz, Inc., and W. E. Vollmar & Co. combined in advertis-

# Qualitiphone

## A Small Phonograph Which Will Last



**A Success With Dealers Everywhere**  
—It has proven its worth

Neat, compact and sturdy, with all the features of the high priced instrument.

A real motor — silent and durable.

In perfect balance—tested by experts to the thousandth part of an inch.

Equipped with automatic speed regulator—start and stop device, genuine mica sound box.

**Fully guaranteed**

*Attractive Proposition for Jobbers — Write for territories*

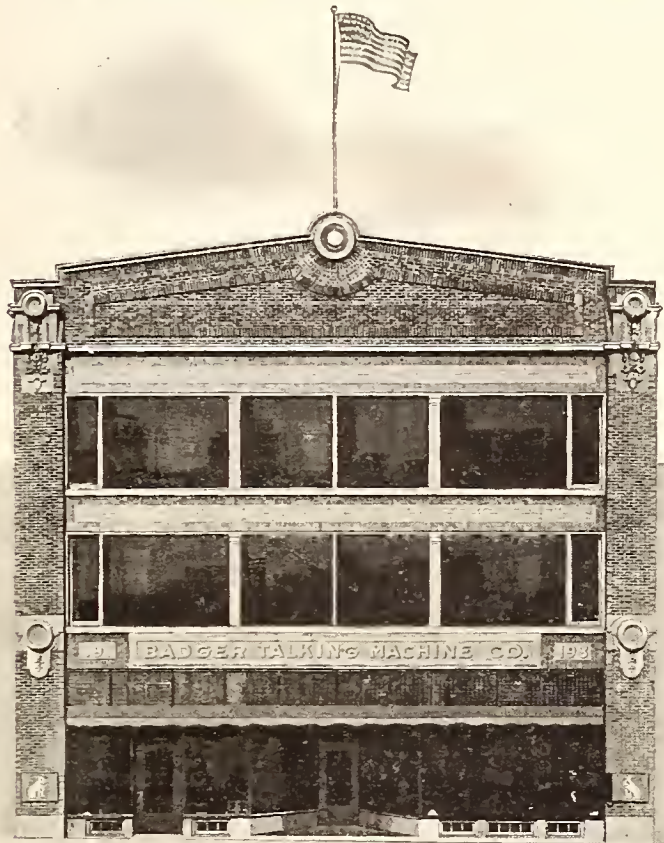
**QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET  
NEW YORK CITY**



ing popular Christian Science records of Victor origin. It was quite a success.

**Brunswick Records Enjoy Favor**

There is something about the smile of Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., which is full of meaning. Brunswick instruments and Bruns-



**Splendid New Home of Badger Talking Machine Co., Victor Distributor**

wick records have been leading a merry pace for many months, and those who believed this was to be short-lived have been disappointed to find that there is a great deal of substance in Brunswick popularity. The records have been going especially well, while instruments have at least held their own with the other leading makes.

**Dealers Pushing Reducing Records**

Special records such as the Wallace reducing course have been pushed vigorously by all talking machine shops with excellent sales results in recent weeks. Many of the stores have put into effect novel means of attracting public attention to the records. Dealers report many amusing experiences in selling discs to "stylish stout" women, and some of them have told The Talking Machine World representative that after this experience they might be able to qualify for positions as corset salesmen.

**Merchants Active in Association**

Talking machine men are taking an active part in the rejuvenation of the Milwaukee Association of Music Industries, and their interest is partly responsible for the generous attendance Milwaukee furnished the annual conventions in New York this month. The new president, Frederick Carberry, is a Brunswick dealer as well as Chickering representative, and he has manifested a very broad conception of the needs of the talking machine trade in addition to the requirements of piano dealers. Leslie C. Parker, head of the Badger Victrola Shop, has been appointed chairman of the membership committee, which is one of the most important bodies of the organization under its plan of getting into the fold every person connected with an establishment that deals in talking machines, records and musical instruments and equipment of any sort.

**Badger T. M. Co. in New Quarters**

The Badger Talking Machine Co. is now located in its spacious new quarters at 191-193 Fourth street. The new building is centrally located and offers excellent facilities for the presentation of the Victor line, for which the company acts as distributor.

**Boom Victor Dealer for Postmaster**

A boom for Peter F. Piasecki for appointment as postmaster has been started by his friends,

and it is daily gaining momentum. Mr. Piasecki is a prominent South Side Victor dealer. He holds the rank of colonel, in which capacity he served as commander of the 127th Infantry of the famous Thirty-second Division in France.

**A. G. Kunde Pushing Gennett Records**

A. G. Kunde, formerly one of the best-known Columbia dealers in this city, and more recently engaged in the foreign record jobbing business has turned his attention to marketing the Gennett record as a wholesaler in this territory. Mr. Kunde is operating from his old headquarters at 344 East Water street. He instituted an active campaign early in June, using the monthly catalog of the Starr Piano Co.'s talking machine division as the basis. Excellent results already have been secured.

Among the newer industries engaged in the talking machine industry here is the Everplay Needle Co., with headquarters at 2502 Burleigh street. The Everplay needle is something new, and in tests has played 27,000 times

without replacement. The item sells for \$1 each.

**New Columbia Shop**

A new music shop has been opened at 254

South Howland avenue, Kenosha, Wis., by Joseph Cardinal, a furniture dealer and funeral director of that city. The original business is being operated at the original location, while the newly developed music department has been made a distinct business and established by itself. Mr. Cardinal is a Columbia dealer and also represents the Kimball line.

**Presents Brunswick to Y. M. C. A.**

R. W. Bailey, a well-known retail jeweler of Beaver Dam, Wis., who has worked up a large talking machine department in recent years, has presented the local Y. M. C. A. with a console type of the Brunswick, which has been made the subject of much favorable comment in the newspapers of Beaver Dam and vicinity.

**PICCAVER WELL-KNOWN ARTIST**

Okeh and Odeon Records by Alfred Piccaver Proving Popular—Has Attained Success Here and Abroad—Has Sung in Berlin and Vienna

Alfred Piccaver, whose records are being produced under the Odeon label by the General Phonograph Corp., is a native-born American who has achieved considerable success abroad. His records are meeting with a wide popular demand, and the General Phonograph Corp. is planning to bring out additional recordings in the near future.

After several years of study at the School for Opera at the Metropolitan Opera House, New York, Mr. Piccaver went to Europe to continue his musical studies and his European career has been replete with success. He is now considered one of the foremost tenors in Europe, having sung in the Royal Opera Houses at Vienna and Berlin.

His first record, released by the General Phonograph Corp., was the "Flower Song" from "Carmen" in the Okeh catalog, and this has been followed by "Thou Hast Spread Thy Wings," which will be issued next month under the Odeon label.

**64%**

**ARE VICTROLAS**

An Independent Musical Survey of the City of Milwaukee Was Recently Taken by the Milwaukee Journal. Among Other Interesting Facts Disclosed Was This:

More Than Five Out of Every Eight Talking Machines Owned in the City of Milwaukee Are

**VICTROLAS**

The survey shows the following standing among various makes owned in Milwaukee:

Victrola	64.021%
2nd make	13.263%
3rd make	3.498%
4th make	3.394%
5th make	2.193%
6th make	1.697%
7th make	1.357%

Of 44,551 talking machines owned in Milwaukee 28,513 are Victrolas: THERE'S A REASON—Badger Service. Try it.

**Badger Talking Machine Company**

*Exclusive Victor Jobbers—Wholesale Only*

**191-193 Fourth Street** **Milwaukee, Wis.**



# S A I N T L O U I S

## Radiophone Still Interests—Music Memory Contest at Hannibal— Leading Jobbers and Dealers Conduct Big Campaign for Business

ST. LOUIS, Mo., June 7.—The talking machine business in this city the past month has been fair, when adverse conditions are considered. The radiophone has continued to encroach, not so much as an actual business competitor, although it is becoming that, but in the way of dividing the interest which has heretofore been enjoyed by the talking machines exclusively.

### Stix, Baer & Fuller Handling Radio

At the Stix, Baer & Fuller store, which was the first to go into radio in connection with talking machines, the sales last month were actually greater, in money volume, than the sales of talking machines. The department has an assortment of outfits ranging in price from \$15 to \$700, but the range of most of the sales is between \$100 and \$200. Manager Ennis expects the radio to hold its own from now on. Most of the sales of phonographs also are at prices ranging from \$100 to \$200. There is also quite a good demand for smaller machines. More portables are being sold by the dealers than ever.

### Sounds Cheering Note

William McC. Martin, Federal Reserve agent for the Eighth District, in his monthly report said: "A decided turn for the better during the past thirty days is almost universally indicated in replies to questionnaires addressed by this bank to leading business interests throughout the Eighth Federal Reserve District. The improvement affects both actual volume of transactions and sentiment. In all branches of activity notable strides have been made in the direction of normal, and there seems to be more confidence in values and the future of business than at any time in more than eighteen months. This confidence is being manifested in a disposition to deviate somewhat from the recent practice of purchasing only enough for immediate requirements on the part of merchants, and among agriculturists, to enter with greater enthusiasm upon the tasks incident to heavier production of crops and live stock.

### Addresses Salespeople on Music Tendency

Mr. Durham, who books the artists for the International Concert Bureau, New York, was in St. Louis recently and when Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, learned of it he secured Durham for a talk to the sales organization on the personal characteristics of famous artists. He showed the salespeople the human side of the artists. Mr. Hosier declared that from an educational point of view the talk was one of the best that he ever heard. Mr. Durham had been to New Orleans and was passing through on his way back to New York. He said he was delighted to find that there is a tendency in the country toward a reversion to a higher class of music. The better sort of popular music is still in vogue, he said, but the jazzier kind of jazz is dying out. He urged the encouragement of the tendency toward better music by inculcating it in children through the schools and children's concerts.

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says that business was better during the second half of May than in the first half. Wallace reducing records are doing well, with women as the principal purchasers.

### A Unique Brunswick Ad Campaign

Brunswick dealers here have been co-operating in an advertising campaign of "A Club for Married Men" whose wedding anniversaries come in June and for the fathers of girl graduates and June brides. It takes the form of the June-day Gift Club. The following dealers joined in it: Arco Furniture Co., Baldwin Piano Co., Demerville Music Co., Famous-Barr Co., Field-Lippman Piano Stores, Tyler B. Hauk Music Store, Home Phonograph Co., Kaemmerer Music Shop, Kirkland Piano Co., Lehman Piano Co., Mengel Music Co., Meyer Piano Co., Schmitt-Baker Music Co., Stock-Peterman House Furnishing Co. and Trorlicht-Duncker.

### Columbia Dealer Gives Concert

The Music Shop & Record Exchange, of this city, Columbia dealer, gave a concert recently which was quite a success. G. S. Moul, of the Music Shop, had the program very nicely arranged, and the demonstration of Columbia goods was given the second place on the program. The Columbia demonstration was followed by the orchestra, and then after several other musical numbers Mr. Moul raffled off an E-2 fumed oak Columbia, which was won by the No. 13. Following this dancing was enjoyed.

### Music Memory Contest at Hannibal

A most successful Music Memory Contest was put on in Hannibal, Mo., recently. The enthusiasm it aroused was largely due to the Federated Women's Clubs, assisted by the civic and business organizations, the public schools and the music merchants of the city. Prominent among the latter was E. A. Parks, Victor dealer, who loaned four Victrolas during the contest. There were twelve numbers rendered in the junior test and eighteen in the senior test. There were twenty-eight perfect papers in the former and to each child a sterling silver perfect score pin was presented by the women of Hannibal. The first prize to the school with the best average was \$15 worth of records, and \$7.50 worth of records as the second prize, given by the P. E. O. and Study Club.

In the senior class there were five perfect scores for the eighteen numbers played and a banner donated by the National Association for the Advancement of Music was won by the Eugene Field School.

The program was given by four of the leading musicians of Hannibal, including two vocalists, a violinist and a pianist. The vocal numbers were hummed.

At the close of the program, while the papers were being graded, Mr. Parks, of the Parks Music House, gave a talk on the Music Memory Contest, its origin and development.

### T. E. Clark Sells Store

T. E. Clark, of the T. E. Clark Music Co., Cape Girardeau, Mo., has disposed of his store and expects to locate in California. The new proprietors are Claude R. Juden and Walter Kempe, both of whom have been in Mr. Clark's employ for several years and have gained a reputation for industry and knowledge of the music business. They expect to continue as exclusive Victor dealers.

### Clever Merchandising Plan

R. L. Berry, Victor dealer, of Springfield, Ill., has just issued a folder describing a "New Kind of Record Service." It offers to send out each month three of the best sellers of the month, with the privilege of exchange within forty-eight hours. The cost is charged to his account. This gives to the customer the certainty of receiving

the choicest numbers on the first day these records are released without effort on his part. The record selection is suited to the taste of the customer.

### Gets Standing Record Order From Japan

Miss Fleeta Trout, in charge of the talking machine department of the Taylor Music Co., of Columbia, Mo., reports the sale of a large bill of records to a Japanese customer, a student at the School of Journalism, and a standing order since his return to Japan of six records each month of Miss Trout's own selection.

### News Brieflets

Mr. Peabody, one of the four proprietors of the Emerson Piano House, of Decatur, has withdrawn from the company and has identified himself with a dental supply house of Decatur. Mr. Peabody has been interested in the Victor educational work in Decatur and his loss will be felt.

Mr. and Mrs. Lloyd Parker, of the Parker Music Co., of Harrisburg, are planning a three months' vacation in the West.

The T. E. Clark Music Co., Victor dealer, of Cape Girardeau, Mo., gave the silver loving cup offered as first prize in a Music Memory Contest, held in connection with the recent field-day events at the Southwest Missouri Teachers' College.

J. F. Ditzell, manager of the Famous & Barr Co.'s talking machine department, is in New York attending the convention.

J. E. Maunder, manager of the local branch of the C. D. Smith Drug Co., St. Joseph, Mo., Sonora distributor, has returned from a successful trip through Missouri. One of the important accounts recently opened by Mr. Maunder was with Paul Whitten, Moberly, Mo.

J. H. Bennett, assistant manager of the Brunswick Co., has returned from a trip through the South.

The recent visit of the Isham Jones Orchestra greatly stimulated the demand for the Brunswick records of that organization.

The Silverstone Music Co. reported Edison business better than the preceding month. The radio supplies for which the firm contracted some time ago have been shipped and the firm will soon be distributing them through its territory.

Miss Marion R. Fox, of the Silverstone Music Co., broke her record on retail sales last month.

J. L. Moore, of the Hoops Mercantile Co., Crocker, Mo.; A. E. Baldwin, of Kennett, Mo., and J. Fiquart, Lincoln, Ill., Edison dealers, were recent visitors to St. Louis.

Miss Vivian Dewes has joined the retail sales organization of the Silverstone Music Co.

## NEEDLE SITUATION SATISFACTORY

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, reports that the needle situation is satisfactory and that the buying public is continuing to demand good needles. The quality of the American-made needle has earned for it the highest place. During the Music Convention in New York City the entire facilities of the offices of the Brilliantone Steel Needle Co. were placed at the disposal of visiting dealers and distributors and open house was kept.

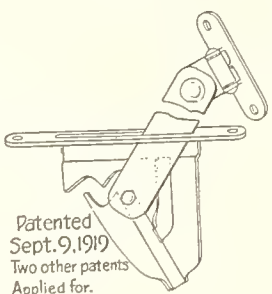
Keep your word, no matter what the cost. The man known as one who lives up to his promises is bound to be recognized for his integrity.

## HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Estimates furnished on complete records in any quantity

Newark Recording Laboratory  
15 West Park St. Newark, N. J.



### The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Sample on request.

STAR MACHINE & NOVELTY CO.  
81 MILL STREET BLOOMFIELD, N. J.

Patented Sept. 9, 1919  
Two other patents Applied for.





Patent Pending  
 Size: 8 in. x 14 in.  
 x 15 in.  
 Weight: Complete,  
 including album,  
 22 lbs.

"One handle handles it"

# Outing

## TALKING MACHINE

### Perfection in a Portable Phonograph

#### JOBBERS:

**GENERAL PHONOGRAPH CORP.**  
 New York Distributing Division  
 15 West 18th Street  
 New York, N. Y.

**CABINET & ACCESSORIES CO.,**  
 145 East 34th St.,  
 New York, N. Y.

**A. J. HEATH & CO.**  
 27-29 So. Seventh St.  
 Philadelphia, Pa.

**IROQUOIS SALES CO.,**  
 210 Franklin St.,  
 Buffalo, N. Y.

**E. B. SHIDDELL,**  
 221 Columbus Ave.  
 Boston, Mass.

**WALTER S. GRAY CO.**  
 942 Market St.,  
 San Francisco, Cal.

**DAVENPORT PHONO. & ACCESS. CO.,**  
 217 Brady St.,  
 Davenport, Ia.

**UTICA'S GIFT & JEWELRY SHOP,**  
 Utica, N. Y.

**J. R. POLK FURN. CO.,**  
 294 Decatur St.,  
 Atlanta, Ga.

**VOCALION CO. OF OHIO**  
 Cincinnati, O.

**VOCALION CO. OF OHIO**  
 Cleveland, O.

**BURNHAM, STOEPEL & CO.,**  
 101 East Larned St.,  
 Detroit, Mich.

**WM. ANDERSON PIANO CO.,**  
 79 Eighth St., South,  
 Minneapolis, Minn.

**GEO. C. ULRICH & CO.,**  
 718 Lincoln Bldg.,  
 Philadelphia, Pa.

**CANDIOTO PIANO CO.,**  
 120 So. Limestone St.,  
 Lexington, Ky.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality.

Built to give years of satisfactory service.

Made in Mahogany and Fumed Oak finishes.

*There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.*



Dealers in Mexico and Cuba should send orders and inquiries to  
 R. C. ACKERMAN

291 East 162nd Street

New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

8-10 Bridge Street - - - - - New York City

Cable Address, CHIPMUNK, New York

# Outing Talking Machine Co., Inc.

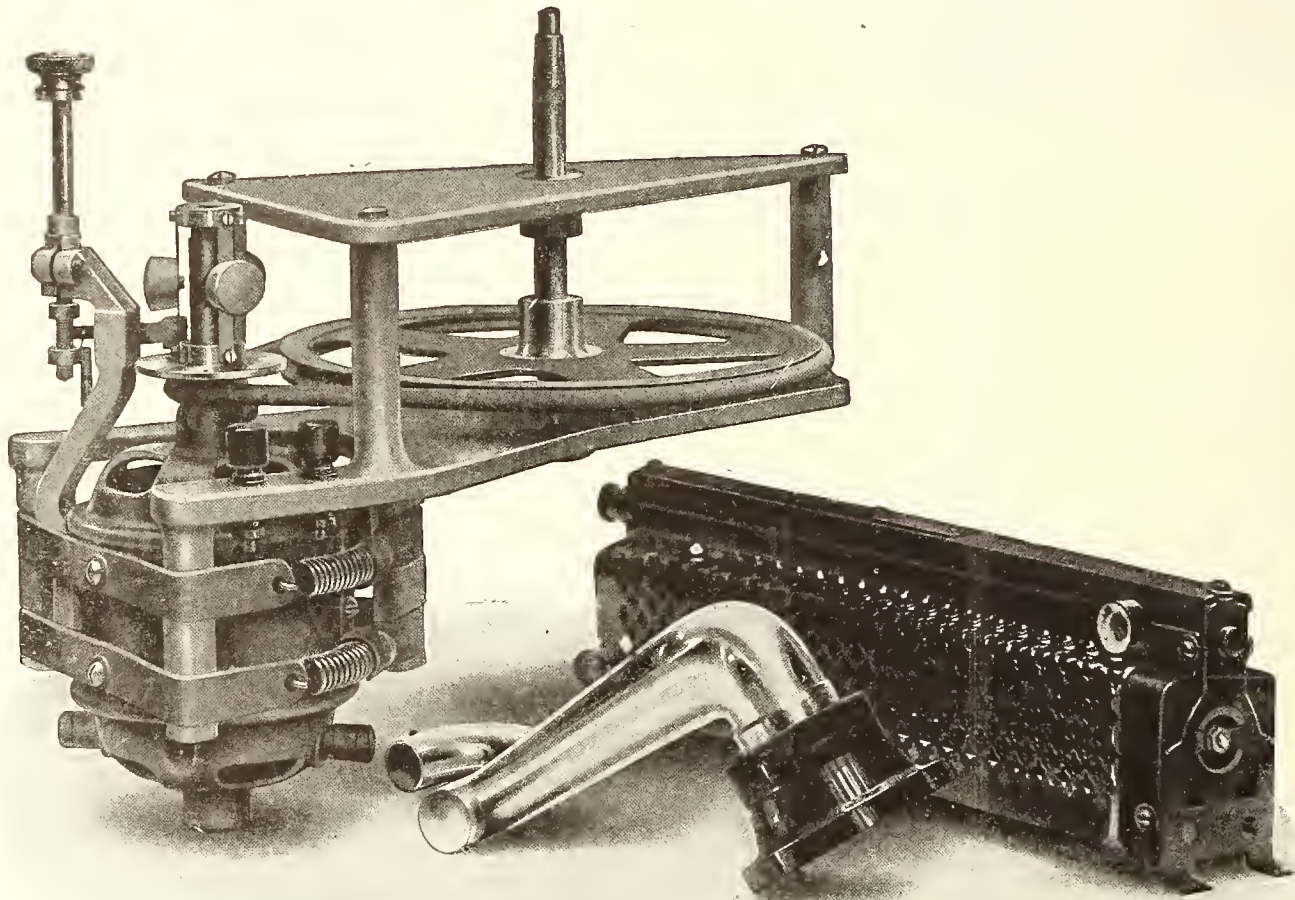
A. J. COTE, President

MT. KISCO, N. Y.



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD

LONDON, E. C., ENGLAND



**DAVEGA SPEAKS ON MERCHANDISING**

Monthly Meeting of Knickerbocker Talking Machine Co. Well Attended—Many Interesting Features on Program—Little Roslyn Louise Davega Scores as Dancer—Makes Big Hit

The monthly meeting held under the auspices of the Knickerbocker Talking Machine Co., Inc., Victor wholesaler, for the benefit of the metropolitan Victor retailers, was held on Friday, June 2, in the West Ballroom of the Commodore Hotel. The meeting opened promptly at 9:30



Roslyn Louise Davega

a. m. and continued until 4.00 p. m. with intermission for lunch, which was furnished in an adjoining room by the Knickerbocker Talking Machine Co. The entire list of July Victor record releases was played and a number of novel events made the meeting interesting from start to finish. During the playing of the dance numbers those present were invited to avail themselves of the opportunities offered by the clear space of the ballroom floor. There was also a waltz dancing contest.

Abram Davega, president of the company, spoke interestingly on Victor merchandising and gave many excellent suggestions for increasing business. Perhaps the most interesting feature of the program was a suggestion contest on "How to Improve Victor Business." No special judges were appointed, but the general consensus of opinion of those present was relied upon in determining the winner. Many excellent suggestions were given and the meeting was highly beneficial to all who attended.

A special entertainment feature and one calculated to well demonstrate the importance of the Victrola in child entertaining was a Hawaiian dance in costume given by Roslyn Louise Davega, young daughter of the president. This petite young miss gave an excellent performance and received great applause from those present. Later in the day she danced again to the accompaniment of the Victrola and again scored in the applause that followed.

**SOPHIE TUCKER SCORES "HIT"**

Well-known Vaudeville Star Winning New Friends Abroad—"Okeh" Records Popular

The recording laboratory of the General Phonograph Corp., manufacturer of Okeh records, has received information from London that Sophie Tucker, well-known vaudeville and musical comedy star, has attained phenomenal success in her tour of Great Britain. Miss Tucker has been appearing in two of the leading theatres in London, and in order to satisfy the demands of her audiences she has been obliged to deliver numerous songs outside of her repertoire, which incidentally includes over 250 numbers.

The sales department of the General Phonograph Corp. states that Sophie Tucker's Okeh records are meeting with an exceptional sale with Okeh jobbers and dealers everywhere.

**TO ORGANIZE NEW PATHE CO.**

Committee in Charge of Affairs Recommends New Company to Enter Radio Field Supplemented by Phonographs and Records—Project Favored by Creditors of Old Company

A comprehensive report was recently issued by the temporary committee reporting the bank creditors of the Pathé Frères Phonograph Co., which is at present operating under receivers in equity. The report includes a definite plan for an entirely new company to engage in the business of manufacturing and distributing radio instruments and accessories, supplemented by phonographs and phonograph records. It is reported that the suggested company is in process of acquiring certain promising patents, licenses and devices which it expects to exploit and market and it is planned to add to the staff of the organization experienced men now actively engaged in radio. Negotiations will also be undertaken with the Pathé Co. in Paris with the idea of arranging, if possible, for the continuance of

the use of the Pathé name in connection with the business of the new company.

From a report of the receivers issued at the same time it is found that a complete liquidation of the present company would not yield a large return to the creditors, whereas the acceptance of the new plan by the creditors gives a possibility of receiving 100 cents on the dollar. The new plan is being submitted for the approval of the creditors and calls for the changing over of the temporary committee into a reorganizing committee. It is planned to issue to the creditors of the old company, who shall become party to this agreement, income bonds in the new company to the extent of 100 cents on the dollar. It is stated that the banks who hold the present mortgage on the property have indicated their willingness to enter into this new plan and immediately upon receipt of the approval of the required majority of creditors steps will be taken for the formation of the new company.

The Grafonola Store, 123 East Main street, Waterbury, Conn., was recently damaged by fire.



**PIANO BOOKS**

**T**HE Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to help keep the American piano industry the world's leader, both from an artistic and commercial standpoint.

**Modern Piano Tuning**

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

**Theory and Practice of Pianoforte Building**

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

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The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

**Regulation and Repair of Pianos and Player Mechanisms**

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

**Mail This Inspection Coupon**

Edward Lyman Bill, Inc.  
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name .....

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair
<input type="checkbox"/>	The Player Pianist
<input type="checkbox"/>	Player-piano Up to Date





**"Siam Soo," the oriental dancing doll, makes a wonderfully novel window display. Attracts crowds. It sells "Siam Soo" and Grafonolas, too. Ask your Dealer Service Man about it.**

**Columbia Graphophone Co.  
NEW YORK**

## CLEVELAND

*Opening of New Stores Shows Trade Betterment—Columbia Dealers Tie Up With Artists—Health Records Popular—The News*

CLEVELAND, O., June 8.—Plenty of openings of new establishments by firms long in business and others new in the talking machine world of Cleveland and vicinity have supplied pep for the industry during the month.

Topping the list may be considered the Halle Bros. Co., exclusive Brunswick department, which, as referred to in *The World* last month, was created under the careful guidance of the Cleveland district branch of the Brunswick-Balke-Collender Co., of which J. L. DuBreuil is district manager and E. F. Hughes service director. Norman H. Cook is manager of the new department, and the selection of Mr. Cook is attested to by the business already booked in the new department.

Not only is this one of the largest exclusive divisions in this section, but also one of the most elaborate, equipment and decorations in three machine display rooms mounting to \$10,000. A feature of one room is an imported Italian Renaissance fireplace and mantel of Carrara marble, while all rooms have expensive tapestries and furniture, with rare bronzes for decorative purposes. Fifteen record demonstration rooms have been installed. The entire front of the Halle store, eight windows, was used to display Brunswick instruments on the opening day, this being the first thing of its kind ever seen in Cleveland in the talking machine field, or in the history of the thirty-one years of Halle activities here. At the opening were A. J. Kendrick, general sales manager, and A. L. Fran, manager of the record sales division, of Brunswick, both of whom came from Chicago.

### New Buescher Victor Store

Official opening of the new Buescher Co. Victor establishment was held June 10. This firm adds one more music establishment to the Huron road musical center. Twice as much space is available in the new location. Fifteen record rooms and three large machine display rooms have been provided, and a stock of 40,000 records will be carried. Local orchestra and Cleveland musical talent entertained through the day, and the

greater part of the 7,000 persons invited attended the official opening.

### H. B. Bruck & Sons in New Location

At the same time the H. B. Bruck & Sons Co. opened its new downtown location, also in the same locality. Essentially a piano house, this firm has not overlooked the importance of the talking machine, and a large separate department is provided on the mezzanine floor, where Edison and Granby instruments, as well as other lines, will be featured.

### Dreher's Featuring Victor and Vocalion

The B. Dreher's Sons Co. establishment, likewise in the same vicinity, now is an accepted fact, this being the first of the several to open during the month. A feature of this event was the dinner to celebrities and newspaper folk by Henry Dreher, at which Mayor Fred Kohler spoke. A mezzanine floor will be used here for machine displays, and half of the main floor for record sales and demonstrations. The event marks the introduction of the Victor line on a large scale, which with the Vocalion will be featured by this establishment. William Gordon Bowie will be manager of the department.

### New Vocalion Accounts

Many new accounts for Vocalion have been opened in and near Cleveland in the last few weeks, according to T. W. Wade, manager of the Vocalion Co., of Ohio. Among these are the Sumac Bros. and the Mintz Piano Co., both new in the talking machine field.

### Dealers Add Sonora

Sonora interests likewise have opened two new dealers in one week, which is considered quite a stroke at this time, and two more for early closing are in prospect.

### Edison Console Models in Demand

New console models by the Edison interests have arrived at the Phonograph Co., but not in sufficient quantity to take care of the orders previously booked, according to E. S. Hirschberger, advertising manager. The Chippendale and William and Mary models so far are the most popular, it appears.

Several orders for these instruments already have been taken at the Bailey Co., according to E. A. Friedlander, talking machine department manager. Equally good results are being obtained by Mr. Friedlander with the new Pooley instruments, which seem to appeal because of appearance as well as price.

### L. Meier Gets Publicity Through Truck

Favorable publicity was obtained by the L. Meier & Sons Co. in the use of its truck, depicting a mammoth Victrola, the only device of its kind in this section of the country, when this instrument was used at the outdoor exercises at Gilbert School. Children drilled and danced to the music from the truck, while thousands of fond parents and others looked on.

### Orville Harrold Addresses Victor Dealers

The biggest meeting of the year of talking machine factors in the Cleveland district was held in connection with the appearance here of the Scotti Grand Opera Company, more than 150 members from Cleveland and nearby cities gathering at the Lattice Room, Hotel Statler, to hear his version on record making from Orville Harrold, opera tenor. The affair was arranged jointly by Edward B. Lyons, Eclipse Musical Co., and Howard J. Shartle, Cleveland Talking Machine Co., and served to bring home more forcibly than ever the importance of the Red Seal Victor record as a business getter and holder.

### Columbia Dealers Tie Up With Artists

Another plan that was successful in bringing the artist as a record maker before the public was achieved by the staff of the local Columbia branch when Van and Schenck, appearing at the Hippodrome Theatre, autographed records in the Hippodrome Music Shoppe for the greater part of one day, while a Columbia instrument played their records. Twelve dealers hooked up with this event, which was arranged by George Krauslick, Columbia branch service manager. S. S. Larmon, branch manager, took the vaudevillians to William Taylor Son & Co., where they met the girls in Manager Davies' talking machine department. H. C. Cooley, assistant branch manager, showed them over the Cleveland Columbia plant.

### Miss Grazella Puliver Weds

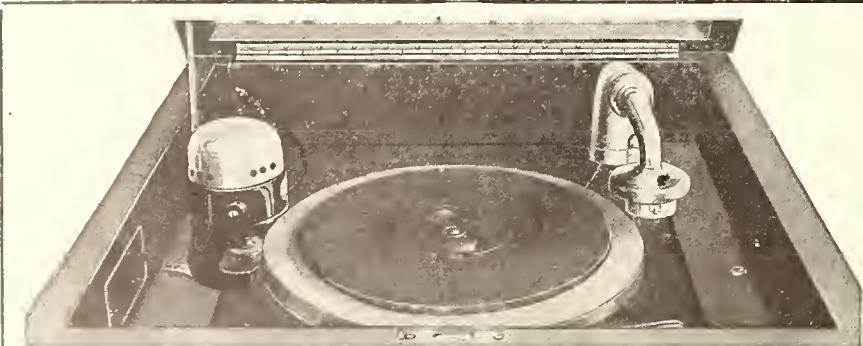
Miss Grazella Puliver, well known in local and Eastern talking machine circles, announces her marriage to Arthur Shepherd, assistant director of the Cleveland Orchestra.

### Dealers View New Sonora Display

The Paco Building, West Superior street, has been the Mecca during the month of dealers from all parts of the city and adjoining territory, to view the new display of Sonora instruments, in which standard and period models are shown, this having been arranged by the C. L. Marshall Co., wholesaler.

### May Co. Rushing Health Records

Further development of the health records, which have been featured in the May Co. talking machine department, is being made by Dan E. Baumbaugh, department manager. Heads of other departments and sales staffs have been advising customers of the benefits derived from this



## THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

**SHELTON ELECTRIC CO., 16 East 42nd Street, New York**



system, and in such divisions as corsets and the like stout people have been advised to try the courses. Many have, and these have told others, with the result that much new business in this and the regular line of records is coming forward. Many of the employes are now regular devotees of the courses, since they are part of the recreation in employes' rooms.

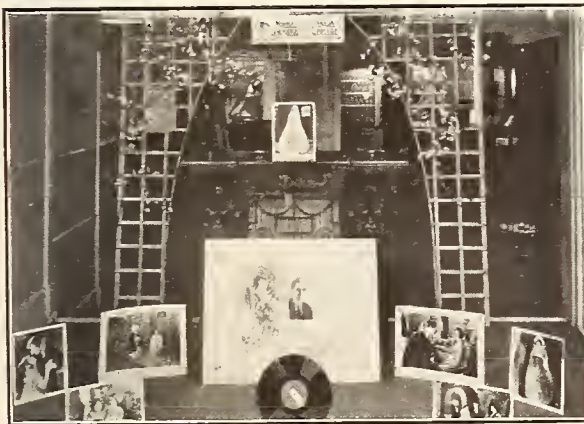
**Clever Columbia Windows Sell Records**

"Smilin' Through," the motion picture that made a three weeks' stay at a local picture house,



**Columbia Window on "Ten Little Bottles"**

was the basis for a strong tie-up for Columbia dealers by the Cleveland Columbia branch. The window created for this purpose was set up in the Columbia branch model shop and many deal-



**"Smilin' Through" a Columbia Window**

ers took turns using it through the campaign. Equally good results were acquired with the record. "Ten Little Bottles" was featured, in which ten "little" bottles were displayed.

**Policeman Stops Music, Buys Columbia**

Another new firm in the local field is Fleischer Bros., who will feature the Columbia lines. During the opening event a Magnavox was used, and this attracted too large a crowd to please a certain policeman, who asked that the device be discontinued, if only for a little while. Otto Fleischer did not let the opportunity pass—he sold the policeman a Columbia instrument before the argument was settled.

**Analyzes Radio Effect on Trade**

Investigation of the effect of radio concerts on the talking machine industry by S. S. Larmon, branch manager, the Columbia Graphophone Co., brings forth the following conclusions: That the radio, instead of diminishing interest in the talking machine, increases interest in music, because the radio concert is not lasting, while the graphophone record remains indefinitely. Likewise the radio concert brings new music into the home and increases the desire to possess records of the music given by the wireless method. In short, it is the belief of Mr. Larmon that radio will be a boon rather than a handicap to the music industry generally and the phonograph division particularly.

**John Steel Helps Sell His Records**

The personal appearance of the artist idea had an adequate demonstration when John Steel, Victor artist, appeared at the Windsor-Poling Co., Akron, and sang and autographed records. Mr. Steel's appearance was made doubly impressive, since he was one of the stars at a bazaar conducted by a fraternal organization.

**NEW BUILDING IN OKLAHOMA CITY**

**Ground Broken for Commodious and Specially Equipped Structure for the Use of the Oklahoma Talking Machine Co., Victor Jobbers**

OKLAHOMA CITY, OKLA., June 5.—Ground was broken this week for a new building on Main street, Oklahoma City, to house the Oklahoma Talking Machine Co., Victor distributors, and which will be one of the few buildings in the country designed especially for the handling of Victrola instruments and records at wholesale.

Work on the side walls of the structure is well under way and will be pushed to completion so as to be ready for occupancy in July.

The building will be two stories of modern brick and concrete construction. The location is in the 600 block on Main street within a stone's throw of the retail music district and easily accessible to the hotel district.

The building will have a store front to allow for arranging demonstration window displays for the edification of visiting dealers and it will include an advertising display room in addition to the usual office arrangement, which will be in the first floor front. At the rear will be the record racks and bins, together with a shipping room arranged for the rapid handling of record releases.

A modern repair department and parts room will also be included on the ground floor. The top story will be given over to instrument storage space and the arrangements include adequate elevator and freight dock facilities.

This will be the first structure in the Southwest devoted exclusively to the housing and merchandising of Victor goods as the Oklahoma Talking Machine Co. is the only distributor in the Southwest handling Victor goods exclusively.

A feature of the arrangements for the construction of the building typical of the Southwest was that the corner stone was laid and work commenced within two hours of the signing of the construction contract.

Notwithstanding this speedy arrangement, E. L. Gratigny and P. A. Ware, of the company's board of officers, and Thomas LaRue Husselton, the Victor Co. representative in Oklahoma, staged an impromptu corner stone dedication which was followed by an appropriate affair in which knives and forks took a prominent part.

**DISTRIBUTION RAPIDLY EXPANDING**

The Qualitiphone Sales Corp., manufacturer and distributor for the Qualitiphone small table talking machine, reports the demand for this little machine has been country-wide and that many of these small machines have been shipped to many points throughout the entire world. The company has received orders for quantities of these machines from Australia, Japan, China and two of the largest cities in South Africa. Repeat orders have been received from two of these far-off clients, which have greatly confirmed the opinion of the officials of the company as to the merits of this little machine.

One of the most desirable outlets for which the company recently completed negotiations is with the chain of Winchester sporting goods stores, which are featuring the machine in a special camp outfit. Considerable numbers have already been sold by the Winchester stores and it is expected that during the coming months the sale of these little machines will be given an impetus that will more than put it over the top in sales totals. William V. O'Brien, general manager of the Qualitiphone Co., is keenly enthusiastic over the reception received by this machine from the trade.

**NOW COMES THE ESKIMO SONG**

A few years ago who would have dreamed that ice cream could be covered by hot chocolate without melting and served up as Eskimo pie! Along with the vogue of this concoction, comes an Eskimo popular song, "Oogie-Oogie Wa-Wa," just recorded on a new June Vocalion record and featuring an Eskimo dance played on the piccolo.

**CLEVER TIE-UP WITH ARTIST**

**Ed Patton, Omaha Victor Dealer, Takes Advantage of Galli-Curci's Appearance to Boost Her Records in a Novel and Successful Way**

OMAHA, NEB., June 6.—Ed. Patton, an exclusive Victor dealer, 1522 Farnam street, this city, recently took advantage of the appearance of Amelita Galli-Curci, Victor artist, in a song recital, and by a rather clever plan drew attention to her Victor records and the fact that he handles them. In the program each song by this famous Victor artist, which had been recorded was marked with a star, while at the bottom of the program a similar star was placed before the words "Victor Records," which naturally emphasized the fact to those present that Victor records of these songs could be obtained. On the back of the program was the firm's advertisement announcing that every Galli-Curci record could be obtained there. There was also an announcement concerning the line of machines handled.

**Henry Smith Company**

2 Hudson Street Boston, Mass.

*Manufacturers of the*  
**Original Lansing**  
**Piano and Phonograph**  
**Moving and Wareroom**  
**COVERS**

*Announcing the new*  
**CONSOLE**  
**PADDED COVER**



*Factory Distributors for the*  
**GREEN MT. VIOLIN CO.**  
**NEW YORK ALBUM & CARD CO.**



# LOS ANGELES

*Important New Agencies Established—Console Models Grow in Favor—Cheney Distributors Open Up—Records for Stammerers*

LOS ANGELES, CAL., June 1.—The Music Trades Association dance which was held last month proved a great success, so much so that it has been voted to hold similar ones at least annually. The weather was not very propitious, but in spite of that there was an attendance of about 250 and it is anticipated that at least twice that number will be present at the next dance. Talking machine departments were well represented, managers, salesmen, record salesladies being there. The music, consisting of eight pieces, was supplied by Hancock's Vista Del Arroyo Orchestra. Mr. Hancock owns a Brunswick phonograph shop in Pasadena.

#### Broadway Department Store Victor Agents

The Broadway Department Store has ob-

tained a Victrola agency, which it will handle exclusively. A. G. Faulkner, general manager of the music department, reports that the new stock was received in the early part of May and that the public has readily responded to the advertisements announcing the new department and he expects that the large clientele which the Broadway Department Store possesses will soon show their appreciation and that a large increase will result.

#### New Cheney Distributors Open Offices

The Munson-Rayner Corp., California distributor of the Cheney phonograph, has opened handsome offices in the Homer Laughlin Building. E. R. Darvill, who has been appointed sales manager by Munson-Rayner Corp., left for

the New York Convention on May 30 and will visit the Cheney factories before returning to Los Angeles. Mr. Darvill is very well known throughout the territory through his former connections with the Aeolian Vocalion Co. in the distribution of Vocalion records. The Munson-Rayner Corp. announces that, in addition to the Cheney phonograph, it will handle a line of phonograph accessory supplies.

#### Console Models in Greater Demand

Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., states that the demand for console models is showing a rapid increase and that sales of these types are exceeding those of the upright models. He is placing advance orders accordingly, believing that this choice on the part of the public will increase in the near future. Mr. Jackson also drew attention to the tendency—which will increase—of customers to apply for exchanges of their upright models; he has, therefore, found it necessary to make a rule that no exchanges of this kind will be made unless the price of the console, which the customer desires, exceeds the original price of the upright, which the customer wants to turn in, by at least \$100; an allowance under these circumstances will be made on the basis of the price at which the upright can be resold less the usual cost for handling and reselling.

#### Bullock's Victor Department Opens

The new Victrola and record department of Bullock's was opened on May 1. Mr. Crawford, merchandise manager of the department, has appointed W. V. Ray to be in charge of Victrola sales. Mr. Ray is well known in Los Angeles and was formerly in Canada, where he had several years' experience both in retail and wholesale Victor departments. Miss R. Johnson, formerly with Sherman, Clay & Co., is managing the record department.

#### Series of Records on Stammering

O. H. Ennis, who has made a national reputation in the public schools as a lecturer of a method for the curing of stammering, has made three double-sided records on which a complete course for the cure of stammering has been recorded. The set, which will be sold to the public and placed in the public schools, will be distributed by jobbers to dealers throughout the country.

#### Fitzgerald Installs Brunswicks

The Fitzgerald Music Co. has opened a Brunswick phonograph and record department. The announcement was a great surprise to the trade in Los Angeles, and the Brunswick Co. is to be congratulated on securing this well-known music house as its representative. The Fitzgerald Music Co. has always been a very large advertiser and it has already launched a large Brunswick advertising campaign.

#### Radio Outfits Selling Big

I. Lessor, special representative of the Blue Bird Talking Machine Co., returned last week from San Francisco, where he had been working for some time. He reports excellent sales both from the radio supply departments and also large orders for Blue Birds and special cabinets.

#### Long Beach Dealer Enthusiastic

George M. Parker, manager of the phonograph department of the Fitzgerald Music Co., reports fine business in the Long Beach Edison department. He states that the Edison has always been a favorite in that section and that the outlook is most favorable.

#### IMPORTANT PATHE CHANGES

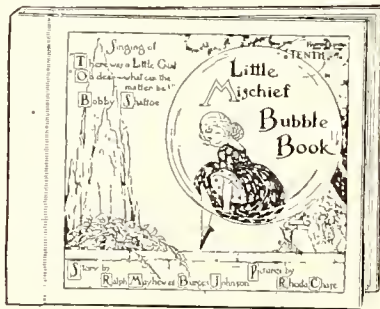
Several important changes have been made in the sales staff of the Pathé Frères Phonograph Co., Brooklyn, N. Y. Charles Usher, formerly of the traveling staff of the Emerson Phonograph Co., has joined the Pathé organization and will occupy an important position on the Pathé sales staff. S. A. Price, also an ex-Emerson man, is now on the Pathé sales staff. James Watters, for many years secretary of the Pathé Frères Phonograph Co., recently severed his connections with that company and has not as yet announced his future plans.

## There's a Curious Thing About BUBBLE BOOKS

The first Bubble Book sale isn't the whole story—by a lot. It's only a scratch on the surface.

That first sale really means that you've got a prospect lined up for thirteen other sales, and it's up to you to make them. For there is one sure thing about Bubble Book buyers—they always come back for more. And that's where your profits lie.

It's easy to make sales, but Bubble Books do more than that—they make customers.



When you sell one you sell a habit and when you sell a habit, you're building business.

**HARPER & BROTHERS, BUBBLE BOOK DIVISION**

Established 1817 Franklin Square New York, N. Y.



# A New Field of Profit For the Music Dealer

## DISBECKER Radio Products



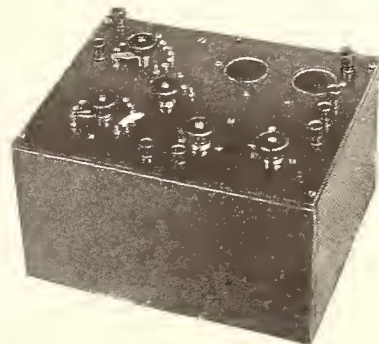
**Western Electric Loud  
Speaker**

The quality is due to special design of component parts. Music and speech are reproduced with perfect fidelity. All characteristics, inflections and modulations of speaker's voice are accurately preserved.



**Disbecker Console  
Cabinet**

Contains our complete receiving outfit with Western Electric Loud Speaking Telephone Outfit, batteries and accessories. May be attached to outdoor or indoor aerial.



**Disbecker D.M. 2 Tuner  
and Amplifier**

Covers full range of broadcasting wave lengths. Completes the Western Electric Loud Speaking Telephone Outfit.

### Prompt Delivery

By placing your order with us you will have the unusual experience of prompt delivery, not only of units, but of complete sets in quantity

Music Dealers! *Attractive Discounts. Communicate for Particulars*

# DISBECKER & CO.

15 West 35th Street, New York City

TELEPHONE 3977 3978 FITZ ROY





**Nora Bayes scores again with her new July record. "All Over Nothing At All" and "Kindness." Nora Bayes' records automatically sell themselves—and this one is no exception. Stock it. A-3601.**

**Columbia Graphophone Co.  
New York**

## BLACKMAN CO. TO INCREASE ITS CAPITAL TO \$1,000,000

Announcement Made at Dinner Marking Twentieth Anniversary of Founding of House—J. N. Blackman's Interesting Address—Participants in Profit-sharing Bonus—Dance Follows Dinner

At the thirteenth annual banquet of the employes of the Blackman Talking Machine Co., Victor wholesaler, held at the Hotel McAlpin, New York, on Saturday, June 3, J. Newcomb Blackman, president of the company, announced that arrangements had been made whereby the company's capital stock would be increased from \$200,000 to \$1,000,000. This announcement was received with tremendous applause, as it indicated that the Blackman Talking Machine Co. had made phenomenal progress, and, in fact, had attained an exceptional degree of success for a wholesale concern. Mr. Blackman stated that the company had decided upon this important move in order to meet the demands of its fast-growing business and to take care of certain vital plans which the board of directors had decided upon recently.

This dinner also marked the twentieth anniversary of the Blackman Talking Machine Co., which, as announced in last month's Talking Machine World, took place officially on May 1 of this year. Prior to the dinner the employes, officers and guests of the Blackman Talking Machine Co. visited the Palace Theatre, where a top-notch vaudeville show was keenly enjoyed.

After the culinary achievements of the Mc-

Alpin chef had been thoroughly appreciated Mr. Blackman gave an interesting and inspiring address, calling attention to the ideals and attainments of the Victor Talking Machine Co. and emphasizing the increased prestige achieved by Victor products during the past year. He also spoke briefly of the Blackman Talking Machine Co.'s activities as a Victor wholesaler during the past twenty years, giving his employes some idea of the principles and policies which had served as a foundation for the business.

For the past thirteen years the employes of the Blackman Talking Machine Co. have partici-

P. Oliver, C. L. Johnston, secretary and sales manager; James F. Ashby, Geo. Thau, Frank Roberts, John Mills, Edgar S. Palmer, Miss May V. Johnston, Miss Elizabeth Reighton, Miss Mae Dranow, Miss Laurretta W. Haggerty, Walter R. Grew, Arthur C. Herman, Geo. Geise and A. L. Davidson.

Subsequent to the close of the dinner a lively jazz orchestra gave the Blackman forces an opportunity to display their dancing ability. In addition to those mentioned there were present at the dinner the following: Mrs. Frank Roberts, Mrs. C. L. Johnston, Mrs. James F. Ashby, Mrs. Clara Per Lee, Mr. and Mrs. H. I. Lundquist, Mr. and Mrs. Lewis Kay, Mr. and Mrs. A. C. Barck, Lee Robinson, Talking Machine World; Miss Peters, Mrs. Edgar S. Palmer, Glad Henderson, Mr. and Mrs. E. M. Sheetz, Mr. and Mrs.



Thirteenth Annual Banquet of Employees of Blackman Talking Machine Co.

ated in a profit-sharing plan, whereby all employes who have been in this company's service for a fiscal year share in the company's profits. This broadminded movement was instituted by Mr. Blackman as a means of co-operating with and stimulating the activities of his employes, and the Blackman profit-sharing plan has undoubtedly been a vital factor in the success of the company. In addition a number of employes have become stockholders of the Blackman Talking Machine Co. and at each annual banquet receive a dividend check besides their profit-sharing bonus.

At this year's dinner the following officers and employes received stock dividends: Fred P. Oliver, vice-president and general manager; James F. Ashby, assistant treasurer, and Geo. Thau, assistant secretary. Among the other stockholders present were: Mrs. J. Newcomb Blackman, Mrs. Fred P. Oliver, Mrs. A. A. Houghton, Albert M. Blackman and Frank Roberts. Mr. Roberts, who has recently retired, has the distinction of being the first employe in the Blackman organization. He joined the Blackman forces twenty-one years ago, at the time when J. Newcomb Blackman entered the talking machine industry, and until a year ago was one of the most active employes in the organization. He is beloved by every member of the staff and no Blackman dinner would be complete without his cheery good-fellowship.

Among those who participated in this year's profit-sharing bonus were the following: Fred

Geo. A. Baker, Mr. and Mrs. W. H. Bishop, Mr. and Mrs. C. A. Wessell, Mrs. John Mills, Miss M. Erhardt, Miss Frances Koehler, Miss Anna O'Connor, Miss Marion Franks, Miss Lillian Weiss, George Skroblus, Leonard Graham, Arthur Harrington, Carlton Schissel and L. E. Fournier.

## REMOVES PLANT TO PLAINFIELD

The Stephenson Laboratories, manufacturer of tone arms, sound boxes and the "Stephenson Precision-made Motor," recently moved its plant from Newark, N. J., to Plainfield, N. J. In addition to continuing its activities in the talking machine field, the company is also manufacturing radio apparatus. Agents are now being appointed for the distribution of its radio products.

The North American, a Philadelphia newspaper, has inaugurated a music section, which is a departure from the usual musical department conducted by newspapers. Instead of merely listing the records manufactured by the various record companies, a paragraph is devoted to an analysis of the quality of the music of each record.

## COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

## Radio Service to Talking Machine Dealers

We take pleasure in announcing the opening of our salesrooms at 122 Fifth Avenue, Suite 311-12, near 18th Street, New York, where we are fully equipped to take care of your radio requirements, selling at wholesale only.

We are distributors for:

DeForest Radio Tel. & Tel. Co.  
General Apparatus Co.  
Eisemann Magneto Corp.  
Dictagraph Phones  
Frost Head Fones  
L. S. Brach Mfg. Co.  
Cutting & Washington Regenerative Receivers  
Deveau Products  
A. P. Tubes  
Horne Mfg. Co.  
Pacent Electrical Co.  
Thordarson Mfg. Co.  
And others

Our organization includes Mr. H. A. Linde, a former radio instructor in the U. S. Navy.

**Triangle Radio Supply Co., Inc.**  
LAMBERT FRIEDL, President



**RED SEAL SCHOOL FOR NEW YORK**

Victor Wholesalers in Metropolitan District Make Preliminary Arrangements for Holding Red Seal School Here Next Month Under the Personal Direction of F. A. Delano

At a meeting of Victor wholesalers of the metropolitan district held at the headquarters of the Blackman Talking Machine Co., New York, on June 1, preliminary arrangements were made for the holding of a Red Seal School in this city under the personal direction of F. A. Delano, head of the Victor Salesmanship School, and with the co-operation of all the jobbers.

J. Newcomb Blackman, of the Blackman Talking Machine Co.; Lloyd L. Spencer, of Silas E. Pearsall, and Charles B. Mason, of the New York Talking Machine Co., were appointed a committee to look after the details in connection with the school. It is very probable that the sessions will be held in the Hotel Pennsylvania, although definite arrangements toward that end have not yet been made.

The first class will open on July 10, and will last four days, to be followed immediately by a second class covering a similar period. It is believed that a sufficient registration will be made to warrant the holding of two, and perhaps three or more, classes, judging from the interest that has been shown in similar Red Seal Schools conducted in Buffalo, N. Y.; Washington, D. C., and other cities.

**HEALTH BUILDERS RECORDS POPULAR**

Good All-Year Proposition for Dealers—Important Recognition from Australia—Canadian Campaign Opens—C. A. True Joins Force

The Health Builders set of records, consisting of Walter Camp's Daily Dozen set to music, is proving a good all-year-round sales proposition for the talking machine dealer. At the headquarters of the company in New York City it was stated that the sales volume of these sets is continuing in a satisfactory manner and it would seem that many dealers are planning to feature them strongly during the Summer months.

Robert B. Wheelan, president of the company, reports that considerable foreign recognition of these records is being received. S. P. England, noted physical culture authority of Australia, who was recently in this country, took back with him several sets of the Health Builders' course. As an aftermath of this visit, Mr. Wheelan received a cablegram for a substantial number of sets to be shipped immediately.

Mr. Wheelan also makes the important announcement that arrangements have been completed with the Berliner Gramophone Co. of Canada for the manufacture and distribution of Walter Camp's Daily Dozen set to music in the Dominion.

C. A. True, who was for many years manager of the talking machine department of Bamberger's store, Newark, N. J., has severed his connection with that company and joined the staff of Health Builders, Inc. It is Mr. True's plan to immediately thoroughly canvass the dealers throughout the State of New Jersey and actually demonstrate to them not only the best method of selling Health Builders' records but how Summer sales can be increased with the Health Builders' set.

**OPENING NEW VICTOR ACCOUNTS**

PEORIA, ILL., June 6.—The Putnam-Page Co., of this city, Victor wholesaler, is opening a new account in East St. Louis, Ill., and another one in South St. Louis, Mo. The Jamerson Music House in East St. Louis promises to be one of the finest music establishments in this part of the State, and E. E. Baker, of South St. Louis, who has bought out the Kleekamp Piano Co., at South Grand avenue, is opening a very fine Victor store there.

Many a man thinks he knows more than he does.



**Radiophones For Dependability**

Reg. U. S. Pat. Off

De Forest Radio Telephone and Telegraph Co. has pleasure in announcing the following distinguished music houses as Jobbers of De Forest Radio Products

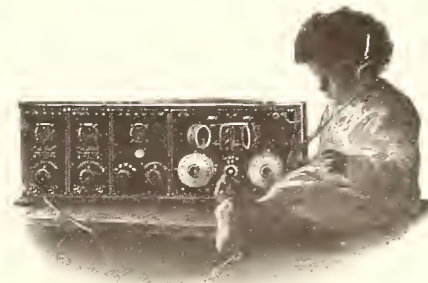
- LYON & HEALY . . . . . Chicago, Ill.
- OWENS & BEERS . . . . . New York City
- TRIANGLE RADIO SUPPLY CO. New York City
- SILVERSTONE MUSIC CO. . . . . St. Louis, Mo.
- ROCHESTER PHONO. CO. . . . . Rochester, N. Y.

Other appointments to be announced as rapidly as deliveries permit

The history of the radio telephone goes back twenty years—to the discovery of the three element vacuum tube. For twenty years De Forest Leadership in this field has been acknowledged and unquestioned.

Dr. Lee De Forest is the inventor of the present-day vacuum tube. It was he who applied it to the wireless telephone. Since 1902 every notable advance, every radical improvement has been a De Forest achievement. The Unit-Panel System was brought out by De Forest; the Interpanel Arrangement of Apparatus was a De Forest creation.

The De Forest Reputation and Prestige is ably upheld during the present popularity of radio by five well-known instruments: The Everyman Receiver, the Radiophone Receiver, the DT-800 Amplifier, the Radiobest Receiver and MR-6, the 150-20,000 meter Receiving Set. A complete line of parts is also made by De Forest for those who "build their own."



**General Offices:**  
Franklin Street and Central Avenue  
Jersey City, N. J.

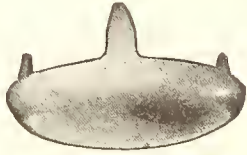
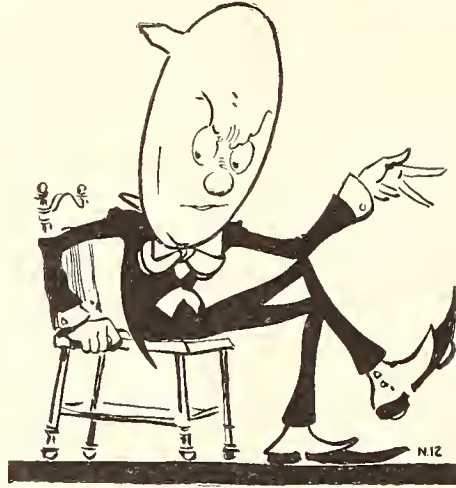
**Factories:**  
Jersey City, N. J.  
Jackson, Mich.





Made of High Grade  
Hardened Steel  
Specially Treated  
to Give  
Frictionless Surface

Reg. U. S. Pat. Off.  
No. 995758 which will  
be strictly enforced



Extra Heavy  
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

## Furniture Footwear

### Economy

The necessity of economy is before us every day.  
What greater economy can you make than to use

### DOMES of SILENCE

When this is combined with the many other important qualities of these slides you have an ideal furniture footwear device.

To remind you—these other qualities, which ordinary devices do not possess, are

*Simplicity*

*Silence*

*Invisibility*

*Adaptability*—Suitable for covered and uncovered floors alike.

*Service*— Long wear.

Protection to furniture, floors and rugs.

The perfect footwear for furniture—

### DOMES of SILENCE

*"Better than Casters"*

Henry W. Peabody & Co.

DOMES OF SILENCE DIVISION

17 State Street, New York City

*In All Your Talking Machine Orders,*

*Specify* **DOMES of SILENCE**

F-54

*What we say above about Furniture applies also  
to Phonographs*



# ATLANTA

*Trade Outlook Brightens—  
"Progress and Prosperity  
Week"—News of the Month*

ATLANTA, GA., June 10.—The outstanding feature at the present time is the strong feeling of optimism, of certainty that business during the coming months will be good. This feeling was first apparent in the southern counties of Georgia and Alabama. This section, because of its earlier season, began to get returns from early crops weeks ahead of more northerly districts.

The same feeling that conditions are sound is now evident in practically all sections; so much so that the Atlanta Constitution recently referred to the situation in the following paragraphs:

"Last year and the year before the cotton boll weevil ruined the farmers of the Southeast; but during those two years the farmers learned how to farm successfully in spite of the weevil. The results of that severe two years' schooling are becoming manifest now.

"Diversified farming and stock raising obtains all over the South now, in contrast to all-cotton a few years ago. At this season in years past the farmers went to banks and supply stores to borrow money to carry them through the Summer or until they sold their cotton in the Fall.

"This Spring they have garden truck, fruits, grain, hogs, cattle, chickens, eggs, etc., to sell for cash, and they are selling and getting cash. Papers of the Southeast teem with news items of hog sales, cattle sales, the shipping of fruits and vegetables by carloads, and with the exception of peaches from Georgia and early vegetables from Florida, this is an innovation in the South."

The above coincides with the views expressed to the writer by Westervelt Terhune, manager of the Columbia Graphophone Co.'s local branch, who has spent several weeks recently in thoroughly covering a great part of this Southeast territory. Since Mr. Terhune is of almost twenty years' experience in the phonograph business here, it is most encouraging to learn that the conditions in our line are fully in keeping with the general improvement.

Further assurance of betterment is to be found in the fact that Atlanta felt the time was now ripe to stage a "Progress and Prosperity Week." Everything has been carried out on a large and lavish scale, beginning with a street pageant, "The Story of the Rose." The richly decorated monster floats as used at this year's Mardi Gras were brought here from New Orleans. The parade was followed by a ball and carnival at Lakewood Park; and the general program was continued with a series of fetes throughout the entire week. An abnormal amount of rain caused the postponement of several events.

Walter Waldman, of the Cable Piano Co., has recently been transferred to the Jacksonville branch, where he is in charge of the Victrola department.

Handsome salesmen's portfolios for use by the retail dealers when at work outside the store are now being distributed by M. E. Lyle, Southern representative of the Strand consoles. They will be an invaluable selling aid to those dealers who realize that the way to do business is to "Go Out and Get It."

P. C. Brockman, who is in charge of the wholesale phonograph division of the Polk Furniture Co., has recently spent a couple of weeks North visiting the offices and factory of the General Phonograph Co., and stopping at Philadelphia in connection with his recently organized accessory supply department. Before leaving Atlanta he finished the rearrangement of his warerooms, as it was found necessary to add space to the record stock department. Growing Okeh record business has made it necessary to add Charles Ray to the staff. Mr. Ray should prove of great value as he has had a long experience here with the Southern Sonora, Elyea and other talking machine firms.

## THE FINEST PHONOGRAPHS MADE

*Bear one of the oldest and best known names in America's Musical History*

**The Great  
KIMBALL**

**KIMBALL**

**Line is Priced \$90 - \$95 - \$110 - \$115 and up**

*A Beautiful  
Model to Fit  
Every Purse*

Many Phonograph dealers have more than doubled previous profits by taking on

### The KIMBALL

proposition, which means Better Merchandise, Better SALES, Bigger, Surer Profits.

There will be a Kimball dealer near you. See if your territory is still open.



Style R

Equipped with Albums

37 in. High 40½ in. Wide  
23½ in. Deep

**W. W. KIMBALL CO.**

**KIMBALL BUILDING**

**Wabash & Jackson Ave., Chicago, U.S.A.**

More than a Million Homes in America have had an instrument from KIMBALL. The Kimball method of

### FINANCING SALES

is a direct co-operative plan which contemplates a service which cannot be obtained through any other method.

Write to-day for Special Sixty-day Offer.

The Victor department at Cable's has been without its leader for the past few weeks. Herbert Brown, the manager, has been ill in the hospital, but is once more up and about.

M. E. Lyle had a Console cabinet on display during the Southern Victor Dealers' convention at Mobile, May 17 and 18. Many dealers were intensely interested in this flat-top authentic period design.

It was unfortunate that the convention of the Georgia Furniture Dealers was held in Atlanta on the same days as the Victor Dealers' convention at Mobile. Many furniture dealers carry the Victor and it was impossible for them to be in both places at once. Walter Wood, of the Rhodes-Wood Co. (Pathé dealers), was chosen president of the Furniture Dealers' Association for the coming year.

### LANDAU'S IN FINE NEW STORE

Quarters in Wilkes-Barre One of the Finest in the State—Victor Line of Machines and Records Are Featured—Radio Handled

WILKES-BARRE, PA., June 8.—Landau's, Victrola and jewelry dealer, and one of the oldest concerns in this city, is now located in its handsome new quarters in the firm's own building at 34 South Main street. The new establishment is without a doubt one of the finest stores of its kind in the State and its favorable location, together with its fine appearance and spaciousness, is expected to make it one of the most popular

musical shopping centers in that part of the city.

A public radio receiving station is another feature. Other features of the store are forty rooms for demonstrating Victor records and handsome display cases.

The firm will make a specialty of handling radiophones. A broadcasting station has been erected on the roof of the Hampton Building from which programs will be broadcasted nightly for a distance of ninety miles for the present, the distance to be increased later.

The heads of this prosperous concern are Hyman Landau and Harry Michlosky, who through their energetic merchandising policies have built up a large clientele. Branch stores are also operated in Pittston and Hazleton, Pa. Thompson H. Rowley, well known in the musical circles of the city, has been placed in charge of the musical instrument department.

### ISHAM JONES ENTERS TRADE FIELD

SAGINAW, MICH., June 8.—The Isham Jones Brunswick Shop, carrying a complete line of Brunswick machines and records, will be opened about July 1 at 127 South Washington avenue, this city. Isham Jones, leader of the Chicago Dance Orchestra and widely known as a Brunswick artist, Thomas Jones, Frank Jones and Gerald Marks compose the company.

### HEARN ADVERTISES THE STRAND

James A. Hearn & Son, the well-known department store, of Fourteenth street, New York, carried a very attractive advertisement in last Sunday's papers in which they featured the Strand Queen Anne console model phonograph, made by the Manufacturers' Phonograph Corp. The announcement also contained a very striking illustration of this instrument, which is greatly in favor.

Much of the success of a business depends upon the morale of those engaged in it.



Celebrating Opening of New Landau Store in Wilkes-Barre



# OKeh Records

The Records of Quality

*Will Build Bigger Business  
For You!*

## **CONSOLIDATED SERVICE**

Enables you to handle the business with greatest efficiency. Dealers can depend upon their orders being filled immediately upon receipt. Newest Records and biggest hits, to be of value, must be coupled with goods on hand to meet the demand. That's where we serve by keeping complete stocks at all times.

*Write Us For Our Dealers' Proposition*

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



## PRESIDENT WILLSON DISCUSSES COLUMBIA CO. AFFAIRS

With Financial Status of Columbia Co. Now Satisfactorily Arranged an Aggressive Campaign With New Policies of Production and Dealer Co-operation Has Been Inaugurated

"Six months' work on the part of the creditors of the Columbia Graphophone Co. has culminated in a satisfactory arrangement whereby the indebtedness of the company, both principal and interest, at the discretion of a readjustment committee, is postponed for a period of three years, leaving the company free from embarrassment through individual actions and in position to proceed aggressively with its new policies of production and dealer co-operation," says H. L. Willson, president of the company, in his public statement since the readjustment plan was effected.

"The Columbia Co. is not and never has been in the hands of a receiver. A petition for such action was filed by small holders of stock but the plea was dismissed promptly. The agreement of a majority of note holders against the company to defer payments both on interest and principal from April 1, 1922, to August 1, 1925, after deducting an amount not in excess of aggregate bank deposits on September 15, 1921, is healthy indication of the faith they have in the earning capacity of the Columbia Co. under normal conditions. This plan could have been blocked by objections from 25 per cent of the note holders, but not three per cent objected.

"All of this means that the company has cleared its decks of the unfortunate situation created by the sudden stoppage of business, the sudden falling off in sales and the accumulation of inventories, and the management is in a position to devote its entire energies to carrying forward the company's business of serving the public demand for the best that can be produced in the way of instruments and records, and it is the earnest intention of the management to devote itself to carrying out this policy.

"The volume of business in the last month, considering the season and the uncertainty as

to the success of efforts to effect a reorganization plan that would fully meet the approval of all concerned, has been more than satisfactory. Improved products, the closest possible rela-



H. L. Willson

tions with our family of dealers and strictest economies in production we are confident will combine to develop a steadily improving business outlook for the company. Through the period of depression, we did not let up on experimentation tending to improve our products. As a result, we can say definitely that discoveries have been made in our plants that are of significance to all lovers of phonographic music."

With the financial policy of the company determined, additional confidence has been created through the type of man at the head of the company. Mr. Willson has eighteen years of practical experience in all phases of the business and is recognized as being fully familiar with the details of production, dealer policies and publicity. His record is one of progress tempered with conservatism.

## MORE SPACE FOR VICTOR SHOWROOM

Peoria Dealer to Give More Prominence to Victor Department—Furnishes Shakespearean Records to English Classes of High School

PEORIA, ILL., June 5.—P. A. Bergner & Co., of this city, are planning to move their Victrola department to a more prominent place in the store. The balcony is at present being considered, and it will probably be the home of the department in the future.

The Victrola department in this establishment recently loaned the senior English classes of the Peoria High School all of the Shakespeare Victor records, which were used to entertain the students through their class period. It is quite likely that many of these records will find a permanent place in the English department of the High School for the entire year. The loan resulted in some excellent publicity.

## WELCOME GEO. W. LYLE ON COAST

LOS ANGELES, CAL., June 5.—George W. Lyle, president of the Manufacturers' Phonograph Co., Inc., arrived in Los Angeles Saturday. Mr. Lyle, who has a multitude of friends and admirers on the Pacific Coast, reports excellent sales in all parts of the country of the Strand line of phonographs. He expected to meet W. S. Gray, of the W. S. Gray Co., Pacific Coast representative of the Strand, but the latter was summoned to San Francisco on account of the death of a near relative.

# Puritan Records

## SUMMER SALES

To keep the sales volume up during the summer months has two important requisites—a well defined sales campaign and merchandise that provides quick turnover.

Puritan records provide quick turnover. They make this turnover possible because of our policy of issuing hits while they are hits. Two new releases are made each

week. You are selling and making your profits on a popular number before it has reached its peak.

Dance records enjoy good summer sales. Puritan dance records are good and the price is right. There are good profits in it for you.

*Dealers East of the Ohio and North of the Potomac are invited to investigate the Puritan proposition. Write NOW, in time for the summer months.*

**The BRIDGEPORT DIE & MACHINE Co.**  
170 ELM ST. BRIDGEPORT, CONN.



CABLE ADDRESS REG'D  
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE  
BARING 535

# IMICO INDIA RUBY MICA DIAPHRAGMS

## INTERNATIONAL MICA COMPANY

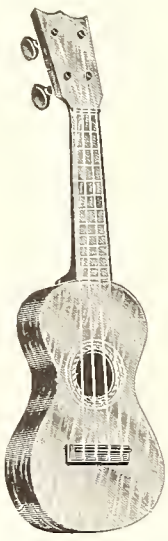
GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

## DETROIT

Increased Employment Aids  
Trade — Dealers Optimistic  
—Activities of the Month

DETROIT, MICH., June 5.—Industrial conditions in Detroit are probably better than in any other large city of the country. Everybody is working, savings are increasing in the banks, and the outlook is for a very busy Summer. Talking machine



### KEEP BUSY DURING THE SUMMER

DRESS UP YOUR  
WINDOW WITH

## UKULELES

THEY ARE POPULAR SUMMER  
VACATION INSTRUMENTS, AND  
SELL QUICKLY, BECAUSE THEY ARE

INEXPENSIVE  
EASY TO PLAY  
EASY TO CARRY  
EASY TO PACK

ADD A FEW MANDOLINS,  
GUITARS and BANJO  
UKULELES

WRITE FOR OUR SPECIAL SUMMER  
SUGGESTIONS—No. 115—CONTAINING  
THE BEST SELLERS OF THE SEASON

**DURRO** VIOLINS  
BO WS  
STRINGS

Always in demand regardless  
of season



**BUEGELEISEN & JACOBSON**

5-7-9 Union Square  
NEW YORK

dealers report that while they have not as yet noticed much of a difference in sales, as compared with previous summer months, collections are showing great improvement and people are paying up their back accounts.

The talking machine dealers of this city have certainly shown a wonderful spirit of co-operation in connection with the Music Memory Contest being conducted by the Detroit News, and which is attracting widespread interest all over the city from every class of people. The News is so interested in the success of the contest that it is now devoting anywhere from two columns to one page every day and has a staff of three of its best writers assigned to getting human interest news. These men visit the music stores every day and write up anything that is worth while. Each day this newspaper also announces the concerts or special stunts at the various music stores. Some of the stores are giving concerts every night, while others are giving them at least once a week. As in all affairs, you will find some dealers going further than others in endeavoring to create interest. One dealer told The World representative that it was not with an idea of securing direct sales that he was spending so much time in furthering the contest, but rather because he felt it was his duty to stimulate all the interest he could in music itself—that ultimately results would certainly come in abundance. He feels that whatever he does is "sowing the seed" and that the harvest will take care of itself. Among some of the stores which deserve special mention are the Edison Shop, Grinnell Bros., Gardner-White Furniture Co., McCarron Music Co. and Waite & Co.

The Brunswick Shop, on East Grand River avenue, has been doing things lately. In fact, this store is forging to the front because of its wide-awake methods. Several weeks ago it gave daily demonstrations of the Wallace Reducing Records and a great many people took advantage of the free concerts or demonstrations, a special instructor having been engaged for the occasion. When Margaret Young, who makes Brunswick records, played a week's engagement at the Capitol Theatre the Brunswick Shop spared no expense to let everybody in Detroit know about it. These are the things that make a store talked about and "live" in the minds of the public. It brings the crowds and the people to-day like to go where the crowds go.

Fred Underwood, general manager of the Jewett Phonograph Co., reports that business is exceedingly brisk. In fact, so much so that the factory is way behind in its orders on both uprights and consoles. The latest addition to the Jewett line is the Jewett radio-phonograph, made in several models, which is taking the country "by storm." Mr. Underwood states that sales are merely a matter of production. "We can sell the radio-phonograph machines as fast as we turn them out," he declared. A. A. Fair, sales manager of the company, has been away considerably of late, visiting different sections of the country and meeting with great success everywhere. From St. Louis alone he brought back one order for three carloads of Jewett phonographs. Mr. Underwood believes that this will be a big year for the phonograph industry, especially for those concerns making a quality product and selling it at lowest possible prices.

A. J. Kendricks, general sales manager of the Brunswick, was a recent visitor to Detroit.

Sam Lind, of the Lind & Marks Co., says that Summer business is better than a year ago and so far this year sales of Vocalion phonographs and records are more than 100 per cent ahead of a year ago. Mr. Lind is very optimistic about the Fall. He has been very active on the committee

that arranged with the Detroit News for the Music Memory Contest.

C. A. Grinnell, president of Grinnell Bros., was among those from Detroit who attended the New York convention of the piano merchants the week of June 6. He also attended the Victor Jobbers' Convention at Atlantic City, as also did A. A. Grinnell and C. H. Grinnell, of the same firm.

Henry S. Doran, of the Doran Phonograph Co., on Michigan avenue, is seeking another location downtown on account of his lease expiring the first of August and he having received notice to vacate, as a twenty-story office building will be erected on the same site. Mr. Doran admits that downtown locations are hard to find at a reasonable rental.

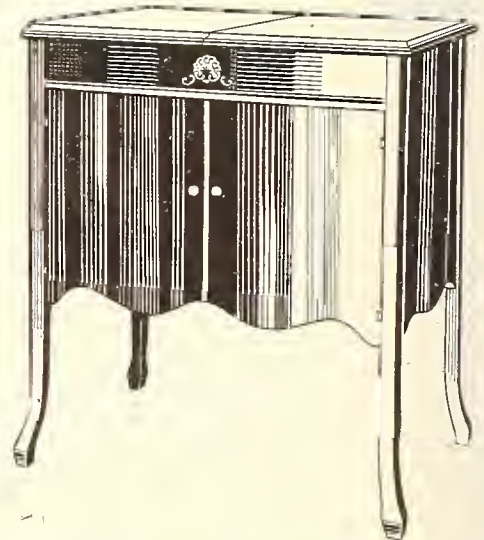
The Woodward Talking Machine Co., formerly located in Highland Park, near the Ford Motor Co. plant, is moving this month to its own building on the same street at the nine-mile road in the village called Ferndale. Mr. Oppenheim, proprietor, believes that he can do considerably better in his new location, while he has cut his overhead very materially.

The Pier Music Shop, located at Jefferson and the Belle Isle bridge approach, Detroit, is doing a very good business, handling the Jewett line of phonographs and the Vocalion line of phonographs and records. Being located in the heart of a public amusement park, where thousands and thousands of people congregate every afternoon and evening, the opportunities for business are above the average. Records are kept playing constantly, which are amplified through a large horn that can be distinctly heard all over the park.

### NEW SONORA PERIOD MODEL

"Marquette" Is Added to Sonora Line—Has  
Many Important Constructional Qualities

The Sonora Phonograph Co. announced recently a new Sonora period model which will be known as the "Marquette." This instrument,



Sonora Marquette

which will retail at \$125, embodies all of the tone and cabinet quality which has made the Sonora one of the popular lines of the industry. The "Marquette" is finished in walnut, brown mahogany and mahogany. It measures 30 inches in width, 33 inches in height and 19 inches in depth, with all trimmings nickel-plated and the cabinet design is patented. The mechanical equipment includes a double-spring motor of standard construction, tone modifier, automatic stop and envelope filing system. The advertising department of the Sonora Co. has just issued an attractive folder featuring this new model.



# HAPPENINGS IN THE DOMINION OF CANADA

## NOTABLE TRADE BETTERMENT IN TORONTO AND VICINITY

**Talkers in the Schools—The Radio Situation—Two Bad Fires in the Trade—Montagnes & Co. Expand in the States—Plan Extensive Handling of the Vocalion—News of Month**

TORONTO, ONT., June 6.—At the annual meeting to be held shortly of the Canadian Bureau for the Advancement of Music a plan is being arranged whereby it is expected that the sale of talking machines for use in schools will be greatly increased. While all retailers of phonographs can appreciate the business possibilities in their respective communities resulting from the installation of talking machines in the schools, the selling in this market has not offered returns for the work involved sufficient to cause dealers to give it as much attention as the more indirect returns might justify.

That the General Phonograph Corp., Ltd., will be actively engaged in radio business in Canada has been definitely decided, said C. J. Pott, Canadian manager, to *The World*, when asked about its plans in this field. At this date, however, developments were not sufficiently matured to permit of the announcement of particulars that will appear in the near future.

One of the four biggest sufferers in the fire which recently visited Elmira, Ont., was the Phonola Co., which maintained its offices uptown in one of the destroyed buildings, where also the stock of thousands of Phonola-Okeh records was carried. *The World* understands that the stock was adequately insured.

The fire does not in any way affect the stock of Phonola phonographs, as the factory warehouse, where these instruments are carried, is on the outskirts of the town.

The Scythes-Vocalion Co., Ltd., Toronto, has secured the services of two strong Vocalion wholesale representatives, Wesley Mason and H. W. Johnston, who have been assigned to Eastern and Western Ontario territory.

E. H. Van Gelder, of I. Montagnes & Co., Canadian Sonora distributors, informs your correspondent that the Sonora phonograph equipped with a radio attachment will be available for the Canadian trade shortly.

Due to a fire which started in the bowling alley adjoining the factory of the Starr Co., of Canada, Ltd., London, that firm lost probably 50 per cent of the \$70,000 to \$75,000 stock carried at the factory. After the management had had a chance to ascertain all the facts it was found that the loss through fire was not as heavy as the loss from water. Fortunately a good stock of Starr phonographs is carried at the London warehouse, quite separate from the factory, and in addition to the stocks at other branch warehouses, so that their business could proceed without interruption. No records at all were stocked at the factory, so that the record end of the business is not concerned. The management of the company believes that the insurance will take care of the loss that has been sustained.

Claude A. McMurty, sales manager of the Gold Medal Mfg. Co., Ltd., was married recently to Miss Rosamond Denton, of Toronto. R. J. Purdy, head of the Purdy Phonograph Co., Toronto, has announced that his firm has been appointed Canadian agent for Constat wireless equipment, made by the Stevenson Laboratories in Plainfield, N. J., the home of the well-known Stevenson Precision phonograph motor.

Emil H. Van Gelder, of the Toronto music house of I. Montagnes & Co., Sonora distributors for Canada, was in New York lately on business connected with the proposed opening of a branch of the Montagnes interests in that city. The plan of the Canadian company is to develop in the United States a general phonograph supply business, including steel needles, albums, envelopes and a large number of accessories, as well as small musical instruments and supplies.

Arrangements made by Mr. Montagnes and Mr. Van Gelder during recent trips to Europe call for heavy importations of such merchandise by the Montagnes interests, and it is their plan to develop the United States as well as the Canadian market in these lines.

C. Kavanagh, of Orme, Ltd., Ottawa, recently conferred with the head of the Scythes-Vocalion Co., Ltd., Canadian distributor, Toronto, and the Aeolian Co. of New York regarding plans for extensive handling of the Aeolian-Vocalion and Vocalion records by Orme, Ltd., starting next Fall. Orme, Ltd., is already handling this line, but proposes to push it more vigorously.

The R. S. Williams & Sons Co., Ltd., Ottawa, made special announcements regarding the reductions in the price of the New Edison. Various models of the New Edison were also shown simultaneously with revised prices in a special window display.

Messrs. Leach, Clegg & Leach, one of the leading piano and phonograph firms in Ottawa, have opened a radiophone department in their business. This firm proposes to hook up the music of pianos and phonographs with the operation of local broadcasting stations.

Seventy-five per cent of the pianos and 60 per cent of the talking machines are purchased by women, estimates Herbert N. Casson in an article in *Marketing*.

Announcement has been made by the Starr Co. of Canada, Ltd., that in future it is the intention to supply all Gennett dealers with a set of record dummies monthly for window display purposes.

E. C. Scythes, of the Scythes-Vocalion Co., Ltd., Toronto, in company with R. M. Kempton, head of the Vocalion division of the Aeolian Co., New York, lately paid a visit to London, Hamilton, Ottawa, Montreal, Quebec, Boston and New York. While business conditions haven't been such as to cause complete satisfaction, Mr. Scythes found signs of returning stability that warrant the hope of better selling conditions the coming Fall. One of the pleasing reports Mr. Scythes received in New York was the rapid growth of Vocalion record sales.

R. G. Ashton, who formerly had charge of the phonograph department of Moutrie & Co., Shanghai, China, is home in Canada on a visit.

A. E. Landon, Canadian manager of the Columbia Graphophone Co., was a recent visitor to the New York headquarters.

A public offering of \$400,000 capital stock of the Jewett Radio-Phonograph Co., Ltd., of Windsor, was made recently by a syndicate. The company has acquired numerous patent claims in connection with wireless receiving apparatus used in combination with phonograph reproduction and amplifying of sound, and will specialize on the radio-phonograph.

The official figures on imports of phonographs into Canada for the month of February show total imports valued at \$98,680, of which \$96,442 came from the United States, compared with \$73,880 in the same month of 1921. The total imports of records for February amounted to \$10,736, of which the imports from the United States amounted to \$10,466, as compared with \$15,868 for the same month of 1921.

## TRADE CONDITIONS IN MONTREAL

**H. S. Berliner Discusses Conditions in Europe—New Console Types of Victrolas Popular—Protest Against Interference With Stores**

MONTREAL, QUE., June 8.—H. S. Berliner, president of the Compo Co., Ltd., returned from a visit to England a short time ago. Asked by *The World* as to the state of business, he stated that he found conditions very little improved over what they were on the occasion of his European trip in August last, but the general feeling he found to be better. The radio craze, as it is in Canada, had not yet reached England.

The Compo Co., Ltd., of Lachine, Que., which has been incorporated with a Dominion charter, as previously announced in *The World*, recently held an organization meeting, when the following directorate was elected: H. S. Berliner, president; T. Nash, of Toronto, vice-president; W. J. Olmstead, secretary; J. McWilliam, treasurer; Messrs. F. Fridberg, Toronto; Elmer Avery, and Saint Eve, Lachine, directors.

In addition to other makes, The Compo Co., Ltd., manufactures Apex records.

John Burgoyne, manager of the St. John, N. B., branch of the Starr Co. of Canada, Ltd., is finding an improvement in business conditions in New Brunswick and Nova Scotia.

The Berliner Gramophone Co., Ltd., recently announced five new console models of Victrolas, all of them decided departures from the usual Victrola line. With these new models, "His Master's Voice" Victor dealers can now secure Victrolas in no less than 198 regular styles and finishes, not to mention special finishes and special order period models. As already mentioned in these columns, Victrola 50, a portable machine, has made quite a hit with the trade.

Phinney's, Ltd., Halifax, N. S., has the full and exclusive distribution rights for Marconi wireless radio receiving sets and equipment for the Province of Nova Scotia and Cape Breton.

New companies recently registering in Montreal include Standard Phonograph Accessories & Supply Co., Rod Lamoureux, phonographs, Montreal Sales Agency, phonographs.

A delegation of music store owners, headed by A. A. Gagnier, proprietor of the Canadian Graphophone & Piano Co. (Columbia dealers), waited on the city executive recently to protest against the police interfering with gramophones that discourse music through windows of the stores. Several of these owners have been summoned to the Recorders Court.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

**THE RENÉ MANUFACTURING CO.**  
MONTVALE, NEW JERSEY



# BALTIMORE

## Opening of Shore Resorts Will Help Trade—Dealers Enjoy Jobbers' Hospitality—Columbia Activities—New Stores and Changes

BALTIMORE, MD., June 10.—The talking machine business, generally speaking, is quiet, due to the fact that Summer weather started in about a month ahead of time this year, as it has been "hot," not warm, here since shortly after the first of last month. This has had a tendency to drive a number of people away from the city, who usually do not leave until around the end of June. Dealers, however, are looking forward to a good trade when all the shore resorts open up and thousands of city dwellers here take up their residence on the shores of the numerous water resorts in the vicinity.

This usually takes place after the close of schools and already a noticeable increase in the sales of portable machines is reported. This also means a proportionate increase in the sale of records, especially the dance records.

### Great Time at Dinner and Outing

Victor dealers are still talking about the dinner and outing given by the three Victor jobbers, Eisenbrandt's, Cohen & Hughes and E. F. Droop & Sons, at the Hotel Bayou in Havre de Grace on the eighteenth of last month, when about seventy-five dealers accompanied by their wives, sweethearts and daughters were the guests of the above jobbers. The dinner was given as a wind-up of the ten-day salesmanship school conducted by F. A. Delano, director of the salesmanship school at the Victor factory, in the concert room at the Chickering warerooms, and was attended by a very large number of the local dealers and their salesmen. The outing was preceded by a dinner on the seventeenth at the Southern Hotel at which Mr. Delano was the principal speaker and outlined a number of plans for going after new business. He gave a budget of new ideas in salesmanship and a number of dealers report excellent results already from the school of instruction.

### Columbia Broadcasting

The local Columbia agency has adopted the plan of broadcasting its latest records through WKC, which is the local broadcasting station, and reports excellent results from the experiment. Only the other night Record No. 3580—Stars and Thrills—was sent out and before the next number on the program could be flashed the telephone rang and one of the radio fans wanted to know the name and number of the record and where it could be bought, which, according to John H. Marshall, sales manager of the Co-

lumbia Co., is about the limit for quick results.

The Columbia Co. also has on display one of its "fool-proof" motor period design machines, which is being thoroughly tested out before being put on the market in this territory. After it has been given every test at the agency it is the intention of Manager Parks to put several of them in the hands of the consumer through certain dealers and have them tested out in the home before they are finally placed on sale through the dealers generally. The machine at the agency has stood every test that could be thought of so far, and it is with the idea of giving it a test along the lines of some things that a dealer or salesman would never think of doing that the machines are going to be placed in several homes.

### Aggressive Newspaper Campaign

Under the management of Charles F. Shaw, the Brunswick is rapidly coming to the front in this territory. He has adopted an aggressive line of newspaper advertising and this is supplemented by the efforts of his sales force working in connection with the Brunswick dealers. Since the first of the month he has been featuring the "June Bride" series of advertisements and the June-Day Gift Club plan, which are attractively displayed in quarter-page advertisements with a list of Brunswick dealers at the bottom.

### Looks for Big June Business

W. C. Roberts, of E. F. Droop & Sons while reporting business last month as not up to his expectations, says he has very good reasons to believe that business this month will run ahead of that for the same period last year. He reports an increased sale in the portable variety of machines and for the first time in several years is now up with his orders on the horizontal types, which are still popular despite the many period and other models which have been put on the market since.

Albert Eisenbrandt, I. Son Cohen and W. C. Roberts were among those who attended the Jobbers' Convention in Atlantic City on the twelfth.

### Found Improvement in the South

Manager W. S. Parks, of the Columbia agency, has just returned from a trip through Virginia and North Carolina and reports business outlook as considerably improved. While at the Furniture Dealers' Convention in North Carolina he

met Manager Terhune, of the Atlanta branch, and the latter said business generally was improving in the South.

Sol Freidberg, of the Grafonola Shop of Norfolk, Va., was a recent visitor who reports business as being very good. He had just completed an advertising campaign at an outlay of \$4,000 which he said had been very profitable, as his shop had practically been cleaned out of every machine that he had in stock.

### New Stores and Changes

R. H. Fox, who recently opened a Columbia Shop in Lexington, Va., is one of the live wires of that section, according to salesmen who have visited his place. He is conducting an intensive campaign of country trade solicitation that is "bringing home the bacon," to quote one of the salesmen.

Boschen & Smith, who recently opened up in the old Knabe Building, are going after the high-class trade exclusively and meeting with excellent results, according to the number of machines that they have placed in Baltimore and vicinity in the short time that they have been open.

David Weintraub has opened a new music shop at 603 East Baltimore street, featuring the Phonolamp, but handling other makes of machines as well.

The Red Record Music Shop at 2113 North Fulton avenue is another new place that is meeting with big success. It is the only exclusive record shop in this section of the city.

Andrew J. Oldewurtel, of the Talking Machine Shop, 305-307 North Howard street, and C. Edward Keefer, of the Kranz-Smith Co., Charles and Fayette streets, who were unable to attend the Victor salesmanship class here last month, went over to Washington the first part of the month and joined the class which was conducted there by Mr. Delano.

Hofferbert Bros., who recently opened up an up-to-date music shop at 3133 Greenmount avenue, report business as improving every day. They are pioneers in this section and save residents of the neighborhood a long trip down town.

The Talking Machine Shop, of Hagerstown, had its formal opening last week and according to H. T. Bosse, sales manager of Cohen & Hughes, who attended the opening, it is one of the most complete and up-to-date establishments in that section of the State.

### S. S. SPIVAK NOW THE OWNER

S. S. Spivak, jeweler and talking machine dealer of East Hampton, N. Y., has purchased the Victrola business of I. Meyer. Mr. Spivak will handle the Columbia line in addition to Victrolas.

## ANNOUNCING THE Zimmerman-Bitter Construction Co.

Specialists in Store Equipment—Sound-Proof Hearing Rooms  
Record Racks—Counters  
And All Interior Fixtures and Decorations

We are in a position to Manufacture and Install Complete Store Equipment in the  
*shortest possible time at the lowest cost.*

ALL WORK DONE IN OUR OWN PLANT—UNDER PERSONAL SUPERVISION

*We Guarantee to Save You Money on Your Needs—Let us show you how*

AN INQUIRY WILL BRING YOU FULL PARTICULARS

325-327 E. 94th St. ZIMMERMAN-BITTER CONSTRUCTION CO. New York City

TELEPHONE: LENOX 2960



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

# The Best Record in the World

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

*Play on any phonograph with steel needles*

Double Disc  
Classical  
Records by  
famous Artists



Standard  
Selections  
also  
First with  
the hits

~ RECORDS  
Needle Played

**2 for \$1.00 - 55c each**

*(59c in Rocky Mountain States)*

### Partial List of Famous Artists—

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

### DEALERS—

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

**PATHÉ FRÈRES PHONOGRAPH CO.**

20 Grand Avenue

Brooklyn, New York



# SIMPLEX

## Electric Phonograph Motors

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

**NOISELESS**

**ELIMINATES WINDING**

**TROUBLEPROOF**

Make This Your  
**LEADING**  
Line for the  
Coming Season

Sample  
Price **\$19.50**



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

Particulars,  
Quantity Prices, etc.,  
on Application.

TRADE

MARK

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

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

### BETTER BUILT

### BETTER DESIGNED

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

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

**Record Stops Automatically on Last Note**

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

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

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

*Manufactured in United States and Canada by the*

## Simplex Electric Phonograph Motor Co.

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



**RAY MILLER SIGNS WITH COLUMBIA**

**Popular Dance Orchestra Leader Will Make Columbia Records Exclusively—Signs Two-year Contract—First Records Are Issued**

R. F. Bolton, director of the recording studios of the Columbia Graphophone Co., announced this week that arrangements had been completed whereby Ray Miller and His Black and White Melody Boys would record exclusively for the Columbia library. A two-year contract has been



Ray Miller

signed with this well-known organization, and the first recordings under the new contract were released recently.

Ray Miller and His Black and White Melody Boys need no introduction to the talking machine trade or to dance enthusiasts throughout the country, as this organization is recognized as one of the finest dance orchestras now playing. For several years past Ray Miller has appeared at the leading dance palaces in the country and in addition has been a headliner at the Winter Garden in New York when that house played Shubert vaudeville. Ray Miller and his band have also appeared in several very successful musical comedy hits and Mr. Miller has a host of admirers throughout the country who proclaim him one of the foremost exponents of modern dance music.

**EDISON PHONOGRAPH IMMORTALIZED**

**Continues to Sing, Although Charred and Twisted in Big Fire in Wichita Falls, Texas**

Crowds of persons gathered around the charred remains of an Edison phonograph which reposed on a box in front of the Phonograph Shop, at Wichita Falls, Texas. "The Soul of a Phonograph From the Phonograph With a Soul," read the placard that hung in front of the instrument. A big fire had swept a portion of Wichita Falls' business section and a store in which the Edison was being demonstrated was burned to the ground. The toasted phonograph was removed from the smouldering ruins and was placed on the sidewalk in front of the Phonograph Shop. The Re-creation of "When You and I Were Young, Maggie," which also survived the blaze, was played. The tones of the instrument, which had been a victim of the \$200,000 conflagration, seemed sweeter because of the injury. All who congregated around it listened intently and all were charmed by the sweet refrains of a song that has never grown old with the years that it has lived, but has really grown more refreshing.

**SHELTON NON-SET STOP POPULAR**

The Shelton Electric Co., New York City, reports that the Shelton non-set-stop, which was initially introduced during the early part of the year, is proving very popular and that orders for this device are being received in substantial quantities.

**MUSIC WEEK AIDS DENVER TRADE**

**Activities of Merchants During Music Week Productive of Results—Pattison's New Quarters**

DENVER, COLO., June 5.—The outstanding event of last month in the Denver talking machine trade was the Music Week held during the week ending May 27. The energetic efforts of the dealers in the matter of attractive window displays, advertising, etc., were noticeably felt in a stimulation of business.

T. P. Pattison, one of the veteran music dealers of the city, recently moved his business into attractive new quarters at 1540 Glenarm street. Features of the establishment are a number of large mirrors on the walls of the booths and the main display room and sound-proof record demonstration rooms constructed of plate glass. The Victor line of talking machines and records is handled exclusively.

A window display which attracted considerable attention among music lovers and the general public recently was staged by the Denver

Music Co. A piano constructed by the Bacon Piano Co. in 1767 and sold to Jacob Astor, of New York, founder of the Astor fortune, was exhibited.

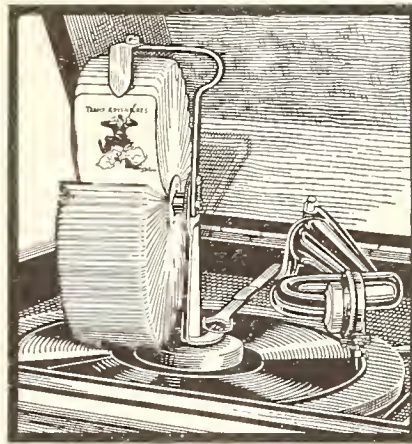
The Moore-Bird Phonograph Co., distributor of the Sonora phonograph and Okeh records, has added the line of radio outfits and accessories of the General Wireless Co., of New York, which it will distribute in the States of Colorado, Wyoming and New Mexico.

Milton L. Leve, Starr phonograph dealer here, has added Gennett records to his stock.

**RADIO PHONO. CO. CHARTERED**

The Radio Symphony Phonograph Co., of Huntington, W. Va., has been granted a charter of incorporation under the laws of that State, with a capital of \$500,000. The concern will engage in the manufacture and distribution of talking machines, musical merchandise and radio equipment and supplies. Incorporators are James A. Young, E. W. Ward, J. H. Steenberg, E. E. Winters and C. C. Thurmond.

**PHONOREEL**  
TRADE MARK REGISTERED



(Patents Granted)

The Phonoreel is a device for reproducing Moving Pictures with appropriate music at a moderate cost. This device can be used on any phonograph. The first subjects now ready for release were made by the famous artists, M. G. Viafore and Max Fleischer, creator of "Out of the Inkwell" films:

- 1001 The Tramp's Adventures . . . . .By M. G. Viafore
- 1002 Dancing Bear . . . . .By Max Fleischer
- 1003 Jazz Monkey . . . . .By M. G. Viafore

Other Moving Pictures are now in preparation, such as Mother Goose Stories, Physical Culture Exercises, Dancing Lessons and other appropriate features, and will be released in the near future.

- List price of Picture Machine . . . . . \$3.50
- List price of each reel . . . . . \$1.25

This device makes an interesting window or store display, is a ready seller and opens up an avenue for new and repeat business.

Dealers wanted. Send for our application blank.  
Complete outfit—consists of three different reels and one machine.

**Dealers' Price, Complete, \$4.83**

Remit check with order

**PHONOREEL CO.,** 57th St. and Broadway  
N. Y. C.

Fiske Building—Room 1008

*Eastern Distributors:*

**PHONOREEL SALES CO., 37 East 18th Street, New York**

*Pennsylvania Distributors*

**FOX PHILADELPHIA CO., 723 North 26th Street, Philadelphia**





LONG  
QUALITY  
HANOVER, PA., U.S.A.

MAXIMUM  
SALES VALUE

# LONG CONSOLES

were the first cabinets introduced to the trade to accommodate table machines. They "made good" from the very start and today are recognized leaders in their field.

LONG CONSOLES have maximum sales value for the dealer knows that the purchaser of a LONG CONSOLE will be a satisfied customer. They are quality cabinets produced by a company with years of experience to its credit.

You will find that LONG CONSOLES are invaluable sales producers, and this popular line of cabinets coupled with our regular line of record cabinets will undoubtedly prove one of the most profitable departments of your business.

*Write for Complete Catalog.*

The Geo. A. Long  
Cabinet Company  
HANOVER, PA.



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite



**FINE NEW EDISON SHOP OPENS**

**Wahl & Sons Formally Open Attractive New Establishment in Paducah, Ky.—Large Number of People Attended Opening**

PADUCAH, KY., June 7.—Wahl & Sons, who enjoy the reputation of having the oldest firm name in this city, have opened an exclusive Edison shop at 518 Broadway. This location has been a music shop for the past twenty years, having been previously occupied by the Gibson Piano



**Wahl & Sons Artistic Warerooms**

Co., which sold the Edison line. The picture above tells the story as to the go-getting stuff these Wahl boys possess. The construction of booths is of the Swiss cottage type, color scheme of ivory and green. A rest-room with all conveniences is furnished most exquisitely with Reed furniture. L. M. Schlude, of the Silverstone Music Co., St. Louis, attended the opening and reports that it was a grand success in every way. One thousand carnations were given to the ladies, who were particularly pleased with the attractiveness of the new Edison shop. Mr. Schlude says that Wahl & Sons will sure make things hum in and around Paducah, also that they should develop to be one of the best Edison accounts in the South.

**ACTUELLE RECORD PRICES REDUCED**

**New Price Is Fifty-five Cents Each or Two For One Dollar—Sales Greatly Stimulated**

On June 1 an important announcement was issued from the headquarters of the Pathé Frères Phonograph Co., Brooklyn, N. Y., relative to the Actuelle needle-cut records. On this date the price of these records was reduced from 75 cents to 55 cents each, or two for \$1.00. It was announced by Eugene A. Widmann, formerly president of the company and now one of the three receivers in equity, that the change in price was made in response to the demand of the

trade for popular-priced discs and also through extensive production economies effected by the company.

There will be no other change in the sales plan of these records other than the price. The same Actuelle wholesalers will distribute these records. In order to provide quicker delivery, however, it was announced that deliveries will be made direct from the factory in quantities of 100 records, ten of a number, at the regular retail discount, orders and payments to be received through Actuelle jobbers as usual. Operatic and other standard selections will continue to be available on Actuelle records at the reduced price. It was stated that this change of price has already increased sales of Actuelle records.

The price of the Pathé Sapphire records are not affected and remain at 75 cents as usual.

**VICTOR DEALERS ENJOY OUTING**

**Three Victor Jobbers of Baltimore Entertain Retailers of the City at Dinner and Dance at the Bayou Hotel, Havre de Grace**

BALTIMORE, MD., June 7.—A most enjoyable outing was given to the Victor dealers of this city at the Bayou Hotel, Havre de Grace, recently by the three local Victor jobbers, Cohen & Hughes, E. F. Droop & Sons, and H. R. Eisenbrandt & Sons. The dealers and their wives and sweethearts were taken to the hotel in machines sup-



**Victor Jobbers of Baltimore Entertain Dealers at Outing**

plied for that purpose by the dealers. One of the features of the event was a real, honest-to-goodness Maryland style dinner, prepared under the personal supervision of Manager "Pink" West. Following dinner the party enjoyed dancing until the wee sma' hours of the morning, when they were driven back to Baltimore.

L. G. Evans, of Lancaster, Pa., has secured a lease on spacious quarters at 225 West King avenue, that city, where he will locate a talking machine and piano business.

**NEW COLUMBIA CONSOLES**

**New Line of Console Models Announced by Columbia Graphophone Co.—Moderate Prices a Feature—Eight Models Ready for Delivery**

The Columbia Graphophone Co., New York, has announced a new line of Columbia console period models which, from all indications, will meet with a ready sale throughout the country. Columbia dealers who have visited the executive offices during the past few weeks have evinced keen enthusiasm regarding the new models, stating that they are well qualified to meet the requirements of the most discriminating purchasers.

There are eight models in the new line and the prices are exceptionally moderate for console models, ranging from \$175 to \$225. Before establishing these prices the Columbia Graphophone Co. made a careful study of merchandising and trade conditions throughout the country and finally decided upon this price list as being in accord with present-day conditions.

The new Columbia console models with their retail prices are as follows: Queen Anne, spring motor \$185, electric motor, \$200; Heppelwhite, electric motor \$200; Adam, electric motor \$200; Louis XV, spring motor \$200, Louis XV electric motor \$225; William and Mary, spring motor \$200; William and Mary, electric motor \$225; Heppelwhite, console table, electric motor

\$175; Jacobean, console table, electric motor \$175. The cabinet designs of these new period models, illustrations of which are shown in this issue, are true to the period styles they represent and the cabinets are produced by a well-known manufacturer of high grade furniture.

The Standard Music Co., 293 South Main street, Akron, O., has leased attractive new quarters adjoining its present place of business. The firm is engaged in selling musical instruments and leather goods.



# The BLOOD Arm

made exclusively by  
**Blood Tone Arm Co.**  
326 River Street  
**CHICAGO**



Notice perfect alignment of Arm and Reproducer

Observe throwback when in Edison position

This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment.

We want every manufacturer to prove our statement. The price is very low compared to its high quality. We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines. Don't forget that the name "Blood" is a positive guarantee.



## NEW RADIO CABINET SET INTRODUCED

H. P. Disbecker & Co.'s New Outfit Will Be Known as the Consolette—Handsomely Designed and Possesses Individual Features

Harry P. Disbecker & Co., New York City, are introducing to the trade a new radio cabinet set designed for the drawing room of the home, which will be known as the Consolette and be manufactured in mahogany and American walnut finishes. The entire radio equipment is concealed within the cabinet and consists of a Western Electric non-regenerative vacuum tube detector, a tuner and one stage of amplification. This in turn is hooked up with the Western Electric loud-speaking telephone equipment, which "steps up" the sound enough to fill a good-sized room. The amplifier is a two-stage vacuum tube outfit, and is considered in its entirety one of the very finest receiving sets on the market to-day. In a chat with Mr. Disbecker, he stated that this product of Western Electric engineers is built entirely on sound and tried scientific principles. Many combinations of amplifying and receiving stages have been tried, and this particular set is specially designed to do away with any foreign noises and to reproduce faithfully. The circuit is compensated in a manner that will insure the best possible result.

It is the belief of Mr. Disbecker, who conceived this new radio cabinet outfit, that "the ultimate set to be marketed will be one of this type and that prospective radio-purchasers will not be satisfied with the unsightly radio receiving set unless it is enclosed and a thing of beauty that can be brought into any drawing-room where it will fit in with the home surroundings." Simplicity of construction is the keynote of this particular outfit and any amateur after a demonstration can produce desirable results. He also stated that talking machine dealers had shown considerable interest so far and were very enthusiastic regarding it. When production reaches the figures expected he will be able to

furnish any number to dealers everywhere. Particular stress was laid by Mr. Disbecker on the fact that it required no expert knowledge to successfully operate this set and for that reason it has made a hit wherever shown. At the radio show at the Seventy-first Regiment Armory last month, Mr. Disbecker had a very attractive exhibit and entertained hundreds of visitors who were keenly interested in the possibility of this outfit. In addition to the receiving set they exhibited an interior antennae made in the form of a loop that can be placed in a room with the receiving set, designed to replace the antennae wires which usually are strung up on the roof of the house or some elevated position. With this feature Mr. Disbecker believes that he has a combination that must win supporters and friends under proper merchandising conditions.

## ABRAMS TELLS OF EMERSON PLANS

Purchaser of Assets of Emerson Co. to Conduct Business Along Progressive Lines Operating the Regal and Emerson Companies

On May 29 there was held a meeting of the creditors of the Emerson Phonograph Co., Inc., New York City, in the United States District Court in the Southern District of New York, before Judge John C. Knox for the purpose of considering an offer for the assets of the above company, which has been in bankruptcy for many months. Owing to the small number of creditors in attendance, however, the Court postponed the hearing until Thursday, June 1, at which time the offer of Benjamin Abrams of \$50,000 for the right, title and interest of the receivers of the Emerson Phonograph Co., Inc., was accepted.

The purchase included everything with the exception of the accounts receivable, which the creditors decided to withhold and collect under the receivership. Mr. Abrams' purchase includes all the physical assets, merchandise, furniture, master records, patents, trade marks, machinery,

accessories, leases, etc., including the name Regal Record.

According to a statement of Benjamin Abrams, the business is to be continued practically along the lines that made the Emerson organization successful. Shipments of records are being made daily and these in increasing quantities. In a very short time an entirely new and up-to-date record list will be issued and plans for carrying on sales and making deliveries of both Emerson and Regal records have been arranged.

The present plans of the new owner call for the incorporation of two companies, one to carry on the sales of Emerson records and the other to continue the activities of the Regal organization.

Mr. Abrams also announced that he would be president of the new organizations and that Rudolph Kanarek would be treasurer, the other officers to be selected later.

The Chicago offices of the Emerson Phonograph Co., Inc., have been closed. M. Abrams, brother of Benjamin Abrams, is spending some time in that city for the purpose of carrying out the details of the discontinuance.

## TAKES OVER FOORD VICTOR SHOP

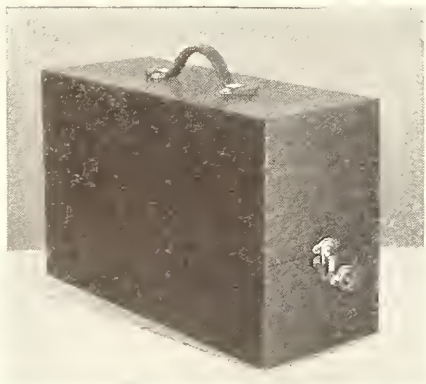
WILMINGTON, DEL., June 8.—W. E. Winslow, business manager of the Winslow Talking Machine Co., 416 Market street, this city, has taken over the talking machine department of the Foord Furniture Co. A complete line of Victrolas and Victor records is handled. The talking machine end of the business will be run as a separate enterprise, according to an announcement by Mr. Winslow, who is planning to enlarge the business.

## CAPITAL NOW \$2,500,000

The Starr Piano Co., of Richmond, Ind., manufacturer of the Starr line of phonographs and pianos, has increased its capital stock to \$2,500,000.

**\$25\$**

A wonderful portable phonograph at this retail price. Standard trade DISCOUNTS



Size 16 $\frac{3}{4}$  x 7 x 10 $\frac{1}{2}$  inches. Weight 14 lbs. complete. Carried like a grip.

# SPRAYTONE PORTABLE

AN OUTDOOR PHONOGRAPH WITH INDOOR TONALITY

Made by

SPRAYTONE  
PHONOGRAPH CORP.  
RIDGEWOOD, N.J.

Represented Exclusively by

**C. D. M. Trading Company**

**\$25\$**

and equal in workmanship, finish, equipment to all—surpassing them in TONALITY



In playing position. Plays any and all Records brilliantly.

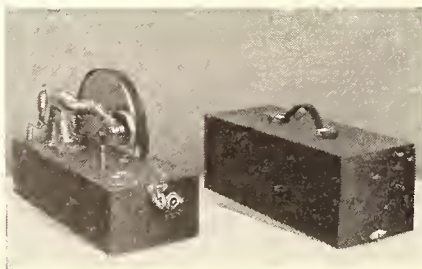
FIRST CLASS EQUIPMENT AND FINISH

FOLDING-IN-HORNS ACT AS MODIFIERS

Practically a VIOLIN - BODY construction accounting for the PERFECT REPRODUCTION of all that's in a record.

**Truly a Music Master**

Jobbers Metropolitan District:  
The Cabinet & Accessories Co.,  
145 W. 34th Street, New York.



**C. D. M. Trading Company**

109 LAFAYETTE STREET  
NEW YORK CITY

Tel. Franklin 2251

Correspondence invited regarding  
jobbing territory





*From Maine  
to  
California  
The*

# MUSIC MASTER HORN AMPLIFIER

This is the only loud speaker which reproduces and magnifies sound with a complete absence of that unpleasant metallic distortion so common in the usual Amplifier. It greatly enriches and mellows the voice of the Radio and is certain to improve the sound delivery of any set.

The Music Master Horn Amplifier is easily attached (in the same manner as a head phone), requiring no additional batteries or current. Furthermore there is nothing intricate about it, no delicate adjustments to get out of order.

The Music Master Horn is fully covered by basic patents.

It is beautifully designed and finely made to harmonize with the finishing of any room. The Horn proper is made of laminated wood and is connected to the cast aluminum goose-neck by a nickel-plated ring of special alloy. The goose-neck fits lightly into the decorated metal base which protects the amplifying device.

It is made in two sizes: 14-inch orifice (widest diameter) for general use in the home and 21 inches for concerts and out of doors.

14 inches \$35.00  
21 inches \$45.00 **complete**

*Customary discounts to the Trade. Agencies now being established. Wire for further information.*

## GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, *President*

624-28 Market Street,

Philadelphia, Pa.

Also Distributors in Greater Philadelphia Territory for—

Vocaphones and a complete line of Radio accessories made by John Firth & Co., Inc. The Finest Wireless Telephone instruments in the World.

Strand Phonographs for beauty, for tone, for price. Made by Manufacturers Phonograph Co.





WARREN SCHALLER A BENEDICT

Member of Firm of Cool & Schaller, Victor Dealers in New York City, Weds Miss Louise Moore—Now on Extended Honeymoon

Warren Schaller, of Cool & Schaller, Victor dealers, of 653 West 181st street, New York, is receiving the congratulations of his friends upon his wedding on June 6. The bride was Miss Louise Moore, daughter of William Moore, a prominent builder and contractor in the Fordham section. Mr. and Mrs. Schaller left immediately after the ceremony on a honeymoon, which will be spent in Boston and neighboring sections of New England, followed by a trip through the West.

Cool & Schaller opened a Victor store on Washington Heights last November, and have been very successful as a result of adopting progressive business methods. They make excellent use of two large display windows and have recently been featuring a camping scene in which a portable Victrola holds the dominating position.

ZIMMERMAN-BITTER CO. FORMED

New Metropolitan Concern Engaged in Interior Store Construction and Decoration

The Zimmerman-Bitter Construction Co., with headquarters in New York City, is the latest concern in the metropolitan district to enter the field of interior store construction and decoration. Both Mr. Zimmerman and Mr. Bitter, heads of the new concern, are widely known to the talking machine trade, having been engaged in work of a similar character for a number of years. The company is planning to cater to the talking machine trade in the construction of booths, service counters, etc.

Modern equipment has already been installed by this company in the Broad & Market Shop, which was recently opened in Newark, N. J., and another contract for interior construction secured is that of the Morris Music Shop, formerly the De Rivas & Harris store, at 130 Fordham road, this city. Designs and plans for several other stores are being prepared and, although the concern has been in existence but a short time, the prospects for the future are exceedingly bright.

CHILVERS JOINS STRAND FORCES

Prominent Canadian Talking Machine Executive Now Strand Representative

The Manufacturers' Phonograph Co., New York, manufacturer of Strand phonographs, announced this week that Richard L. Chilvers had joined the company's organization, and will act as a Strand direct representative in the territory east of Kingston, Ont., with headquarters in Montreal. Mr. Chilvers is one of the veterans of the Canadian talking machine industry, as he joined the forces of the Berliner Gramophone Co., Ltd., as far back as 1909. In December, 1910, he was elected to the board of directors of that company, and appointed general sales manager, in which position he continued until January of the present year.

Mr. Chilvers is well known to the talking machine trade throughout the Dominion of Canada, as well as in the United States. He has made a number of coast-to-coast trips and his broad experience should prove very successful in the merchandising of Strand phonographs.

PUSH the PORTABLE

and overcome the summer slump

Portables of Quality at

- \$35 THE OUTING
- THE PLYMOUTH
- \$30 THE STANDARD
- THE ORPHEUS
- \$25 THE SPRAYTONE
- \$15 THE STEWART



The Plymouth

Write for our 100-page encyclopedia containing illustrations and prices of

Radio Apparatus, Jones Motrola, Recordola, Attachments for Edison, Victor and Columbia, Albums and Album Sets, Bubble Books, Cabinets, Record and Roll, Record-carrying Cases, Corrugated Boards, Moving Covers, Dust Covers, Dancing Toys, Envelopes, Record Delivery Stock and Supplement, Geer Repeaters, Needles, Steel and Tungsten, Fibre Needle Cutter, Display Fixtures, Record Lights, Lubricants, Motors, Nameplates, Piano and Duet Benches, Player-piano Cleaner, Polishes, Record Cleaners, Tonearms and Sound Boxes, Springs, Strings.

We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

The Cabinet and Accessories Co.

Incorporated OTTO GOLDSMITH, Pres.

145 East 34th St. New York

NEW LOCAL SONORA ACCOUNTS

Greater City Phonograph Co. Closes Important Deals—Liberty Music Shop Has Sonora

Maurice Landay, president of the Greater City Phonograph Co., New York, metropolitan distributor for Sonora phonographs, announced recently that arrangements had been completed whereby the Sonora line would be handled by Piser & Co., 2887 Third avenue, New York, and the Liberty Music Shop, 2369 Broadway, New York. The first-named concern is one of the leading furniture houses in Greater New York, and maintains an attractive talking machine department that will form a splendid setting for the Sonora line. The Liberty Music Shop is owned by N. Goldfinger, who is one of the veterans of the talking machine industry, and whose store is recognized as a leader in the uptown retail talking machine section. Mr. Goldfinger is planning to enlarge his establishment in order to properly accommodate the Sonora line.

Mr. Landay also states that the new Sonora period models are meeting with a ready sale and the company has received good-sized orders from the dealers for the Marquette, Lafayette, Pembroke and Queen Anne models.

JOINS GENERAL PHONO. CORP.

F. Von Der Wouder Appointed Wireless Consulting Engineer—Prominent in Wireless Field

The General Phonograph Corp., New York, announced this week that F. Von Der Wouder, wireless telephone and electric expert, formerly connected with the Telefunken Co., had been appointed wireless consulting engineer for the company, with headquarters at the factories in Elyria, O. Mr. Van Der Wouder, who is widely known in the electrical field, will give his invaluable knowledge and experience to the development of the wireless apparatus activities at the General Phonograph Corp.

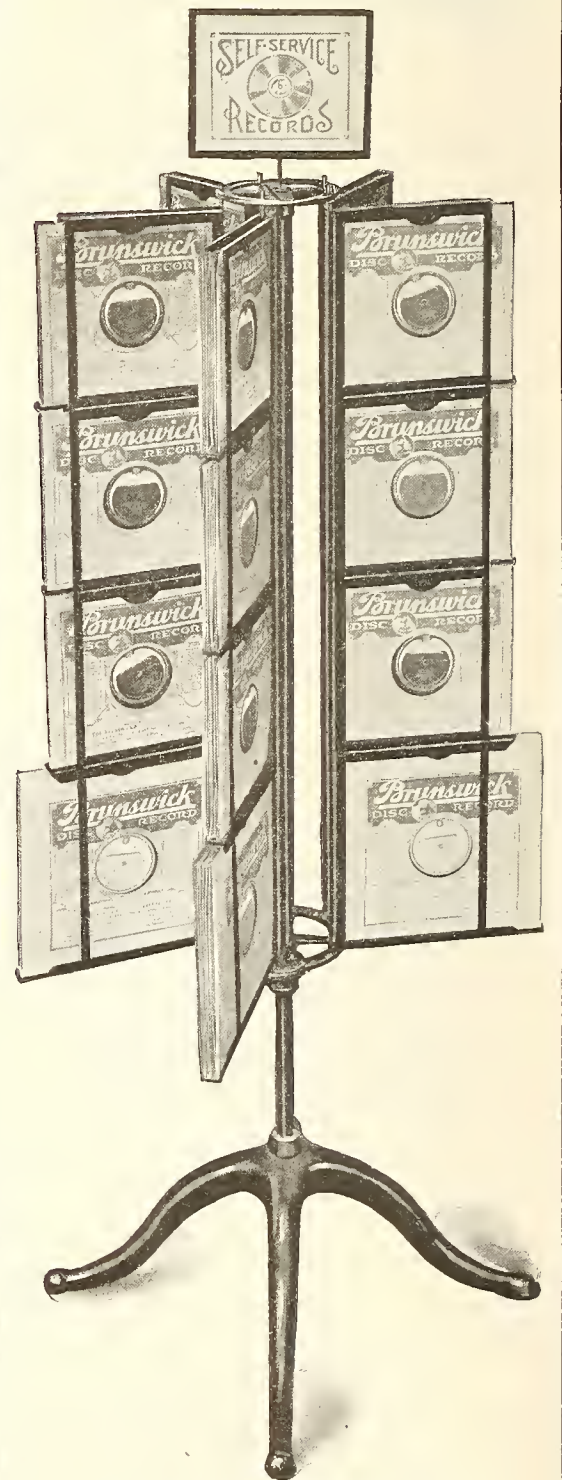
JOHN CHILD RAY PASSES AWAY

John Child Ray, formerly assistant to the president of the Columbia Graphophone Co., passed away on Saturday, June 10, in Phoenix, Ariz. Mr. Ray was thirty-four years old.

SPEED EQUALIZER for ELECTRIC PHONOGRAPH MOTORS

We have United States and Foreign patents on a device that will maintain the record at a constant speed, regardless of drop or rise in voltage of electric current. We believe it is the best in results that has yet been invented. Will sell outright or lease on royalty basis.

NATIONAL PIANO MFG. CO. Grand Rapids, Michigan



NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel.

Complete.....\$35.00 Write for complete catalogue

UNIVERSAL FIXTURE CORP. 133 West 23rd St. New York



**SIEGSMUND WITH C. N. ANDREWS**

**Well-known Talking Machine Dealer of Buffalo, N. Y., Joins Staff of Local Victor Wholesaler—Has Had Wide Experience**

BUFFALO, N. Y., June 8.—That Curtis N. Andrews, Victor wholesaler of this city, has faith in the future of the talking machine industry is proven by the addition to his sales force on June 1 of C. E. Siegesmund, a man of recognized ability, with several years of experience in the retail talking machine field. Mr. Siegesmund a few



C. E. Siegesmund

years ago purchased the retail department of the Andrews store when Mr. Andrews decided to wholesale exclusively.

Mr. Siegesmund conducted an exclusively Victor shop, which he sold to A. Victor & Co., a local housefurnishing establishment, at a figure he could not afford to overlook. He has long taken an active interest in trade affairs and served twice as president of the Talking Machine Association of Buffalo, enjoying the friendship of every member.

Mr. Andrews feels that Mr. Siegesmund's experience in the retail field will prove of great value to the dealers in his territory in assisting them in installing successful sales systems.

**WILL NOT MAKE 50c RECORDS**

**Otto Heineman Denies Rumors That Company Will Make 50-cent Records—Odeon and Fonotopia Repertoires to Be Enlarged**

Otto Heineman, president of the General Phonograph Corp., New York, stated this week that he wished to deny absolutely the rumors in existence to the effect that the company was planning to make records retailing at 50 cents. He stated that there was no foundation to this rumor and that the General Phonograph Corp. would continue to manufacture Okeh records at the standard retail price of 75 cents and would do everything possible to furnish the trade with a quality product commensurate with the company's standing in the talking machine industry.

In the near future the General Phonograph Corp. will enlarge materially its Odeon and Fonotopia repertoires. These new recordings will not only include records of foreign languages, but also recordings made by a number of prominent artists who will be identified next season with the Metropolitan and Chicago opera companies, and who will record exclusively for the Odeon and Fonotopia libraries.

**INTERESTING THE "TALKER" TRADE**

The Radio Buyers' Syndicate, New York City, is conducting a special campaign to interest the talking machine dealer in radio. As an inducement the company has stated its intention of offering free membership in the syndicate to talking machine retailers.

**COLLINGS & CO. ENTERTAIN DEALERS**

**Close of Successful Salesmanship Classes Under F. A. Delano Followed by Dinner and Theatre Party in New York—Marks of Appreciation**

One of the most successful salesmanship classes arranged by Victor distributors was held in the warerooms of Collings & Co., of Newark, N. J., June 5 to 8, inclusive. The class was under the instruction of F. A. Delano, director of the Red Seal School of the Victor Talking Machine Co., Camden, N. J.

The course was unusually interesting, embracing all phases of the talking machine business, not mere theory, but practical pointers on business producers. A large number of dealers responded to the Collings & Co. offer and L. W. Collings and Mr. Delano were particularly pleased with the results.

On Thursday evening, June 8, Collings & Co. were hosts and had as their guests all of the dealers who were in attendance at the salesmanship classes at a dinner at the Palais Royal, New

York, following which they attended the performance of "Good Morning, Dearie."

The class presented Mr. Delano with a traveling case in recognition of his interest in the dealers' problems and his instructions, which many dealers enthusiastically stated were invaluable.

The dealers also presented L. W. Collings with a gift in honor of his thoughtfulness and vision in making it possible for Mr. Delano to be heard by the trade in Newark.

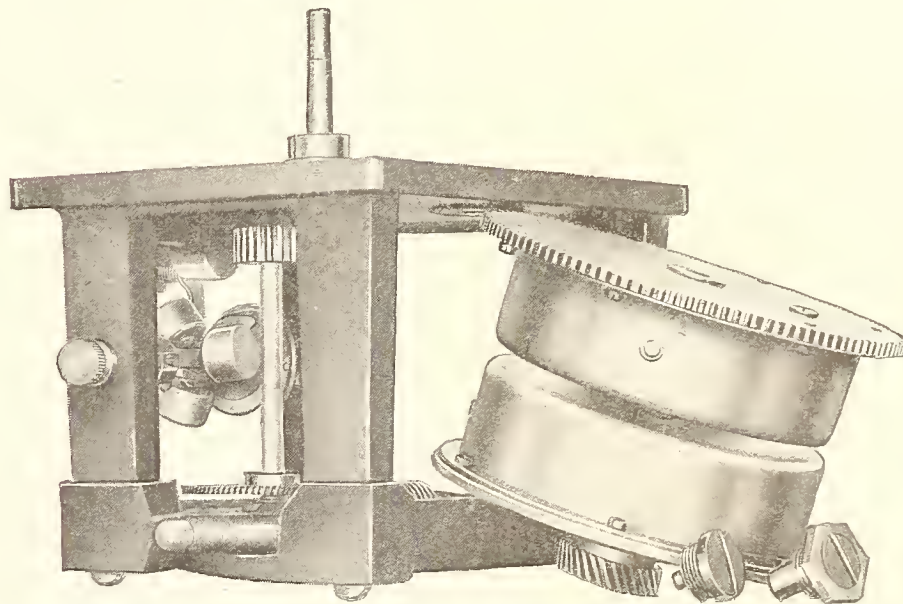
The gathering at the Palais Royal and the Globe Theatre, for the show, "Good Morning, Dearie," was quite large and the event was particularly pleasing in the earlier part of the evening when Paul Whitman personally greeted the diners.

**L. A. INMAN IN CHARGE**

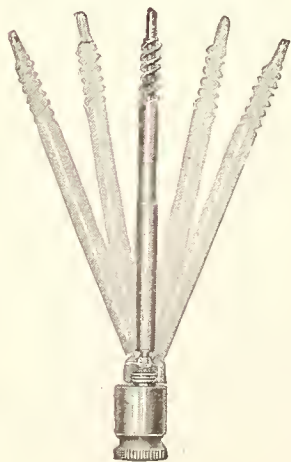
L. A. Inman has been made manager of the Victrola department recently acquired by G. W. Halton from the Pemberton Furniture Co., Fort Worth, Tex.

*Study the*  
**SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive  
SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.



# PORTLAND, ORE.

*Two New Dealers Open Departments and Add Brunswick Line—  
Many Changes in the Trade During the Month—Dealers Active*

PORTLAND, ORE., June 6.—John R. Leach, owner of the Phoenix Pharmacy, at 6616 Foster road, this city, has just completed erecting a handsome new store and has installed a most complete Brunswick department.

"Currius for Drugs" is an attractive little drug store of Klamath Falls, Ore., which has been appointed exclusive Brunswick dealer by M. Davis, district manager of the Brunswick Co.

H. G. Launspach has been added to the outside selling force of Weeks & Orr at Medford, Ore., exclusive Brunswick dealers.

H. L. Moore, of Salem, Ore., who formerly owned the Moore-Dunne music store, has purchased the store of W. W. Moore and consolidated the two firms, which are now known as Moore's Music House. Brunswick and Victor machines are handled.

E. M. Thompson, of the Thompson Music Co., Bend, Ore., who is an exclusive Columbia dealer, has returned from an extended trip into New Mexico and Arizona.

Mr. Porter, field manager of the Columbia Graphophone Co., spent several days in Portland in company with W. H. Lawton, branch manager of Oregon and Washington, with headquarters in Seattle.

The Sonora phonograph was demonstrated for several weeks in one of the main windows of the Lipman-Wolfe store. A demonstration of the assembling of motor and sound box attracted a great deal of attention.

Richard "Burtrain" Miller, manager of the San Francisco office of the Wiley B. Allen Co., spent a week at the Portland store.

The little Queen Anne Brunswick console is making a big hit in Portland and H. J. Young, manager of the exclusive Brunswick department of the Edwards furniture store, is among the department managers to report a big run on this type of machine.

J. Walter Johnson, window decorator of Powers furniture store, won a handsome silver cup as grand prize for the best decorated window displays during the Elks Golden Jubilee, May 15 to 20. One of his windows featured a large Victor dog, an Elk head, Victrolas, records, etc.

Roy Feldenheimer, owner and manager of the phonograph department in the Lipman-Wolfe store, has placed Kathryn Campbell in charge of the record department to fill the place of Fritz Jensen, who went to La Grande, Ore.

Taylor C. White, former manager of the Portland Remick Song & Gift Shop, has been made manager of the Laraway Music House, of Eugene, Ore., Victrola and Brunswick dealer.

George Reaney has been added to the sales force of the phonograph department of the Wiley B. Allen Co. Mr. Reaney was formerly with the

Bendix Talking Machine Shop, of Walla Walla, D. C. Peyton, manager of the phonograph department of the Meier & Frank store for the past two years, has resigned his position and has left for the South. He expects to locate in Los Angeles.

He has been succeeded by Harry Andrews, formerly manager of the phonograph department of the Tull & Gibbs furniture store, of Spokane, and after that assistant manager of the Columbia-Stowers Co., distributor of the Columbia for Spokane, and later was in business for himself, being associated with the Baird-Andrews Co., of Walla Walla, Wash., withdrawing from that firm to come to Portland.

Russell Brant, of the Victrola department of Sherman, Clay & Co., has resigned to go into the

## OKEH WEEK IN MINNEAPOLIS GREATLY STIMULATES SALES

MINNEAPOLIS, MINN., June 5.—"Okeh Week," which was recently observed in Minneapolis territory by Okeh dealers throughout the State, proved a decided success, and the dealers in the small towns as well as the large cities reported an increased demand for Okeh records directly traceable to the publicity incidental to Okeh record week.

The accompanying photograph shows the special display prepared by Doerr-Andrews &

## OSLAND, Inc.

122 Fifth Avenue, New York City

Alpha Reproducer

Pivot stylus with spring tension

Radio products  
Variocopulars  
Variometers  
Variable condensers

MANUFACTURED TO SPECIFICATIONS

radio manufacturing game with the Brant-Reed Radio Mfg. Co. He has been succeeded in the Victrola department of Sherman, Clay by Harry Johnson, who comes to Portland from Los Angeles, where he was with the Berkell Music Co.

Mrs. Carrie Cave has been added to the sales force of the Columbia Grafonola department of the Remick Song & Gift Shop. Mrs. Cave comes to Portland from Tacoma, where she was connected with the Melody Shop.

through the use of efficient, aggressive sales methods. When these methods were introduced Okeh sales increased more than ten per cent the first month, and the second month the increase was over twenty per cent.

### WHY A. H. CURRY IS OPTIMISTIC

In a recent interview with The World A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of the phonograph division, stated that the outlook in the phonograph field at the present time is highly encouraging. Current orders for both instruments and records are mounting, in accordance with a very steady upward curve.

Mr. Curry looks for considerable improvement by Fall and attributes the prosperity which awaits the phonograph industry to several factors are the favorable changes in basic conditions throughout the world and particularly in the United States, the passing of radio as a fad proposition and the reports which are coming in daily from wholesalers and retailers in the phonograph business throughout the width and breadth of the

land, whose contact with the purchasing public is of a character that cannot be questioned from the standpoint of accuracy and significance.



Feature of Okeh Week in Minneapolis

Doerr, Okeh jobbers in Minneapolis. V. T. Stevens, manager of the Okeh record department of this company, is obtaining splendid results

## NATIONAL METALS DEPOSITING CORPORATION

FACTORY  
34 East Sidney Ave., Mt. Vernon, N.Y.  
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK  
MANUFACTURERS OF

LABORATORY  
415 Fourth Ave., New York, N.Y.  
Tel. Madison Square 6635



WE DEPOSIT THE  
FINEST COPPER  
IN THE WORLD

FOR YOUR CONVENIENCE  
DELIVER RECORDED WAX  
TO OUR LABORATORY



OUR  
IMPROVEMENT  
ALL STAMPERS  
HAVE  
HIGHLY POLISHED  
MACHINED BACKS





# Proving that It Pays to Handle

# WALLACE REDUCING RECORDS

For the benefit of those who may have thought Get Thin to Music a mere novelty, or fleeting fancy, we offer these actual experiences of the trade with Wallace records:

Famous & Barr Co.  
St. Louis, Mo.

say—

"We find a ready sale for these unusual records. Our turnover on them has been as great as any in the entire department. They continue to sell well."

Dugan Piano Co.  
New Orleans, La.

say—

"We are selling six sets a day with hardly any effort. Also, Wallace records have sold for us many small phonographs in homes already having a big machine. The window display you gave us has sold a lot of the records."

The Fair  
Chicago, Ill.

say—

"Our Wallace demonstration has made many new friends for the record dept. From the quantity of daily sales we know our net is going to be very satisfactory. We wish you continued success."

The May Co.  
Cleveland, Ohio

say—

"We have over a thousand women weighing themselves daily, and the records create a lot of interest."

Jones Music Co.  
Grand Island, Nebr.

say—

"Not only do we know these records to be a good investment, and find demand for them increasing, but we believe they are doing purchasers a world of good. They have helped business for us in other records, and in instruments."

## A Good Proposition for Good Dealers —and Good NOW

The Wallace reducing course has been widely advertised, in more than a quarter of a million dollars' worth of high grade magazine space. It is the original course on records. It is generous value for the money. Those who buy it and use it always become boosters. Beautifully packed in compact and complete sets retailing for \$15.

Swing in with this big feature now—Summer weather is ideal for reducing by this novel and interesting method. Summer business in Wallace reducing records has not fallen off! Waiting for Fall means just that much time and money lost. Prices to trade: 6 sets 40% off or \$9 each; 12 sets at \$8.55; 25 sets at \$8.10; 100 sets at \$7.50.

NOTE: Wallace is the originator of the music-method of physical exercise. Similar records are imitations which will all be prosecuted with vigor. Dealers are urged—in their own interest as well as ours—to decline to handle any of the pitiful substitutes being offered. Wallace reducing records are scientifically sound. Wallace reducing records *reduce*. Each bears the signature "Wallace."

**WALLACE INSTITUTE, Dept. 4, 630 South Wabash Avenue, Chicago, Illinois**



## OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Short Trip Abroad—Radio Activities Purpose of European Visit—Will Soon Announce Radio Sales Plans

Otto Heineman, president of the General Phonograph Corp., returned to New York on June 2 on the steamer "George Washington," after spending four weeks in Europe. Mr. Heineman made this trip in record-breaking time, as he left New York on May 2 and was back here exactly one month later. The purpose of Mr. Heineman's trip abroad was primarily in connection with the activities of the General Wireless Corp., which, as announced in last month's issue of *The World*, is a subsidiary to the General Phonograph Corp. The former company will manufacture wireless receiving sets, wireless telephone apparatus, etc., under the Lorenz patents and models of these various instruments are now in the hands of the factory executives at Elyria, O.

Mr. Heineman states that his company had planned to have these sets ready for the market within a few weeks after the first announcement, but he found that in order to maintain the quality and prestige of these instruments it would be desirable to give detailed thought and consideration to every phase of their technical development. Machinery for the production of these wireless outfits is now being completed at Elyria and embodies important new principles. Within a short time the General Wireless Corp. will issue an official announcement giving the trade accurate information as to its plans for co-operating with the talking machine industry.

## PHONOREEL JOBBERS APPOINTED

Important Territories Being Assigned for New Turntable Novelty—Dealer Distribution Making Rapid Progress Throughout Country

The Phonoreel Co., New York, has appointed the Phonoreel Sales Co., 37 East Eighteenth street, New York, Eastern distributor for the company, and the Fox Philadelphia Co., 723 North Twenty-sixth street, Philadelphia, as Pennsylvania distributor. In the course of the next few weeks the company expects to close several other important deals whereby jobbers will be appointed in principal trade centers.

The Phonoreel, which is a device that may be attached to any turntable and plays rolls of pictures similar to moving picture reproduction, is

# Nassau Radio Co., Inc.

announces its Opening as

Brooklyn and Long Island Distributor

of the

## VOCAPHONE

Made by

JOHN FIRTH & CO., Inc.

Manufacturers of

"THE FINEST WIRELESS TELEPHONE INSTRUMENTS IN THE WORLD"

A complete merchandising service by experienced talking machine men for Brooklyn and Long Island dealers in WIRELESS TELEPHONES

## NASSAU RADIO CO., INC.

OTTO E. RUCKGABER, President

ALBERT RUCKGABER, Sec'y-Treas.

60 Court Street

Brooklyn, N. Y.

Telephone Triangle 6454

meeting with considerable success and dealer distribution is making rapid headway. The Phonoreel is furnished with three different sets of pictures, and the simplicity of the device, together with its sales appeal, is making it a popular favorite with the dealers.

## DEATH OF MISS ADA JONES

Well-known Record Artist Dies While on Concert Tour—Popular With Talker Owners

Miss Ada Jones, well-known soprano and one of the most popular artists in the record catalogs, died a few weeks ago while on a concert tour down South. Miss Jones, who started recording when the talking machine industry was in its infancy, was for many years one of the most popular singers of soubrette songs, child ballads and ragtime hits in the record catalogs. She recorded for several of the leading companies, and made many duet records that attained signal success.

## SIMPLEX MOTOR MAKING PROGRESS

New Electric Motor Well Received by Trade—Exhibit at Convention Produces Direct Sales—New Mailing Card Interests Dealers

MONTREAL, CANADA, June 9.—The Simplex Electric Phonograph Motor Co., of this city, manufacturer of the Simplex electric phonograph motor, has just issued an attractive mailing card which is being used to splendid advantage in the company's publicity plans. This mailing card features a splendid illustration of the Simplex motor, and furnishes interesting details as to its construction and specifications. Special emphasis is made of the fact that the motor has no gears, governor, commutator, brush, transformer, springs or belts, and requires no adjusting. It is furnished to the trade with a twelve-inch velvet turntable, electric automatic stop switch and one-piece nickel-plated frame.

Doris, Albert and Harry Farmer of the company's executive staff, returned to Montreal yesterday, after attending the Jubilee Convention of the Music Industries held at the Hotel Commodore, New York. The company maintained a very attractive exhibit at this convention, and, in addition to securing valuable publicity for the motor, closed a number of important deals to be announced very shortly. The exhibit was visited by hundreds of interested talking machine manufacturers and dealers, who were keenly interested in the mechanical features of the motor, and many of whom placed orders for immediate delivery. Plans are now under way for the enlargement of the factory in order to meet the trade demands and take care of orders on hand.

## DEATH OF B. W. GRATIGNY

President of Oklahoma Talking Machine Co. Dies at His Home—Was Well Known and Highly Esteemed in Western Business Circles

OKLAHOMA CITY, OKLA., June 5.—B. W. Gratigny, who a short while ago became president of the Oklahoma Talking Machine Co., died at his home here a few days ago. Mr. Gratigny was well known in business circles in this section of the country and his death is keenly regretted. E. L. Gratigny, his brother, joined the Oklahoma Talking Machine Co. recently as vice-president, and it is understood that Mr. Gratigny's death will not interfere with the company's plans. Percy A. Ware, well known in the talking machine trade, is sales manager of the company.

## "Musical Merchandise Sales Are Keeping Us Going—"

That's what a customer from up-state tells us.

He has found his Small Goods department a life-saver. The brisk business he's been doing in the smaller instruments and accessories has kept down overhead, brought new customers into his store (every one of them a phonograph prospect) *and paid profits!*

And Musical Merchandise can do the same for YOUR Store.

Send for our new illustrated Catalog and our Confidential Trade Price List No. 4. These two FREE books make Musical Merchandise buying easy—successful.

## THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers

60 BROADWAY

Since 1883

BROOKLYN, N. Y.





# Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

## Business-Building Ideas Worth Trying

WHEN vacation time approaches you can sell a lot of portable models if you go after this business. To suggest the vacation idea in your window, put a large trunk a little to the left of center—not a new one, but showing marks of travel. You doubtless have just the right trunk at home in your attic. The lid should be turned back and the interior packed with clothing. The top layer should be clothing, but the bottom may be stuffed with newspapers. Bathing suits, tennis shoes and other Summer apparel are visible. Pairs of man's shoes, woman's shoes and little sandals of child's size will give the suggestion of a family. In the far corner of the trunk a clear space has been left as if for a portable talking machine. On a small chair beside the trunk stands the machine, waiting to be packed. Resting across the corner of the trunk is a full record album, and on the floor another. Above the talking machine is a sign reading:

This Model (name here).....  
Fits Into Your Trunk  
(and certainly fits into vacation pleasure)

Toward the right is a portable machine of the type with special shipping case. The sign beside this reads: "This Model..... Has a Trunk of Its Own!" On the handle of this little trunk is a large tag reading "To M. Y. Self, Joytown-by-the-Sea, U. S. A." On the floor near the window drop a timetable or two, also a Summer resort booklet. The cost of this display is practically nothing. If you wish to make it more elaborate, your sign expert can make a large background painted with vacation scenes showing the portable machine in use for dancing on the beach, canoeing, camping, etc.

\* \* \*

IF you gave a present and the recipient took it in silence, without a word of thanks, would you be likely to ever give the same person another gift? The two words "Thank You," in acknowledgment of favors, are so familiar in personal friendships that we ought to see their enormous importance in business relationships. Customers who buy from you instead of from your competitors are doing you a favor. *Thank them for it.* Nothing so pleases and flatters them as the thought that you value their business and are grateful for it. The proposition of a little printed card, bearing the words "Thank You," to be wrapped in all packages, mailed with all receipted bills, etc., has already been tried and found immensely successful. It holds business and builds good will. Have your printer make up for you a neat "THANK YOU" card, with your store name and address at the bottom in caslon type. He can print you several thousand at a trifling cost. Slip a card into every package of records; enclose one with every receipted bill or copy of instalment contract. It's one of the little things that make a big difference.

\* \* \*

EVERYONE is interested in knowing which books are the best sellers. No reason why people aren't interested in which records sell best. In the center of the window on a white card, 10x14 inches, printed in pale green letters, have the message, "These were the best selling records last week." Have two groups of records in the window. At the left, the popular; at the right, the classical.

Card at left headed,	And at right,
3 best sellers	3 best sellers
Popular	Classical
.....	.....
.....	.....
.....	.....

Change this bulletin from week to week and to everyone who calls for a "Best Seller" try to sell other records also.

\* \* \*

MAKE it a habit to get several copies of the programs of concerts, recitals and musical comedies. Cut out the page listing the musical numbers and paste it on a piece of dark paper, such as is used in photograph albums. Put a star (\*) in red ink after each song which you have in your record stock. Under the program paste a white strip of paper, on which you have typewritten or lettered: "We have these songs (\*) which John McCormack sang last night at the Armory," or "Come in and hear these records from 'The Follies,' now playing at Blank's Theatre." Post one of these on your

window and keep others on your counters or in your booths. If you make a practice of this managers and musicians will gladly mail their programs regularly and people will get the habit of looking for the latest "music news" in your windows. Your record sales will show the results.

\* \* \*

MAKE a careful note of every talking machine you sell which is given as a wedding present. Find out when the wedding is to be and try to learn when the newlyweds will return from their honeymoon. At this time—about a month or six weeks after the wedding—see to it that a letter is sent informing Mr. and Mrs. Newlywed that their talking machine was purchased at your store and that you have in new records which they will wish to add to their record library. Selling the instrument is only part of your work. Get the business of the Newlyweds as well as that of their relatives who sent them the talking machine.

\* \* \*

JUNE is the month of roses and nothing is more inviting than a window full of these beautiful flowers. If you can, secure as a background for your window a latticework of wooden laths spaced about a foot apart. Paint this green and twine roses and green leaves in and out on the lattice framework in a decorative fashion. If this cannot be done, place a talking machine in the center of the window toward the back. Flank it on each side with a tall cut-glass or silver vase about twenty-four inches high and fill these vases with varicolored roses. In the front of the window have a card about 24x36 inches on the gilt background on which is painted in rose pink letters "June—The Month of Roses." Then have heaps of records spread across the floor, each heap having in front of it a card 6x9 inches giving in clear, easily read letters the names of the selections, which can be "Rosy Posy," "Rose of Stamboul," "Georgia Rose," etc.

\* \* \*

HERE'S a striking way to feature your best record hit of the month. Down in the cellar pick out a half dozen small lumps and little chips of coal. Wash off the dust. Get a 25-cent bottle of gilt paint from an art store and gild each bit of coal to look like a nugget. Now make a sign, using any record title you wish, which reads:

Worth its weight in gold!  
"CUTIE"

If possible, borrow from a hardware dealer a pair of balances. In one pan put your record with a little price tag. In the other pan put enough "gold nuggets" to balance. Set this display near the front of your window with a sign above it. If you can't get a pair of balances set the record on a puff of white crepe paper or silk with a border of contrasting color. Beside it, on another puff of the same size and shape, set the gold nuggets, and the effect of balance is almost as good.

\* \* \*

A "WEDDING WINDOW" can be arranged as follows: Kewpie dolls dressed as bride, groom and bridesmaids. A card reading, "Wedding Gifts that Delight Them." In the center of the window one of your finest upright models with a broad white satin bow around the middle of the instrument. A package of records done up in white paper with a big white ribbon bow around it. A card in front of this reading, "The Way We Send the Records You Choose for Wedding Gifts."

\* \* \*

MANY factories are willing to use pay envelopes which you furnish free with your ad on the back. These envelopes can be printed monthly and you can use them to announce the latest records. This is a new plan which has unusual advantages, because this advertising is not immediately thrown away, nor is it overlooked.

\* \* \*

NOTE all the good charge accounts on your books that have been closed up. Mail to each one a bill on which you have written, "You don't owe us a dollar. We wish you did!" Enclose with it your new record bulletin or some of your circulars.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.



## Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

### VAN VEEN & COMPANY, Inc.

*Office, Factory and Warerooms*

413-417 East 109th Street - - New York City

#### REPEATER SUIT IS SETTLED

Validity of Geer Patent Recognized—Gold Seal Co. Will Make Repeaters Under Geer Patent—New Distribution and Sales Plans Announced by the Walbert Mfg. Co.

CHICAGO, ILL., June 12.—W. H. Huth, head of the Walbert Mfg. Co., of this city, manufacturer of the well-known Geer repeater, announced to-day that the litigation between his company and the Gold Seal Co., New York, N. Y., had been settled. The Gold Seal Co. will hereafter make Gold Seal repeaters under the terms of the Geer patents, which are owned and controlled by the Walbert Mfg. Co.

The validity of the Geer patent has been sustained by a decree entered in the U. S. District Court, Southern District of New York. Judge Knox making the decision. As a result of this decree the Gold Seal Co. has admitted and satisfied judgment, and in return has been licensed to make and sell Gold Seal repeaters under the Geer patents, which are basic. These patents also cover all foreign fields.

According to the sales plan as announced by

Mr. Huth, the Walbert Mfg. Co. will make and market the Geer repeater as heretofore, and will also act as exclusive sales representative for the Gold Seal repeater in the territory west of the Alleghenies, including Canada, west of Toronto. The Gold Seal Co. will make and market Gold Seal repeaters and will act as sales representative for the Walbert Mfg. Co. in Eastern territory, including eastern Canada. This sales plan will provide for maximum service to the trade, and enable both companies to make prompt shipments of the Geer repeater, which retails at \$2.50, and the Gold Seal repeater, retailing at \$1.00. Both of these repeaters have attained phenomenal success, and the settlement of the litigation will be welcome news to the trade.

There is a possibility that the Gold Seal Co. will be absorbed in its entirety by the Walbert Mfg. Co., and activities in this direction together with other important plans may be announced in the near future.

The Walbert Mfg. Co. and E. S. Geer were represented in this legal action by Duell, Warfield & Duell, New York, N. Y., and the Gold Seal Co. was represented by Cooper Kerr & Dunham, New York, N. Y.

#### NEW RECORD PLAYER INTRODUCED

U-Pla-M Record Player Has Many Unique Features—Trade Interested in New Novelty

A new device called the U-Pla-M record player has just been placed on the market by the U-Pla-M Record Co., Brooklyn, N. Y., and is now being introduced to the trade generally. This device, which is the invention of Paul Hoag, Brooklyn, N. Y., enables the owner of the talking machine to play a desired melody by using a sliding bar and a master record specially recorded for this device.

A musical scale consisting of two octaves is recorded on the master record, and by using the sliding bar, which crosses the face of the record, the ordinary reproducer of the talking machine may be utilized to reproduce any desired tone or series of tones, and thereby play the selection desired. The various notes of the scale are marked across the sliding bar and may easily be located on the master record. This unique device has been shown by Mr. Hoag to the local trade, and many dealers have evinced keen interest in this novelty.

#### STERLING CO. BUYS GOETZ & CO.

George U. Tompers, vice-president of the Sterling Piano Co., 518 Fulton street, Brooklyn, N. Y., has purchased the business of Goetz & Co., Inc., located at the corner of Livingston and Court streets. Plans are under consideration by Mr. Tompers to consolidate the two institutions by moving the Sterling plant to the present location of Goetz & Co. In addition to pianos the Sterling Co. handles the Victor line of machines and records.

#### ALTERATIONS AT PISER & CO.

Piser & Co., 2887 Third avenue, New York City, are remodeling their Victor talking machine department. When the work is completed the department will be considerably larger than heretofore. There will be thirteen sound-proof record demonstration booths and a large space for the display of Victrolas. The department is under the management of C. Buckner, who is assisted by Ernest Janelli. Mr. Selig, president of the company, is in Europe on a brief vacation at present.



## Your Needs Can Be Met

If you are in need of a superior playing sound box, a tone arm which not only looks well but plays better, or any specially designed and manufactured phonograph accessory, we are in a position to meet your requirements.

Our engineering department will design the best for any intended purpose and carry out experimental work in a way of insuring satisfactory results.

Our large manufacturing facilities, which include complete tool rooms, modern machine shop and plating department, are available for quantity production of the highest-grade articles—reproducers, tone arms and any form of metal specialty.

Several designs of sound boxes, approved and used by leading phonograph manufacturers, are stocked ready for immediate shipment.

**Presto Phono Parts Corp.**

124 PEARL STREET  
BROOKLYN, N. Y.

#### Second-hand Magnavoxes Wanted

We pay the best cash prices for second-hand Magnavoxes. Send description of your machine and we will make offer. Warnax Mfg. Co., 346 Canal St., New York, N. Y.



# *Repeater Litigation Settled*

By the terms of an agreement signed June 6th, 1922, the GOLD SEAL CO., New York, N. Y., will hereafter manufacture Gold Seal Repeaters under the privilege and provisions of the

## **GEER PATENTS**

which are owned and controlled by the

## **Walbert Mfg. Co.**

**Chicago, Ill.**

### **Geer Repeater**

*Retail  
Price*

**\$2.50**

The Gold Seal Co. has recognized the validity of the GEER PATENTS, and in consideration of this recognition of these basic patents, the litigation between the Walbert Mfg. Co. and the Gold Seal Co. is now settled.

### *Selling Plan*

The Walbert Mfg. Co., Chicago, Ill., will manufacture and market the GEER REPEATER, as heretofore, and will also act as sales representative for the Gold Seal Repeater in the territory west of the Alleghenies, including Canada west of Toronto.

### **Gold Seal Repeater**

*Retail  
Price*

**\$1.00**

The Gold Seal Co., 105 West 40th Street, New York, will manufacture and market the Gold Seal repeater under the GEER patents, and will act as sales representative for the Walbert Mfg. Co. in Eastern territory, including Toronto and Eastern Canada.

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## **Walbert Mfg Co.**

925-941 Wrightwood Ave., Chicago, Ill.



**ATTRACTIVE WINDOW DISPLAY**

Reynalds Music House Features "Consecration Scene" From "Aida"—Subject Well Handled

MOBILE, ALA., June 6.—During the recent convention of the Southern Victor Dealers' Association held in this city one of the centers of attraction was the unusual window display presented at the Reynalds Music House, Victor dealer. The accompanying illustration will give some idea of the distinctive appearance of this



Reynalds' Artistically Arranged Window window, but the display as a whole can hardly be appreciated in black and white.

This display, which featured the "Consecration Scene" from "Aida," was worked out in every detail from the photograph showing this scene in the Victrola Book of the Opera. Three months were consumed in preparing the display, which was made in its entirety by Robert Fee, of the Reynalds Music House. All of the work on the columns was done by hand and even the idol in the background stage was cast by Mr. Fee. Visitors to the convention were amazed at the infinite care represented in this display, and Mr. Fee was congratulated by the Victor dealers and jobbers upon the presentation of an exceptionally attractive window.

**J. M. JORDAN ON LONG VACATION**

J. M. Jordan, who has been assistant manager of the Wurlitzer store, New York City, is leaving this organization for a three months' vacation which he expects to spend at his home in Baltimore and is also planning to spend some time in the West. Mr. Jordan has been connected with the Wurlitzer organization for the past year and is well known in the talking machine trade in metropolitan New York. His plans for the future are not yet ready to be announced, but he will be located in New York on his return, in the talking machine trade in some capacity.

Recognize your weaknesses, but don't meditate upon them all the time.

**JOHN BROWN'S IMPORTANT POST**

Well-known Musical Authority Appointed Assistant Director of Columbia Recording Studios—Prominent in Every Phase of Music

The Columbia Graphophone Co. announced this week the appointment of John Brown to the important position of assistant director of the recording studios. This appointment is a matter of keen gratification to all who realize the aid which is being brought to the artistic end of the talking machine industry by those experienced in musical fields.

Mr. Brown has been identified with the musical world since 1909, when he became treasurer and assistant secretary of the Metropolitan Opera Co., New York, later being appointed business comptroller of the Metropolitan, a position created for him by Otto H. Kahn, chairman of the board. For over seven years Mr. Brown carried out the important duties of this office, serving as chief aid to General Manager Giulio Gatti-Casazza and installing systems in the Metropolitan which still exist. During all this time Mr. Brown also served as assistant secretary of the New Theatre (now the Century). During the season of 1914-1915 the Diaghileff Russian Ballet toured the United States under Mr. Brown's management, attaining phenomenal success. In 1916 Mr. Brown resigned from the Metropolitan Opera Co. and for three years thereafter was Eastern manager of the Chicago Opera Association. Under his direction the Chicago Opera Co.'s seasons in New York developed to the imposing figures which now form the bulwark of each season's New York business.

Early in 1920 Mr. Brown joined the forces of the Columbia Graphophone Co., where he first undertook the direction of its concert department, which was then being conducted under another name, and reorganized it as the National Concerts, Inc. In the Fall of 1921 Mr. Brown was placed in charge of the Columbia Co.'s opera and concert department, later being appointed manager of the artist department. As assistant director of the recording studios of the Columbia Co. Mr. Brown will have unlimited opportunities to exercise his valuable knowledge of every phase of the musical field.

**BARBARA MAUREL SAILS FOR EUROPE**

Miss Barbara Maurel, well-known concert artist, who records exclusively for the Columbia library, sailed Saturday, June 3, for London, where she will appear at Wigmore Hall on June 30. Miss Maurel will also appear at several other important concerts abroad; this tour having been arranged by the Wolfsohn Musical Bureau.

**H. A. RAYNER IN CHARGE**

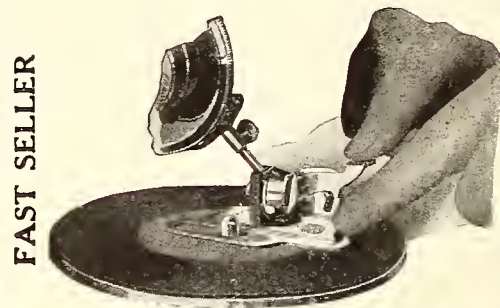
H. A. Rayner, formerly with the Bush & Lane Co., Portland, Ore., is now in charge of the H. C. Capwell Co. Phonograph Studio, Oakland.

**Sharpen the Fibre Needle**

Without removing it from the Tone Arm of the Phonograph

*It's 5 years ahead of the times*

**CONVENIENT**



**MECHANICALLY RIGHT**

*Very Simple*

**LIDSEEN  
FIBRE NEEDLE  
CUTTER**

**LIDSEEN PRODUCTS**

832-840 So. Central Ave. CHICAGO

**NEW RECORD MAKES ITS DEBUT**

Produced by New Organization With H. T. Leeming as Sales Manager

A new record has been placed on the market named the Perfect Record. The new organization, known as the Perfect Record Co., Brooklyn, N. Y., is under the direction of H. T. Leeming as sales manager. The new record is to retail for 50 cents. Much preliminary work was spent on the record before its initial offering and it is predicted that it will be one of the most popular in the 50-cent record field. While popular hits of the day will constitute an important part of the output of the company, it is also planned to offer a wide variety of operatic selections by artists of note at the same price.

It is stated the merchandising policy of this organization calls for only one big distributor in a city or town. In a number of cities the largest department store has taken on the Perfect line. H. T. Leeming is well known throughout, and has had much experience in the popular-price record field and is exceptionally well qualified to direct the destinies of the new company.

James G. Landay, of Landay Bros., Inc., who had been ill has been enjoying a short vacation in the Carolinas.



PATENTS PENDING

**U-PLA-M RECORDS**

FOR EVERY TALKING MACHINE OWNER

—YOU PLAY—

**Any Instrument - Any Selection - On One Record**

By the use of this ingenious device you can play any melody and all of your favorite music ON ONE RECORD.

Sounds impossible—but one demonstration will prove every claim.

A chance for dealers or all interested parties to capitalize on this proven invention—that revolutionizes the present-day methods of recording and reproducing.

Write for full information to

**U-PLA-M RECORD CO.**

2 Fairview Place

Brooklyn, N. Y.



# Federal

## RECORDS

LIST PRICE 50c.

**I**N tone quality, durability and artistry, Federal Records combine the skill and experience of twenty years of successful record making.

Our catalogue covers a wide range of standard and popular numbers made by the best-known artists.

New Federal lists are issued monthly and include all the latest hits.

Federal service is prompt and efficient.

Our plan of distribution protects enterprising merchants in building up a permanent business.

WIRE OR WRITE FOR PARTICULARS

# Federal Record Corporation

(Formerly The Indestructible Phonographic Record Co., Established 1900)

Main Offices and Factory

## Albany, N. Y.

New York Office and Recording Laboratory, 108 E. 16th Street



# MUSIC TRADE ASSOCIATIONS HOLD ANNUAL CONVENTIONS IN NEW YORK

*Music Industries Chamber of Commerce and Allied Associations Hold Annual Meetings at Hotel Commodore—Great Gathering of Tradesmen*

There were held at the Hotel Commodore, New York, during the week of June 5, the annual conventions of the Music Industries Chamber of Commerce and a number of trade associations affiliated with that central body, including the National Association of Music Merchants. With several of the trade bodies in convention the various factors in the talking machine trade have direct or indirect connections, the National Association of Talking Machine Jobbers being members of the Chamber of Commerce and a number of individual talking machine wholesalers and dealers being affiliated with the Music Merchants' Association.

#### The Music Industries Chamber of Commerce

In the Chamber of Commerce convention various reports were made regarding the activities of that organization during the year, particular stress being laid upon the successful efforts to have the excise tax removed from pianos, talking machines, etc., and upon the accomplishments of the National Bureau for the Advancement of Music, the new Trade Service Bureau for the assistance of dealers and other subsidiary bureaus.

The Finance Committee of the Chamber offered a budget covering the proposed activities of the Chamber for the coming year, the amount set forth being \$103,400, as compared with \$129,400 for the year just passed. The budget provides for the raising of specified sums by various divisions of the Music Industries Chamber of Commerce, \$20,000 being allotted to the talking machine trade, including the National Association of Talking Machine Jobbers, which last year subscribed \$5,000 to the work of the Chamber. The new budget increases the appropriation for the advancement of music work and the Trade Service Bureau, and provides for the raising of \$10,000 to meet exigencies.

The business session of the Chamber was held on Monday, June 5, and the delegates and directors elected by the various associations during the week met on Friday and elected officers with Richard W. Lawrence, of New York, as president of the organization.

#### National Association of Music Merchants

The annual convention of the National Association of Music Merchants was held on June 6 and 7, and the addresses made and papers read included an interesting paper on "The New Place of the Player-piano and the Phonograph in Musical Education," by Marshall Bartholomew, direc-

tor of undergraduate music at Yale University; an address on "Music Weeks as a Business Asset," by Robert Lawrence, well-known community song leader; "Planning the Retail Advertising," by Robert E. Ramsay, of the Associated Advertising Clubs of the World; "For a Better Understanding of Better Advertising," by J. A. Hall, of the same organization, and others.

#### Interesting Meeting Devoted to Radio

A number of talking machine wholesalers and retailers attended the meeting of the Association on Wednesday afternoon, when radio came up for much attention. One of the principal speakers was Major-General George O. Squier, Chief of the United States Signal Corps, who talked on "The Future of the Radiophone." Another speaker of prominence was David Sarnoff, general manager of the Radio Corp. of America, who gave an excellent and practical address upon radio, what it had accomplished and its possibilities from a commercial standpoint.

Mr. Sarnoff declared that although he was an electrical man, rather than a musical man, he could nevertheless see a very plausible connection between the radio and the music industry, not only in the matter of broadcasting, but from the fact that from its very inception radio had to borrow from music in order to live at all. He went on to state that although the radio for home use is a musical device, yet in its present shape the radio does not approach or equal all the nicety of a musical device, but must be made so by the electric manufacturer and engineer if radio broadcasting is to survive and be a real industry. He declared that the ultimate development of the radiophone would most closely approach the phonograph and that the various interests were now moving in the direction of a combination instrument which will include both the merits of the radiophone and the phonograph.

One of the most interesting statements of Mr. Sarnoff was the expression of his belief that the reproduction of the voice through the medium of the talking machine had about reached its limit and that any further improvement in the matter of voice or musical reproduction would come about through the development by electrical methods. The success met with in transmitting the human voice in practically all its purity over five or ten thousand miles of wire was pointing the way to further developments along that line.

Mr. Sarnoff also took occasion to make some pertinent comments regarding the patent situa-

tion in the trade and what was being planned for the clearing up of that situation.

Benjamin H. Jefferson, of Lyon & Healy, Victor wholesalers and general music merchants of Chicago, and who for some time past have been conducting a radio department in their store, read an excellent paper on "The Merchandising Possibilities of the Radiophone," and the Trade Service Bureau of the Music Industries Chamber of Commerce offered a carefully prepared report on "The Radio Industry," handling the question from the angle of the retailer.

#### Important Resolution Adopted

One of the important resolutions passed by the Merchants' Association was that protesting against "certain indiscriminate sales methods in vogue in certain sections of the trade." The resolution protested against the distribution of talking machines through department stores, automobile concerns and other outside agencies; against price-cutting methods and unfair advertising. It urged that the manufacturers endeavor to confine their distribution to exclusive talking machine and music merchants and that manufacturers consider allowing a more liberal discount to retailers.

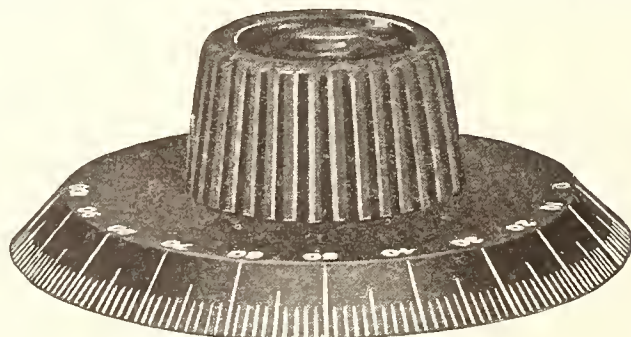
J. Edwin Butler, of Marion, Ind., was elected president of the National Association of Music Merchants; W. C. Hamilton, Pittsburgh, Pa., first vice-president; Robert N. Watkin, Dallas, Texas, second vice-president; Carl A. Droop, Washington, treasurer, and M. J. Kennedy, Chicago, secretary.

#### National Piano Manufacturers' Association

The National Piano Manufacturers' Association also held its annual convention on June 6 and 7. The chief discussion was concerning the proposed plan for a co-operative advertising campaign in the interests of the player-piano being carried on by that branch of the trade. The meeting was addressed by Charles C. Parlin, manager, Commercial Research Division, Curtis Publishing Co., who talked on "The Possibilities of Co-operative Advertising in the Piano Business," and after he had made the piano men feel good by declaring that musical instrument advertising was next in volume to that of passenger automobiles, threw a damper on the meeting by explaining that over 70 per cent of the total advertising of musical instruments was confined to talking machines and records.

C. C. Chickering, of Chickering Bros., Chicago, was elected president of the National Piano

## EMELOID RADIO DIALS



2 inch	35c.	List
3 "	50c.	"
4 "	60c.	"

The EMELOID RADIO DIAL is unbreakable—has a high lustre—and is well finished—Our DIAL is a price proposition, immediate deliveries

**JOBBERS—DEALERS—MANUFACTURERS**

*Write for Our Wholesale Discounts*

## THE EMELOID CO., Inc.

536 JUNIUS STREET  
BROOKLYN, N. Y.



**Now is the time to cash in on the Columbia Dealers' Summertime Fan, imprinted with your name. Because it is used constantly, the summertime fan is a perpetual advertisement for your store. Ask your Dealer Service Man about it.**

**Columbia Graphophone Co.  
NEW YORK**



**MUSIC TRADE ASSOCIATIONS HOLD ANNUAL CONVENTIONS IN NEW YORK—(Continued from page 178)**

Manufacturers' Association by unanimous vote. Other associations that held their conventions at the Commodore during the week were: the National Musical Merchandise Association; Organ Builders' Association of America; Musical Supply Association of America, made up of piano supply houses; the Band Instrument Manufacturers' Association, and the National Piano Travelers' Association.

**Talking Machine Interests Represented**

One of the entertainment features of the week was the complimentary concert given at Carnegie Hall on Monday night by the Victor Talking Machine Co. as a tribute to the Music Industries Chamber of Commerce, a detailed story of which appears elsewhere. At the annual banquet of the Merchants' Association on Wednes-

day evening, Paul Whiteman and his famous orchestra from the Palais Royal appeared and played a number of popular selections. It is estimated that over 1,000 members of the music trade were present at the various convention sessions, among the representatives of the talking machine trade being Arthur A. Trostler, secretary of the National Association of Talking Machine Jobbers; L. C. Wiswell, J. Newcomb Blackman, past-presidents of that organization; Thomas F. Greene and Lloyd L. Spencer, of the Silas E. Pearsall Co.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse; H. A. Weymann, Philadelphia; W. C. Dierks, of C. C. Mellor Co., Pittsburgh; Max Landay, Landay Bros., New York; Robert Steinert, M. Steinert & Sons Co., Boston, and a number of others.

ing the week, and the dealers were well pleased with the new cabinet designs.

In Room 1951, the Eagle Radio Co., Newark, N. J., displayed radio receiving sets and parts. H. F. Thornell, well known in the talking machine industry, was in charge of the exhibit.

The new Fischer phonographs, manufactured by J. & C. Fischer, Inc., New York, were displayed in Room 803. The various upright and console models attracted considerable attention, and Chas. Schultz, who was in charge of the exhibit, entertained many of his dealer friends who called at the exhibit.

In Room 1005 the General Phonograph Corp. showed some of the latest forms of window display and dealer service helps that are being offered to the trade by the Okeh advertising department. Informal concerts featuring Okeh records were given at frequent intervals, and M. D. Giles, of the traveling sales staff, entertained the visitors. Among those who dropped in during the course of the convention were Otto Heineman, president of the company; W. C. Fuhri, general sales manager of the Okeh record division, and others.

Otto Goldsmith, president of the Cabinet & Accessories Co., New York, distributor of talking machine accessories, was in charge of the company's exhibit in Room 867. A wide line of accessories was displayed together with portable machines, radio sets and parts and other prod-

*(Continued on page 180)*

**Interesting Exhibits For Talking Machine Trade**

A convention feature was the diversity of the talking machine exhibits which were shown on various floors at the hotel. As indicative of the excellent outlook for business this Fall in the talking machine industry, it is interesting to note that practically all of these exhibits attracted wide attention, and jobbers and dealers from all parts of the country were keenly interested in the different products on display.

The Brunswick-Balke-Collender Co., Chicago, showed several of its popular console and upright models in Room 1829. Open house was in order during the entire convention, and among those who welcomed the trade were A. J. Kendrick, sales manager of the Brunswick phonograph division, Chicago, Ill.; E. A. Strauss, manager of the New York branch, and Chester Abelowitz, metropolitan sales representative.

Buegeleisen & Jacobson, New York, wholesalers and importers of musical merchandise, exhibited an extensive line of Durro violins, bows and strings, S. S. Stewart banjos, ukuleles and a general line of musical merchandise in Room 603. In charge of the exhibit was Chas. T. Kaffenberger, assisted by Felix Baer and Harry Dorfmann.

The Carola Phonograph Co., Cleveland, Ohio, displayed the new Carola phonograph in Room 556. This instrument, which is one of the smallest phonographs on the market, attracted general attention, and N. I. Schwartz, in charge of the exhibit, welcomed the visitors.

Geo. Clay Cox, Rochester, N. Y., manufacturer of the Clayola electric motor, Clayola phonographs and other products in the talking machine field, introduced several new products in Room 1673. One of the features of this exhibit was the Pianophone, which consists of a new device that is installed in the piano in order to permit accompanists to attain perfect results through intensive training. The Pianophone, which consists of a regular turntable, tone arm and sound box, plays the record while the pianist uses the sheet music for accompanying purposes.

Another novelty in Mr. Cox's exhibit was a combination writing desk, radio and phonograph which embodied many distinctive features that were carefully inspected by visitors to the exhibit. Mr. Cox also introduced several combination radio phonographs, and concerts were given throughout the convention.

The Dual-Tone Phonograph Mfg. Co., Manor, Pa., displayed several of its latest models in Room 630. Chas. W. Bowers, well known in the piano trade, entertained many of his friends dur-



**SETS AND SUPPLIES**

FOR

**Talking Machine Dealers and Jobbers**

**DISCOUNTS AVERAGING BETTER THAN 40%**

The Radio Buyers' Syndicate is managed by men experienced in both the radio and talking machine fields. We realize the necessity of adequate discounts. Through the medium of syndicated buying we guarantee you an average of 40% off list price or better.

**To introduce our service we will serve you free for 90 days**

*Send for our proposition and price list.*

**Radio Buyers' Syndicate**

**145 W. 45th St.**

**New York**



## CONVENTIONS OF THE MUSIC TRADE

(Continued from page 179)

acts incidental to the talking machine domain. In Room 941, the Fred Gretsch Mfg. Co., Brooklyn, N. Y., exhibited an attractive display of Vio'aphone needles, together with a varied line of musical merchandise, which included Gretsch American saxophones, Twentieth Century drums and band instruments, Rex Spring instruments and others. The Gretsch souvenir, "Shuffle 'Em," which was distributed during the convention, was a decided hit. Fred and Walter Gretsch attended the exhibit together with E. E. Strong and Wm. Brenner.

Landay Bros., New York, popular talking machine jobbers, who were recently appointed distributors for the radio product manufactured by the Radio Corp. of America, carried an extensive exhibit of wireless apparatus in Room 936. Radio concerts were given throughout the week, and the products displayed attracted marked attention.

A new four-spring motor was displayed by the Lorimer Mfg. Co., Troy, Ohio, in Room 662. E. S. Kaiser, from the Troy offices, was in charge of the exhibit, assisted by W. O. Bacon, Eastern representative of the company.

The Lyradion Engineering Sales Co. (Dodge Mfg. Co., Mishawaka, Ind.) displayed the new Lyradion in Room 2103. This combination radio and phonograph was one of the features of the convention, and radio concerts from all of the broadcasting stations in the East were thoroughly enjoyed by the visitors to this exhibit. Five Lyradion models were displayed, all of which were equipped with the Seabrook horn, including several popular Lyradion consoles. Kenyon W. Mix, director of sales for the Lyradion Sales & Engineering Co., was in charge of the exhibit, assisted by Burton E. Colver and H. L. Coombs.

The M. Schulz Co., Chicago, manufacturers of the Magnola talking machine, carried an attractive exhibit in Room 1254. Many out-of-town dealers called at the Schulz headquarters during the week and were given a cordial reception by Messrs. Bassett, Hewitt and Gustaefson.

Louis A. Schwarz, New York, factory representative for many well-known talking machine accessory houses, showed a fine line of his products in Room 938. Radio sets and parts were also displayed and Mr. Schwarz welcomed many of his out-of-town friends during the convention proceedings.

The Simplex Electric Phonograph Motor Co., Montreal, Can., manufacturer of the Simplex electric motor, maintained a very attractive exhibit in Suite 726. This new electric motor, which is proving a signal success, was demonstrated to hundreds of visitors during Convention week.

**We Have It!****A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS**

Mahogany, 16x16x10, Double Spring, Universal  
T. A. Back Casting and Metal Horn  
Sample Price to Dealers Now—\$12.50  
Send for Sample To-day  
Phonographs and Accessories, Repair Parts  
for All Makes.  
Best Steel Needles of American  
Manufacture at 30c. per M.

**FULTON TALKING MACHINE CO.**253-255 Third Ave., New York City  
Between 20th and 21st Streets

Cable Address, Filasse-Phila.

**"Talks for Itself"**

Long Distance Phone Baring 535

**PARLA' RADIO APPARATUS**

RECEIVING SET—SHORT WAVE WITH TWO-STEP AMP. MAHOG. CAB... \$150.00  
VARIOMETER UNIT SEMI-MTD.—SOLID MAHOG., NICKELLED and POL... 6.00  
VARIOMETER UNIT PANEL MTD.—SOLID MAHOG., NICKELLED and POL... 9.00  
AMPLIFYING UNIT PANEL MTD.—ACME TRANS., NICKELLED SOCKET... 17.00  
DETECTOR UNIT PANEL MTD.—MOLDED B. P.'s NICKELLED SOCKET... 9.00  
COUPLER UNIT PANEL MTD.—STAGGER WOUND, NICKELLED BEARING 10.00

Parts and Accessories for Prompt Delivery

SEND FOR CATALOG 101-T AND DEALERS' DISCOUNT SHEET

Samuel Toole & Co.  
IndianapolisMfg.'s Sales Co.  
PittsburghHermans-Griffith Co.,  
San FranciscoAlbany Radio Co.  
Albany**PENNSYLVANIA RADIO LABORATORIES**

37th &amp; Brandywine Sts.

West Philadelphia, Pa.

Now Allotting Territories

Write for Proposition

and a handsome glass display case served to attract the mechanical features of the motor. The exhibit was in charge of Doris, Albert and Harry Farmer, of Montreal.

One of the most attractive exhibits at the hotel was that of the Starr Piano Co., Richmond, Ind., which occupied Suite 600. A representative line of Starr phonographs was on display, together with a good-sized library of Gennett records. Impromptu concerts were given throughout the week and keen interest was manifested in the exhibit. Among those in attendance at the Starr display were M. R. Martin, A. E. Nolder, A. M. Sweetland and A. L. Jewett, from Richmond headquarters, and A. W. Holdgate, manager of the New York branch.

Strand phonographs were attractively displayed in Room 1841, where the new model

which accommodates the Victrola IX was the center of attraction. R. H. Arnault, New York factory representative, was in charge of the exhibit, assisted by Walter Brunner, and many out-of-town visitors favored this exhibit with a call during the week.

The hotel lobbies were crowded with talking machine men during the week, and among those who were noticed traveling around the hotel were the following: L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Arthur A. Trostler, Schmelzer Co., Kansas City, Mo.; W. H. Huth, Walbert Mfg. Co., Chicago, Ill.; W. J. McNamara, Empire Phono Parts Co., Cleveland, Ohio; John McKenna, Columbia Graphophone Co., Chicago, Ill.; E. A. Fearn, Consolidated Talking Machine Co., Chicago, Ill., and many others.

**VICTOR CONCERT GREAT SUCCESS**

**Complimentary Concert to Music Industries Chamber of Commerce Enthusiastically Received—World Famous Victor Artists on Program—Capacity Audience at Carnegie**

One of the most important and successful events held during the Jubilee Convention of Music Industries was the complimentary concert given at Carnegie Hall, Monday evening, June 5, by the Victor Talking Machine Co. to the Music Industries Chamber of Commerce. This concert, which was attended by a capacity audience, was given through the courtesy of the following famous Victor artists: Mme. Louise Homer, Mme. Olga Samaroff, Mme. Schumann-Heink, Reinald Werrenrath, Josef A. Pasternack, Rosario Bourdon and the Victor Symphony Orchestra.

At 8.30 when the first number on the program was ready for presentation there wasn't an empty seat in Carnegie Hall, and in fact tickets for this concert had been at a premium for three days prior to the event. The music industries recognized the fact that it was most unusual for such a group of world-famous artists to be assembled on one program and the compliment tendered the music industries by the Victor Talking Machine Co. was keenly appreciated by every manufacturer, jobber and dealer present.

The opening number on the program was the overture, "Leonore No. 3" (Beethoven), played by the Victor Symphony Orchestra of ninety pieces under the leadership of Josef A. Pasternack, musical director of the Victor Talking Machine Co. and one of the country's foremost musicians. This number was followed by the introduction of Reinald Werrenrath, famous baritone and exclusive Victor artist, who sang the following selections: "Vision Fugitive" (Fleeting Vision), from "Herodiade" (Massenet), and "Danny Deever" (Kipling-Damrosch). Mr. Werrenrath was obliged to render several encores in response to the demands of the audience.

Under the direction of Rosario Bourdon, the Victor Symphony Orchestra played the "Danse Macabre" (Saint Saens) and after this number Mme. Schumann-Heink, the celebrated contralto and exclusive Victor artist was introduced. Mme. Schumann-Heink, whose fame is international, sang the following selections: "But the Lord Is Mindful of His Own" (Mendelssohn) and "Leggiero Invisible" (Arditi) and after receiving a tremendous ovation favored the audience with a number of encores.

The next artist on the program was Mme. Olga Samaroff, famous pianist and exclusive Victor artist, who played "Liebestraum" (Liszt) and "Ride of the Valkyries" (Wagner-Hutcheson). Mme. Samaroff's masterly interpretation of these numbers was received with enthusiastic applause and she responded with two well-chosen encores. The Victor Symphony Orchestra, under Mr. Pasternack's direction, played "Capriccio Italien" (Tschaikowsky). Following this selection, Mme. Louise Homer, the famous contralto and exclusive Victor artist, was introduced and sang the "Largo" from "Xerxes" (Handel) and "Mon Cœur S'Ouvre a Ta Voix" from "Samson et Delila" (Saint-Saens). She was accorded an ovation of several minutes' duration and sang several encores to satisfy the audience. Mme. Homer was the great favorite of the concert.

The closing number on the program was "Die Meistersinger" Prelude (Wagner), played by the Victor Symphony Orchestra and directed by Mr. Pasternack, and at the close of the concert there was enthusiastic applause for the masterly work of the orchestra which, under the able direction of Mr. Pasternack and Mr. Bourdon, had contributed so materially to the success of the program.

**GRANBY OFFICES IN NEW YORK**

The New York office of the Granby Phonograph Corp., of Norfolk, Va., has been moved from its former location at 4 West Thirty-seventh street and is now located at 37 West Twentieth street, occupying rooms 904 and 905 in that building.

J. P. Durkin, manager of the Cable Company's Aurora branch, who was at one time connected with the small goods department of Lyon & Healy, was a recent visitor to Chicago.

**RECORDING FOR THE TRADE**

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

**Manhattan Recording Laboratories**

48 West 39th St.

New York



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—Thoroughly experienced record-making and laboratory expert, domestic and foreign, competent to produce highest-quality records of great volume, invites opportunity to qualify for responsible position. Competent executive, technically educated and skilled mechanically. Can show work and furnish unquestionable references. Address "Box 1152," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Phonograph salesman. One who has the ability to sell a high-class phonograph. If you are the man we have the opening. We are located in the richest valley in California, with unlimited sales possibilities in the selling of Victor and Edison phonographs. Ten million population in California in the next ten years. Opportunity awaits you. Address "Box 1159," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED** — Superintendent wishes position with a phonograph manufacturer. Have fifteen years' experience in this line. Address "Box 1154," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**POSITION WANTED** — Technical phonograph laboratory man wishes a position. Can handle work from recording to finished backed-up matrix or stamper. Wishes interview with any company. Address "Box 1155," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Men experienced in diamond point grinding and polishing. Address "Box 1158," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**WANTED**—Salesman who calls on music trade, to handle a side line of celluloid, tortoise-shell and steel picks for musical instruments to jobbing and retail trade. Samples could be put in any pocket. Good remuneration and opportunity for capable salesman. Address "P. O. Box 1172," Washington, D. C.

**RECORDING ENGINEER** and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALESMAN**—We have certain territories open for live salesman wishing a good, profitable side line—Selling musical instruments and phonograph supplies. Illinois Musical Supply Co., 630 South Wabash Ave., Chicago, Ill.

**POSITION WANTED**—By recording engineer of wide experience. Able to produce records of any tone or quality desired. Can arrange for demonstration. Familiar also with factory processes. Address "Box 1125," care The Talking Machine World, 373 Fourth Ave., New York.

**RECORDING ENGINEER** — Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Young man, having three years' practical experience as phonograph repairman, desires connection with firm holding chance for advancement. Experienced on all standard makes. Kindly state particulars in first letter. Address "Box 1156," care THE TALKING MACHINE WORLD, 373 Fourth Ave., New York, N. Y.

### SPRINGS

#### VICTOR

1 1/4"x.022x18' 6" marine ends.....	No. 3014	\$.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9', bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15', bent each end.....	No. 6546	.43
7/8"x.020x9' marine ends.....	No. 988	.29

#### COLUMBIA

1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.34
1"x.030x11' book ends.....		.45

#### HEINEMAN

1"x.025x12' motors.....	No. 33 & 77	.32
1 3/16"x.026x19', also Patbé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

#### MEISSELBACH

7/8"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49

#### SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

#### BRUNSWICK

1"x.025x12', rect'glar hole, regular.....	No. 201	.45
1"x.025x18', rect'glar hole, regular.....	No. 401	.65
1"x.025x16', rect'glar hole.....		.58

#### EDISON DISC

1 1/2"x.028x25', regular size D. S. C. motors.....		1.47
1"x.032x11', Standard.....		.55
1 5/16", Home.....		.70

#### SMALL MOTORS

7/8"x.023x10', marine ends, Hein. Col., etc.....		.29
7/8"x.025x10', marine ends, Hein. Col., etc.....		.27
5/8"x.020x9', marine ends.....		.21
1/2"x.020x9', marine ends.....		.18
Victor Gov. springs, No. 1729.....	per 100	.95
Victor Gov. spring screws, No. 3304.....	per 100	.92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer, No. 3066.....	per 100	.72

Columbia Gov. springs, Univ., No. 3510.....	per 100	.95
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring.....		.08
Columbia Gov. ball, steel, new style and spring.....		.08

Turntable felts, all wool, green, 10", round. .15  
Turntable felts, all wool, green, 12", round. .18  
Terms 2% cash with order. Free delivery in New York City on all orders of \$25.

**TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.**

### SELLING OUT AT ONCE

All the equipment, machinery, tools, motors, cabinets, horns, tone arms, sound boxes, parts of all kinds, motor parts for a wonderful one spring motor with or without dies. All must be sold, building coming down. For information and inspection, address "Box 72," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### REPAIRS AND PARTS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tonearms, sound boxes and all other phonograph parts and supplies. Mandel Phono Parts Co., 1530 Milwaukee Ave., Chicago, Ill. Humboldt 4709.

### MAGNAVOX—FOR SALE

\$200 style complete, for music and speech. Almost new and in perfect order. Price \$100 to quick buyer. Also two new Edison Amberol machines and 600 Blue Amberol records. Well selected stock from the old standard sellers to March, 1922. Who bids. Mead & Bates, Middletown, N. Y.

### FOR SALE

Recording machine and tools. Address "Box 1153," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### BUSINESS OPPORTUNITY

**WANTED**—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

**POSITION WANTED**—Young man, expert repairman, salesman, inside and outside on all makes, wishes position anywhere. Wholesale or retail. Can also take charge. Address "Box 1157," care THE TALKING MACHINE WORLD, 373 Fourth Ave., New York, N. Y.

## For Sale

Unlimited number of talking machines, all sizes and finishes, at low, attractive price. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

## Special 22 1/2 Cents

New 10-in. Records of well-known make to retail at 75c. Assorted lots of 100 or more. Guaranteed perfect goods. Cash with order. F.O.B. New York. Favorite Mfg. Co., 105 East 12th St., New York, N. Y.

## Cash

For any amount of talking machine records.

## BARNEY OLSHANSKY

1445 Carroll Avenue  
Chicago, Ill.

### FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

### WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

### CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.



### FOR SALE

High-grade record shelving for complete wholesale stock; capacity, 90,000 records. Address "Box 1160," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

### FOR SALE

Music house, well established for 14 years in a large middle West city. Pianos and Victor and Brunswick Depts. High-class clientele. Good reason for selling. All cash preferred, but terms to reliable party, or parties. Address "Box 1161," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.





FROM OUR

# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

The Business Situation Remains Unsettled but the Outlook Is Steadily Bettering—Members of the Industry Have Been Following the Activities of the British Federation of Music Industries With Interest—A Gramophone Invention Has Attracted Considerable Attention—New Method of Recording and Reproducing—Death of Major S. W. Dixon—Details Regarding the Flamephone—The News of the Month in Detail

LONDON, ENGLAND, June 2.—Business continues somewhat unsettled in the gramophone field, but there is unquestionably a sound undercurrent of optimism and confidence among manufacturers and dealers which should lead to improved business the coming Autumn. The educational possibilities of the gramophone are being more widely recognized among the masses of the people, and it is safe to say that this instrument is now on a sounder basis than ever in its history. It's no longer a toy, but a musical factor of prime importance, which is doing its share in bringing into the homes of the people the best in music, as well as the most popular numbers of the day. If the merchants of the country will only do their share in stimulating business by progressive programs that will interest the public much will have been achieved. It is a time for all of us to work together for the common good of the industry, and this means real work.

#### The Blackpool Convention

During the last few weeks the activities of the Federation of British Music Industries have been directed to organizing and preparing arrangements for the Twelfth British Music In-

dustries Convention at Blackpool, of which I hope to forward a report for publication in the next issue of this journal. The attendance will reach quite 250; no less than 238 members having booked at the date of writing. Everything, therefore, points to the Convention being the largest and most successful on record. On the gramophone side subjects for discussion will be "The Disposal of Unsalable Records," "The Limitation of Record Catalogs," and "The Hire Purchase System as Applied to Gramophone Sales."

Probably the subject that will create most interest refers to the disposal of unsalable records. This has already been under discussion between manufacturers of the Gramophone Dealers' Association. The claims put forward on behalf of dealers for the establishment of some better system than a three to one exchange, which places retailers in a much worse position than before, has received sympathetic consideration by record manufacturers, who are coming to realize that in the long run it is to their own interest to meet the problem. The introduction of an equitable scheme for exchange of surplus or unsalable stock will tend to the creation of more elasticity in the conduct of retail businesses. With the present restriction on trade, dealers find their profits on the shelves in the shape of bad stock rather than in the bank. They are out to capitalize this stock in the interests of free trade and business development. It is only fair that they should be assisted in this matter.

#### A Revolutionary Gramophone Invention

Few readers, I imagine, have ever thought it possible to impress eleven or twelve songs or

instrumental works on a double-sided record of only twelve inches diameter. But it has just been accomplished by a radically new system, the result of some two years' experiment and close study of the problem. The invention is to the credit of Pemberton Billing, one time member of the British Parliament. And what's more, P. B., as he is popularly known, has made his record available to the millions of owners of any kind or class of gramophone by the use of a simple device for controlling the speed of the ordinary spring mechanism of present-day instruments.

This invention enables P. B.'s record to run for fifteen minutes or more, each side. It so regulates the speed of the record as to permit eighteen inches of record surface, or lineal path, to pass the needle at a constant speed from the outer edge to the center of the record. By this economy of speed it is possible to register on one side of a twelve-inch disc from three to five times as much speed or music as on an ordinary record of the same diameter.

"When an ordinary record is playing the outer edge is traveling faster than the inner," said Mr. Pemberton Billing in the course of an interview. "To produce music properly the record surface should pass the needle at a speed of one foot six inches per second. In order that this speed shall be possible at the end of the record where the circles are smaller, the beginning of an ordinary record races round much faster than is necessary—at about five feet per second. My control device insures a uniform time-speed throughout. The outer track of the record rotates slowly, the revolutions of the record gradually increasing as



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-  
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115  
Boulevard Richard Lenoir, Place de la Répub-  
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,  
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-  
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky  
Prospect, Petrograd (Petersburg); No. 1  
Solyanka, Solyanul Dvor, Moscow; 9, Golovinsky  
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11  
Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-  
lughatta Road, Calcutta; 7, Bell Lane, Fort,  
Bombay.

#### Great Britain:

## The Gramophone Company, Ltd.

HAYES

- MIDDLESEX

- ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole  
Concessionaries of The Gramophone Company,  
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120  
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,  
Capetown; Mackay Bros., Post Box 251, Johannes-  
burg; Mackay Bros. & McMahon, Post Box 419,  
Durban; Ivan H. Haarbinger, Post Box 105,  
Bloemfontein; Franz Moelner, Post Box 108, East  
London; B. J. Ewins & Co., Post Box 86, Queens-  
town; Handel House, Kimberley; Laurence &  
Cope, Post Box 132, Bulawayo; The Argus Co.,  
Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo  
Marques.

HOLLAND: American Import Co., 22a, Amsterd  
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the  
Ottoman Empire): K. Fr. Vogel, Post Box 414,  
Alexandria.



FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

the needle travels inwards towards the center. This inconstant speed is achieved by the controller wheel traveling on the record surface, and by a traversing gear operated by a small friction wheel (rubber) in contact with the edge of the turn-table, which carries the controller over the surface of the record in exact relation to the position of the needle."

Continuing, my informant states, "Thus, the bother of changing record and needle after three or four minutes' playing has at last been eliminated, with the result that a twelve-inch record may contain as many as a dozen songs and play over a period of a half hour with only one interruption to change over. By the economizing of speed the energy of the motor is released pro rata, one winding being sufficient for playing through these records."

Questioned regarding the wear on the needle, Mr. Billing avers that the length of track on his records is no more than on an ordinary standard record of the same size. The slow, rotating speed of records under his system offers less resistance and consequently less friction on the needle. The result is to reduce scratch and wear. In fact, P. B. assures me that a needle used on one of his thirty-minute records shows less wear than one used on an ordinary three-minute record.

By this new method of recording and reproduction there is said to be no limit to the size of a record. With discs of, say, twenty-two-inch diameter it will be possible to record a complete opera or musical comedy. A full dance program could be recorded on a twelve-inch record; in fact, the possibilities in this direction are unlimited.

It is surprising to learn that the price of the new records carrying up to a dozen selections will cost no more than the present type holding two! Should a person require to play only one particular item it is not necessary to play through the whole record to get at it. If, for example, selection 4 on the record is required it can be located immediately by the use of a selector scale which is supplied with each outfit.

Space precludes more extended reference this month but I should just like to add that as far as I am able to judge at present Mr. Billing's invention offers big possibilities of gramphonic development. The quality of the records is decidedly good and of a fidelity equal, if not superior, to some of the best standard records. It is a wonderful invention—in my opinion, the most revolutionary since the inception of the science of sound recording. Nevertheless, one can anticipate difficulties with regard to the selling price, in view of high recording fees and copyright royalties, and in regard to such a lengthy recording process. It remains to prove itself a commercial proposition.

**An Amusing Explanation of "H. M. V."**

To be "hung" is sometimes a distinction. Many portraits have been "hung" at the Royal Academy this year and among them we observe

a speaking likeness of the director of "His Master's Voice," Alfred Clark, Esq. This distinction has been the subject of considerable comment because of the initials "H. M. V." appended to Mr. Clark's name in the Academy catalog. Most people are familiar with "His Master's Voice," but the abbreviation to "H. M. V." seems to have mystified people. Some new order conferred upon Mr. Clark, many thought. But the most amusing explanation, says the Music Trades Review, was given by an artistic-looking damsel who assured her companion that Mr. Clark was "His Majesty's Vocalist." And after all who shall say that she was not right?

**Cash Composition Offer for Reynolds Creditors**

The committee of creditors acting with the liquidator in the matter of W. H. Reynolds (1915), Ltd., (in voluntary liquidation) have circularized the creditors regarding the original cash offer of 4/- in the pound. They report having succeeded in securing an increased offer of 5/-, and strongly recommend its acceptance. Most of the creditors having already agreed (at time of writing) to accept, a settlement on this basis will doubtless be completed forthwith. It's the best thing that could be done; a forced sale of assets would have produced little or nothing to-day. Messrs. Reynolds, I understand, will undergo reorganization for a continuance of the business.

**Still a Market for Cylinder Records**

Disc records bearing about twenty different makers' labels so completely outsell the cylinder that one might be lulled into believing that the latter is non-existent as a commercial proposition. But it is not so. Quite a good business is still handled by various houses dealing with the Edison cylinder, and in addition another make, the Clarion, issues new records from time to time. The latter concern has just introduced an exchange scheme on the three to one basis. Of cylinder machines, the Amberola is now the only one on the market.

**A New Pathé Invention**

What is described as an extraordinary invention, styled the Pathé "Difisor," whatever that may mean, has been announced to the trade by Messrs. Pathé Frères London house. It is a contrivance that renders unnecessary the use of a sound box, tone-arm, trumpet or sound chamber of any kind. To play a record, the only thing required with a "Difisor" is mechanism for running the turn-table in the usual way. Imagine an inverted electric lamp shade floating across a record and you have some idea of the appearance at any rate of this contrivance. It appears to be made of vellum, which is kept taut by means of aluminum rings and center pin. The top ring is hinged to a back rest and so floats lightly on the record. At the apex is fitted a sapphire holder, and, by the way, the "Difisor" is for playing only sapphire-cut records. It appears to be quite a good idea, insuring a better-toned and more detailed reproduction than is attained by the ordinary gramophone.

**Horn, Hornless and Table-Grand  
GRAMOPHONES**

FOR

**EXPORT**

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England**  
Cable Address "Lyrecodisc. London"

**New Issues of the "Little Pops"**

The "Little Pop," a 5½-inch double-side record, is a miniature edition of the well-known "Popular" 10-inch label made by the Sound Recording Co., this city. Quite a big demand is being experienced for this little disc and to meet all musical requirements its repertory has been considerably augmented, with a promise of additional issues each month. The present list comprises a program of over 100 titles of vocal, solo instrumental, band and orchestral selections in charming variety and of good quality.

**Death of Major S. W. Dixon, O. B. E.**

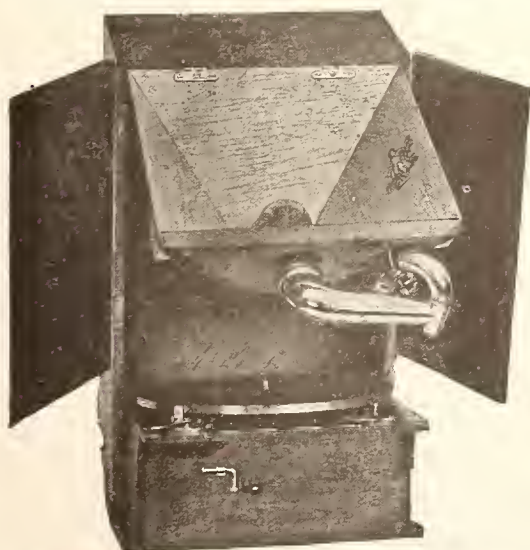
General regret has been felt here over the death of Sidney Wentworth Dixon, one of the pioneers of "His Master's Voice." Major Dixon joined the Gramophone Co. as far back as 1903, when, under the late Barry Owen, the founder and first managing director of the company, he quickly rose to the important position of manager of the British sales department, and within a few years was appointed joint managing director. No man had a more complete grasp of gramophone trade requirements than Major Dixon. His was an outstanding figure of strength and his inspiring example of hard work enthused and earned the co-operation and respect of all with whom he came in contact. The deceased took an active part in the Boer War and as Captain Dixon rejoined His Majesty's forces in 1914, rendering distinguished service with the R. A. S. C. throughout the great war. Though broken in health as the result of exposure, Major Dixon could not bring himself to retire from active participation in the business he loved so well, and may be said to have died in harness, suddenly and peacefully, while dressing to proceed to his office.

**An Unique Instrument—The Flamephone**

The Flamephone is a new gramophone that is attracting considerable attention here. It represents an attempt at a return to the conditions of atmosphere prevalent during the recording of sound. No equipment in the shape of a horn or sound amplifying chamber is carried by this instrument, excepting a short vertical elbow from the tone-arm mouth. To the front of this elbow is fitted a couple of perforated metal tubes or gas jets, the gas feed being connected up to the tone arm by a flexible tube. When lit up one can observe the pulsations of the gas flames as the sound waves of a record pass through. At the back a metal sounding board or reflector is fitted. The difference in reproduction of a

(Continued on page 184)

**AMOR'S PATENT FOLDING GRAMOPHONE**



The Portable with the tone of a full-sized instrument

British Patent 175,453, 23 Feb., 1922

American Patent Applied for

The American rights are for sale, or arrangements can be made for a license.

Splendid opportunity for enterprising manufacturers

The Folding Gramophone is a big success on the English market

Full particulars on application to

**CRAIES & STAVRIDIS**

4 Bunhill Row,

London, E. C. 1., England



EDISON BELL


**WINNER**  
 TRADE MARK  
**GRAMOPHONE RECORDS**

 CABLE  
 "PHONOKINO,  
 LONDON"

**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES**
**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**
**FROM OUR LONDON HEADQUARTERS—(Continued from page 183)**

ord with and without the flame is remarkable. The heat seems to have the effect of purifying the music and also eliminates much of the harshness noticeable in records.

At present the Flamephone is made as a portable model which easily holds the whole equipment of reflector, tone-arm, gas burners and tube arrangement. Other models are in course of preparation for marketing within the near future. In the build of the instrument great care has been exercised to provide a high-class finish and fittings. Of British manufacture, the motor mechanism is the well-known Garrard production.

To operate the Flamephone it is necessary to connect up the gas tube with an ordinary gas socket. The amount of gas used per hour would be about fifteen feet at an approximate cost of one penny.

#### A Good Zonophone List

Records to hand this month are generally of excellent standard of recording, and as always with the Zonophone repertory, by artists well known in their particular sphere of musical activity. The Black Diamond Band on twelve-inch record A260 provides a brilliant rendering of "La Sonnambula," selections 1 and 2. Another pleasing twelve-inch is the vocal "Ah, Now I Feel the Burden" and "Oh, Mermol!", by Geo. Parker. Ten-inch—on 2217, charming Miss Olive Fox entertains with two humorous items, "I Don't Think It Matters" and "Sam Mayo is wonderfully good in two funny songs on 2222—"Bread and Marmalade" and "The Trumpet Song." As may be imagined, the funninesses are punctuated by a plentiful use of the trumpet. "The Slippery Slide" and "The Coster's Courtship" (2212) should meet with a ready demand. The rendition of both is really good and well up to the "prize" standard of the St. Hilda Colliery Band. On 2219 we have "A Moonlight Night in Venice" and "Daffodils," two entrancing morceaux exquisitely rendered by an instrumental quartet—violin, cello, piano, and organ. It is a record of outstanding merit, one of the best of its class recorded by any company. Without exception, I think the foregoing issues should prove popular sellers in almost every class of locality.

#### The "His Master's Voice" News

Announcement is made by the Gramophone Company of the marketing of a new sound-box, No. 2, and that it will be fitted to certain models unless otherwise ordered. The company will not change the new box for exhibition models now forming part of machines dealers have in stock. But the No. 2 box may be purchased separately and the old model sold. This offer, if dealers have been informed, cannot remain open indefinitely.

The company is now in a position to handle orders for "extra loud" Tungstyle needles at a price of one per packet of four.

The extended credit conditions of easy pay-

ment inaugurated by this company has brought a larger number of dealers into the scheme, which should result in favor of increased trade.

#### R. Gordon Smyth Makes a Change

For over sixteen years the Scottish and Irish representatives of the Gramophone Co., Ltd., Gordon Smyth advises the severance of his connection with that company. He is now associated with the Symphola Co. as managing director. This is a Belfast firm of gramophone and musical instrument jobbers. The many friends of Mr. Smyth will wish him, as I do, every success in his new sphere.

#### New Premises for O. Ruhl (1922) Ltd.

Messrs. O. Ruhl advise me of their removal

#### TO RECORD VOICES OF NOTED MEN

A Special "Voice" Section Has Recently Been Established by the Prussian State Library

A despatch from Berlin says the news that eminent men of all nationalities are prepared to allow their voices to be registered in the recently established "voice" section of the Prussian State Library will be warmly welcomed by the educational authorities here.

Prof. William Doegger, the organizer and director of the "voice" archives which, it is claimed, form the only state institution of the kind in the world, outside of Paris, has filed away gramophone plates on which are registered the voices of Germany's greatest living men—Von Hindenburg, Ludendorff, Einstein, Hauptmann, among others—and is now anxious to give the "voice" museum a more international character.

Leading Berlin chemists state that, thanks to the special chemical preparation used in their manufacture, the plates should continue in good condition for at least 10,000 years. Military cadets or students of physics in the year 12000 will, therefore, it is confidently predicted, be able to hear respectively Hindenburg on military tactics and Einstein on relativity.

#### FAIR ONLY FOR BUYERS

Merchandise Show in August Not to Be Open to the Public

Conferences of a number of resident buyers with the managers of the National Merchandise Fair to be held at the Grand Central Palace from August 7 to 25 took place during the last week. The object of the meetings was to secure active co-operation among all those interested in the fair, which is expected to be attended by the largest number of buyers ever gathered under one roof. The resident buyers were urged to advise their accounts to send representatives.

It has now been decided not to open the fair to the public at all, but to make it strictly a buying and selling proposition for the trade only. The management of the fair has limited the space of exhibitors, believing that, in justice to

from Middle street to 85 City Road, E. C., a fine building of four floors and basement, which, by the way, the firm occupied before the war. In addition to the representation of Carl Lindstrom, Beka record, and other Continental houses, Messrs. Ruhl plan to market a line of British pianos of various models. Their trading policy is wholesale only.

#### The Brunswick in London

I understand, by the way, that the Brunswick phonographs and records, which are so highly thought of in the States, are now being handled by Arthur Graham & Co., Crofton Park, London, S. E. The fame of these artistic products has already reached the phonograph fans here, and there is certain to be quite a lively interest manifested in these musical entertainers.

smaller manufacturers, no one exhibitor should monopolize attention. With few exceptions, it is stated, and these where the manufacturer cannot possibly display all his lines in the limited space, only one booth will be sold to an exhibitor. Lavish expenditures in decoration will not be encouraged, inasmuch as the spectacular appeal would be mainly for the public.

#### EXPANSION OF LOESER BUSINESS

The talking machine department of Frederick Loeser Co., Brooklyn, N. Y., has had a very successful May business, the sales for this month being better than any previous month from January 1, reflecting the amount of work being done by the sales staff in general to make this showing. Joseph Flanagan, manager of this department, reports that the demand of the console type machines has materially influenced this increase in sale, but upright models have found their favor also with the trade. Record business has been very satisfactory and the new releases have been featured in the local papers with the result that a lively demand existed. Plans are now being made to inaugurate one of the most intensive Summer campaigns yet inaugurated by this store, and it is expected that the portable type machine will meet with a ready demand.

#### BUNGALOW GRAFONOLA SHOPPE

DULUTH, MINN., June 8.—The Bungalow Grafonola Shoppe, recently opened at 101 West First street, this city, is one of the most handsome talking machine establishments in this part of the State. The demonstration rooms of the store are unique in that they are large enough to comfortably hold an entire family. The Columbia Grafonola and records are handled. Messrs. Segal and Edelson, the proprietors are well known in local musical circles.

The retail warerooms of the Griffith Piano Co., which were recently opened, are situated at 211 North Washington street, Scranton, Pa., and not Newark, N. J., as previously mentioned. The equipment was installed by Van Veen & Co., Inc., New York City.



# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—Reproducer for Phonographs. Harry M. Duncan, Los Angeles, Cal. Patent No. 1,411,566.

It is the object of this invention to provide a sound reproducer having extremely simple, but efficient means for varying the intensity of the sound produced.

A reproducer constructed in accordance with the invention will also eliminate to a great extent all scratching sounds incident to the employment of usual reproducers. Variations in the intensity of the sound and the elimination of scratching are produced by providing a spring loop in the stylus bar and mounting a clamping member upon said spring loop for adjustment upon the same.

Figure 1 is a front elevation of a reproducer constructed in accordance with the invention;

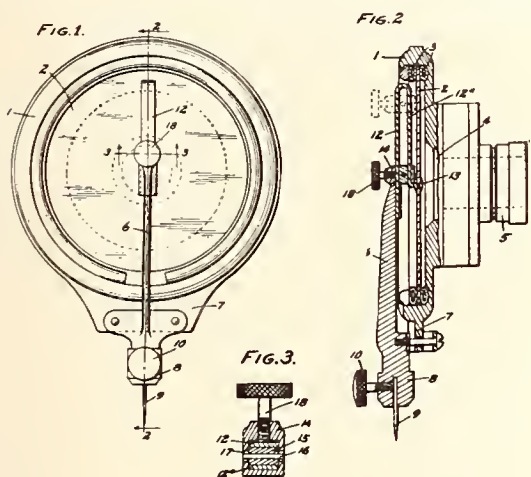
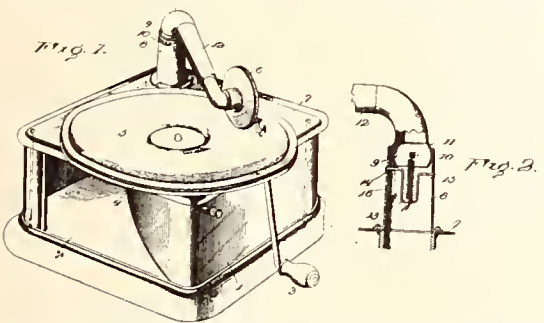


Fig. 2 is a section through the same on the line 2—2 of Fig. 1; Fig. 3 is a detail section on the line 3—3 of Fig. 1.

**Talking Machine.** Mervin E. Lyle, John Scully and Frank L. Capps, Bridgeport, Conn., assignors to the Columbia Graphophone Co., same place. Patent No. 1,412,059.

This invention relates to talking machines, and it has for its object to provide a tone-arm and mounting therefor that are simple in construction, inexpensive to manufacture, easy to assemble, and efficient in operation, this appli-



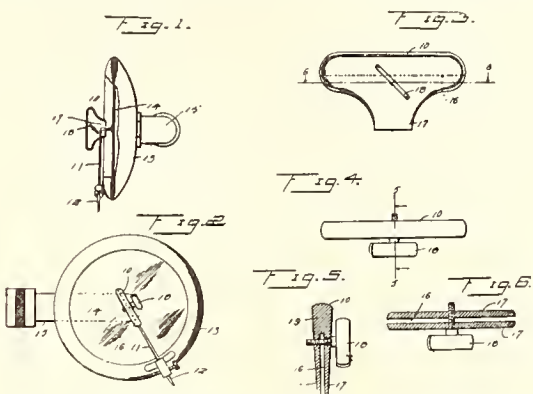
cation being a division of application Serial No. 37,731, filed July 2, 1915, entitled "Talking machines, patented February 4, 1919, No. 1,293,489.

The inventive idea is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustrating the invention, is shown on the accompanying drawing, but it is to be expressly understood that such drawing is for the purpose of illustration only and not for the purpose of defining the limits of the invention. In said drawing Figure 1 is a perspective view of a talking machine embodying one form of the invention; Fig. 2 is a vertical sectional view through the tone-arm support.

**Phonograph Mute.** Paul Brinkman, Portland, Ore. Patent No. 1,412,672.

The object of the invention is to provide a simple means in the form of an attachment which is applicable to the sound or voice rod of a phonograph sound box as a means for softening or modifying the tone, eliminating the unnecessary or superfluous mechanical vibration to eliminate the scratching and other mechanical sound, and for varying the intensity of the re-

production, more especially as to volume, to suit the character of the composition which is being reproduced and the capacity of the room or apartment in which the reproduction is occurring; and with these objects in view the invention consists in a construction and combination of parts of which a preferred embodiment is shown in the accompanying drawings, wherein Figure 1 is a view of the mute applied in the operative position to a sound box, the latter being shown as viewed from the edge; Fig. 2 is a face view of the sound box showing the mute applied thereto; Fig. 3 is an enlarged side view



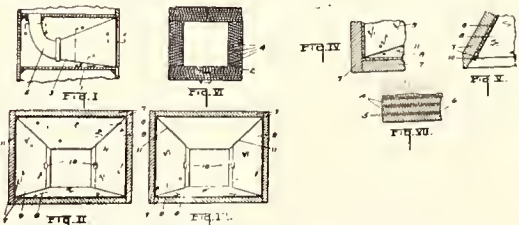
of the mute detached; Fig. 4 is a plan view of the same; Fig. 5 is a transverse sectional view thereof; Fig. 6 is a sectional view taken on the plane indicated by the line 6—6 of Figure 3, looking in the direction indicated by the arrows.

**Horn or Amplifier for Phonographs.** Edwin A. Caviness, Battle Creek, Mich. Patent No. 1,412,772.

The invention relates to improvements in horns or amplifiers for phonographs, the main objects are to provide an improved horn or amplifier which produces very clear tones, tones caused by sympathetic vibrations being very largely eliminated.

A structure which is a preferred embodiment of this invention is illustrated in the accompanying drawings.

Figure 1 is a vertical section from front to rear of a phonograph cabinet having one of the improved horns installed therein, the horn being shown in full lines; Fig. 2 is a cross-section through the bell portion of the improved horn on a line 2—2 of Fig. 1; Fig. 3 is a similar section through a slightly modified embodiment of the invention, the top glass lining panel being omitted; Fig. 4 is an enlarged detail section on a line corresponding to line 4—4 of Fig. 1, showing structural details; Fig. 5 is an enlarged detail section on a line corresponding to line 5—5 of Fig. 1, showing structural details; Fig. 6 is an enlarged cross-section through the tube or neck



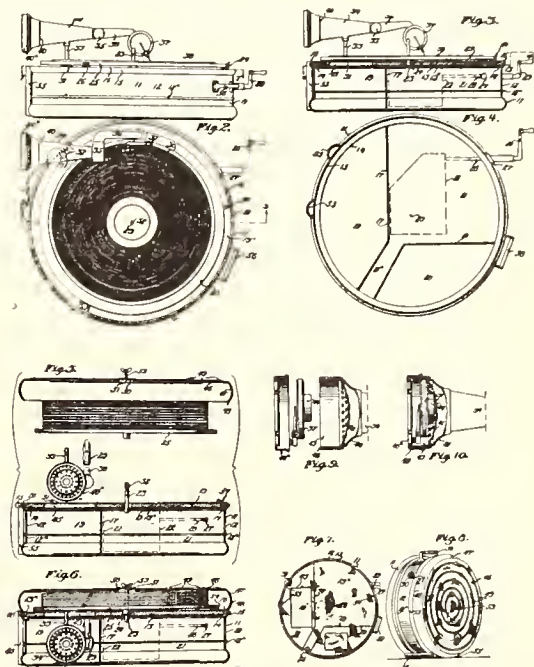
of the horn on a line corresponding to line 6—6 of Fig. 1; Fig. 7 is an enlarged detail section on a line corresponding to line 7—7 of Fig. 6.

**Talking Machine.** Francesco Cirelli, Philadelphia, Pa. Patent No. 1,412,166.

One object of this invention is to provide a talking machine which can be easily carried and which will be so constructed that if not desired for use the parts thereof can be arranged and held in a compact form within the casing. Another object is to so construct said casing that it will serve as an exceptionally good resonant support for the tone reproducing elements when the machine is in operation. A still further object is to provide said casing with a lid which will be bound thereto through the medium of the

center post of the record-supporting turntable and to so construct said lid that it will be placed under resilient tension due to its connection with said center post so that the parts will not rattle while being carried or transported and so that a number of records can be safely carried in the casing.

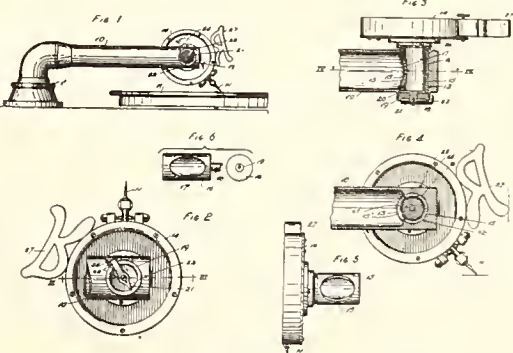
In the accompanying drawings Figure 1 is a side elevation of the improved talking machine with the operative parts removed from the casing and in the position which they occupy during the operation of the machine; Fig. 2 is a top plan view of Fig. 1; Fig. 3 is a sectional elevation taken on the line 3—3 of Fig. 2; Fig. 4 is a sectional plan view taken on the line 4—4 of Fig. 3; Fig. 5 is a detached elevation showing certain of the parts in central section and illustrating the arrangement of the removable parts in the order



or position which they occupy when either arranging the machine for operation or for transporting purposes; Fig. 6 is a sectional elevation showing the parts illustrated in Fig. 5 in their position when the machine is closed so that all parts are retained within the casing; Fig. 7 is a sectional plan view taken on the line 7—7 of Fig. 1 and drawn on a smaller scale; Fig. 8 is a perspective view of the improved machine as it appears when the casing is entirely closed with all of the elements contained therein; Fig. 9 is a fragmentary elevation, partly in section, showing how the tone arm is constructed to permit the sound box to be stored therein, and Fig. 10 is a view showing said sound box in its position within the storing space of the tone arm.

**Sound Reproducer.** Edmund Kuhn, Brooklyn, N. Y., assignor to the Remington Phonograph Corp., Wilmington, Del. Patent No. 1,412,560.

This invention relates to phonographs and like



sound-reproducing devices, and one of the principal objects is to provide an improved sound volume regulating means. A second important object is the provision of an improved reproducer so arranged that the volume of sound passing from the reproducer to the tone arm may be increased or diminished at will.

A third important object is to provide, in such a device, means to ensure a full volume of sound



PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 185)

with each change of the needle unless such volume is wilfully reduced.

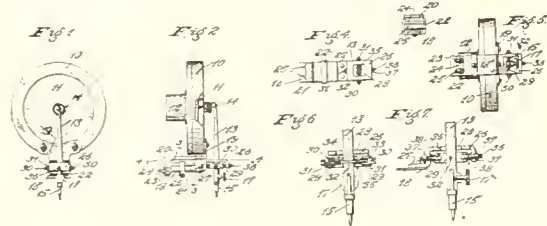
In the accompanying drawings Figure 1 is a side elevation of a portion of a phonograph showing the improved arrangement of the tone arm and reproducer, the latter being shown on a disk record; Fig. 2 is an enlarged detail showing the reproducer raised in needle-changing position; Fig. 3 is an enlarged detail partly in section on the line 3—3 of Fig. 2; Fig. 4 is a section on the line 4—4 of Fig. 3; Fig. 5 is a detail side view of the reproducer removed from the tone arm; Fig. 6 shows grouped details illustrating in side and end elevation the sound volume regulating valve.

**Sound Box for Talking Machines.** James F. Smith, St. Louis, Mo. Patent No. 1,412,294.

This invention relates to sound boxes for talking machines and particularly to the connection between the stylus lever and the sound box; and the invention is an improvement in the construction shown in Patent No. 1,302,479, dated April 29, 1919.

The invention consists principally in means for pivotally connecting the stylus lever to the sound box casing whereby free motion of the stylus lever is permitted in two vertical directions at right angles to each other.

In the accompanying drawing Figure 1 is a side view of a sound box, showing a stylus lever mounting embodying the invention; Fig. 2 is a side view of the same; Fig. 3 is a vertical cross-section through the supporting bracket and spring



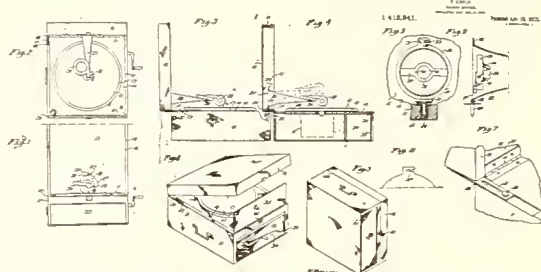
support for the stylus lever, the section being taken on the line 3—3 in Fig. 2; Fig. 4 is a horizontal section through the supporting bracket and stylus lever on the line 4—4 in Fig. 2; Fig. 5 is a bottom plan view of the sound box and stylus lever support; Fig. 6 is an enlarged vertical section taken through the pivots which support the stylus lever, and Fig. 7 is an enlarged vertical section taken through the pivots which support the collar in which the stylus lever is pivotally supported, the section being taken at right angles to the section shown in Fig. 6.

**Portable Talking Machine.** Francesco Cirelli, Philadelphia, Pa. Patent No. 1,412,841.

One object of this invention is to provide an improved talking machine of simple construction which can be made in a compact form and desired can be used as a readily portable machine. Another object is to provide an improved talking machine of the type including a hinged lid or cover and to so arrange the parts that the lid or cover serves as resounding means for the reproduced sounds in a manner far superior to any machine of like character made prior to the present invention. A further object is to so construct and arrange the tone arm or sound-conducting means to which the sound box is attached that it can be moved as a whole into a locked position with the sound box raised from the record a sufficient distance to permit a needle to be inserted and removed from the sound box by one hand, thus permitting a per-

son who only has one hand to easily change the needles and operate the machine.

Figure 1 is a front elevation of a readily portable talking machine constructed in accordance with the present invention. Fig. 2 is a top plan view of Fig. 1; Fig. 3 is a side elevation of Fig. 1; Fig. 4 is a sectional elevation with the parts in their operative playing position. Fig. 5 is a fragmentary view, partly in section; said section being taken on the line 5—5 of Fig. 4 and showing the tone arm in its locked position in which the sound box has been raised from the record; Fig. 6 is a fragmentary elevation of a part of the tone arm construction showing how the tone arm serves to retain and protect the sound box when not desired for use; Fig. 7 is a fragmentary perspective view showing the resilient support for the resounding lid; Fig. 8 is a perspective view showing the im-

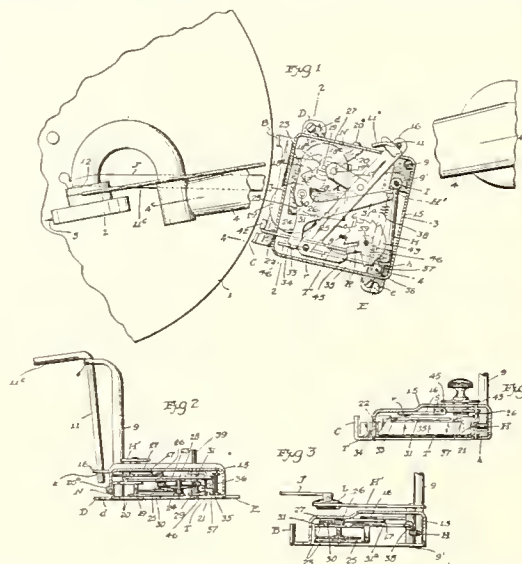


proved machine in a position partly closed; Fig. 9 is a perspective view of the machine when entirely closed ready for carrying, and Fig. 10 is a fragmentary elevation showing a slight modification of a part of the locking means for the tone arm.

**Automatic Repeater.** Robert G. Brown, Swarthmore, Pa., and John E. Streitmeier, Cincinnati, O. Patent No. 1,413,554.

This invention relates to phonograph repeating mechanism and it aims to effect an improvement on the mechanism disclosed and claimed in the co-pending application of Brown and Streitmeier, No. 120,302, filed September 15, 1916, whereby said mechanism is universally applicable to various types and varieties of phonographs without necessitating special element or fixture adaptable for given machines only.

Figure 1 is a plan of a conventional phonograph having this fixture combined therewith, and showing the davit in overhanging relation with the free end of the tone arm, and with the trip-lever located in its normal position about to be tripped by impact of the stylus. Fig. 2 is the side elevation of the same showing the operating mechanism in section along line 2—2



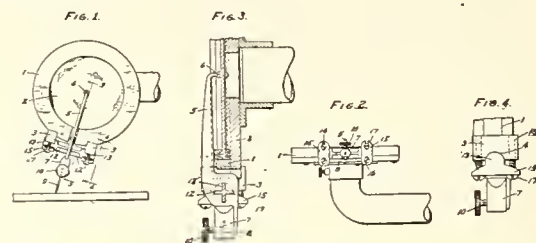
of Fig. 1. Fig. 3 is a section along line 3—3 of Fig. 1, and Fig. 4 is a section along line 4—4 of Fig. 1.

**Stylus-bar Mounting.** Howard E. Davis, Los Angeles, Cal. Patent No. 1,413,461.

The present invention relates to new and useful improvements in stylus-bar mountings. The object is to provide an improved mounting for the stylus of a sound-reproducing machine, said mounting forming a spring support for the stylus bar and means for accurately adjusting the position of the stylus bar with relation to the sound box and diaphragm for adjusting the

spring tension of its support with accuracy.

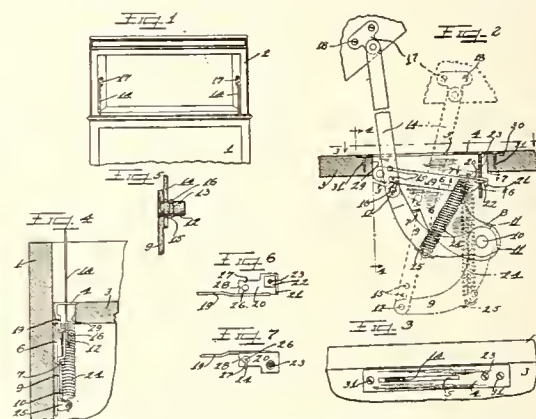
Figure 1 is a front elevation of the sound box and stylus bar for a sound-reproducing machine. Fig. 2 is a bottom plan view of the same. Fig. 3 is a detail section on the line 3—3 of Fig. 1. Fig. 4 is a similar section on the line 4—4 spring tension of its support with absolute accuracy.



**Phonograph Balance-weight-cover Support.** Alfred Bersted and Martin Bersted, Chicago, Ill. Patent No. 1,413,382.

This invention relates more particularly to an improved supporting mechanism adapted primarily for use on a phonograph cabinet for the purpose of holding the cover balanced in any desired position of adjustment. Important objects of the invention are: To provide a balance-weight-cover support for a phonograph cover to permit the cover to be held in any one of a plurality of open balanced positions against its own weight, and also to provide a supporting mechanism of simple and effective construction adapted for use on a phonograph cabinet cover, said mechanism being controlled by a spring which does ordinarily not pass dead center when the cover is completely closed.

Figure 1 is a front elevation of the upper portion of a phonograph cabinet the cover of which is held balanced in an adjusted open position by cover supports embodying the principles of this invention. Fig. 2 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover, the right side of the drawing indi-



cating the front of the phonograph. Fig. 3 is a sectional top plan view taken on line 3—3 of Fig. 2. Fig. 4 is a sectional view taken on line 4—4 of Fig. 2. Fig. 5 is an enlarged fragmentary detail section taken on line 5—5 of Fig. 2, showing the pin in elevation. Fig. 6 is a detail view taken on line 6—6 of Fig. 2. Fig. 7 is a detail view taken on line 7—7 of Fig. 2.

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Advance RECORD BULLETINS for July, 1922

VICTOR TALKING MACHINE CO.

POPULAR SONGS

Table of popular songs including 'Some Sunny Day', 'High Brown Blues', 'Hand-Painted Doll', 'Lonesome Land', 'Coo-Coo', 'Kitty-Koo', 'Kitten on the Keys', 'Pick Me Up and Lay Me Down', 'Lovable Eyes', 'Sweet Indiana Home', 'You Won't Be Sorry', 'Popular Songs of Yesterday', 'Vocal and Instrumental Records', 'Red Seal Records', and 'First Victor Records by Willem Mengelberg'.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

Table of symphony records including 'Maryland, My Maryland', 'Handel's Largo', 'Drink to Me Only with Thine Eyes', 'Just Awcary'n' for You', 'Mattinata', 'Berceuse', 'Serenade (Toselli)', 'At Eventime', 'Gypsy Love Song', 'Eileen Alanna', 'You Hear the Lambs A-Cryin'', 'Stumbling', 'Who Tied the Can on the Old Dog's Tail?', 'Where the Volga Flows', 'In Blue Bird Land', 'I Want You', 'California', 'Down on Avenue A', and 'Mr. Gallagher and Mr. Shean'.

Table of records including 'tone Duet', 'When Those Hoppers Start Hopping', 'A3604 Maybe You Think You're Fooling Baby', 'A3608 Little Grey Sweetheart of Mine', 'A3599 Achin' Hearted Blues', 'A3601 All Over Nothing At All', 'A3606 Honey Lu', 'A3605 My Macbree's Lullaby', 'A3603 Some Sunny Day', and 'A3602 Bygones'.

EDISON DISC RE-CREATIONS

Table of Edison disc re-creations including 'Miss Johnson's Party', 'O Sienzio A Buordo', 'Who Stole the Chickens?', 'The Ragvity Man', 'The Little Good for Nothing's Good for Something', 'The Boy Scouts of America March', 'Ballet of the Flowers', 'Minuet', 'He Will Hide Me', 'Afterwards', 'L'Ardiva', 'Morenita', 'Legende de la Sauge', 'In quelle trine morbide', 'Recha, als Gott dich einst zur Tochter mir gegeben', 'Concerto, No. 4 in D Minor', 'Some Sunny Day', 'Memories of You', 'Moon River', 'By the Sapphire Sea', 'Suppose the Rose Were You', 'Idola', 'London Bridge Is Falling Down', 'Love Her by Radio', and 'Suez'.

EDISON BLUE AMBEROL

Table of Edison Blue Amberol records including 'Ballet Music', 'A Girl I Know', 'As Once in Happier Days', 'The Blacksmith Rag', 'Faithless Heart', 'Cord and Tassel Dance', 'Just Suppose', 'Under the May Moon', 'Carry Me Back to Old Virginny', 'Toreador of Mine', 'Route Marchin'', 'The Slumber Boat', 'Forget Me Not', 'Good-Bye, Dear Old Bachelor Days', 'Do It Again', 'Closer', 'California', 'Swaying', and 'By the Sapphire Sea'.

AEOLIAN CO.

Table of Aeolian records including 'Carmen', 'Tosca', and 'Tosca-Vissi d'arte, Vissi d'amore'.

Table of Standard Selections including 'Vale (Farewell)', 'That's an Irish Lullaby', 'Swing Song (Barns)', 'Little Song (d'Ambrozio)', 'Drowsy Waters', 'Aloha Oc', 'Kentucky Labe', 'Little Cotton Dolly', 'Lazy Song', and 'Lindy Lou'.

Table of Instrumental Selections including 'Aeolian Symphony Dance' and 'Aeolian Symphony Dance-II'.

Table of Sacred Selections including 'Jesus, Lover of My Soul' and 'Still, Still with Thee'.

Table of Popular Selections including 'I Walk with the King', 'Just a Little Love Song', 'Mother Machree's Lullaby', 'Some Sunny Day', and 'Actors' Equity'.

Table of Dance Selections including 'Teasin'', 'All My Life', 'Do It Again', 'I'm Just Wild About Harry', 'Stumbling', 'Lovable Eyes', 'Sweet Indiana Home', 'Bamboo Bay', 'Mr. Gallagher and Mr. Shean', and 'Honey Lu'.

Table of Foreign Selections including 'Yente Fohrt in die Catskill Mountens', 'Mendel Vert a Member', 'Bummel-Petrus', 'Das Haben die Madchen so gern', and 'Lorelei'.

Table of Okeh Records including 'Lucia Di Lammermoor', 'Polonaise (Op. 53)', and 'Lorelei'.

Table of Classical Selections including 'Lucia Di Lammermoor' and 'Polonaise (Op. 53)'.

Table of European Concert Band Selections including 'Damnation De Faust' and 'March, Band'.

Table of Dance Records including 'Isle of Tangerine' and 'You and I (Atta Baby)'.

Table of Operatic Selections including 'Carmen' and 'Tosca'.

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Table of Operatic Selections including 'Carmen' and 'Tosca'.

Table of Operatic Selections including 'Carmen' and 'Tosca'.

(Continued on page 188)



ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 187)

Teasin' (B. Carleton-J. B. Walsh-P. Biese)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10	
4592 Everybody Knows (How Much I Love You) (Jerry Sullivan)—Fox-trot, Rega Dance Orchestra 10	
Waltz Me, Sweetie, Waltz Me (Ruby Taylor)—Novelty Waltz—Glantz and His Orchestra 10	
4593 Idola (B. Wilkie-W. E. Bradley)—Fox-trot, Markels' Orchestra 10	
High Brown Blues (Jack Yellen-Milton Ager)—Fox-trot—Markels' Orchestra 10	
4594 Pick Me Up and Lay Me Down in Dear Old Dixieland (Bert Kalmar-Harry Ruby)—Fox-trot—Glantz and His Orchestra 10	
Honey Love (Donald Heywood-Abe Friedman)—Fox-trot—Glantz and His Orchestra 10	
4595 Ain't Got Nothin' Blues (Lemuel Fowler)—Fox-trot—Tampa Blue Jazz Band 10	
The West Texas Blues (Chas. H. Booker, Jr.)—A Shimmy Fox-trot—Tampa Blue Jazz Band 10	
4596 One Sweet Smile (J. Stanley-C. Jordan)—Fox-trot Novelty (Incidental Saxophone by Nathan Glantz) .....Okkeh Trio 10	
Kitten on the Keys (Zez Confrey)—Fox-trot (Incidental Piano by Larry Briers. Incidental Banjo by Harry Reser).....Okkeh Trio 10	
4598 Mister Gallagher and Mister Shean (Ed. Gallagher-Al. Shean)—Fox-trot, Regal Dance Orchestra 10	
I'll Be Glad to Get Back to My Home Town (Halsey K. Mohr)—Fox-trot, Markels' Orchestra 10	
4599 The Rose of Stamboul (From the Operetta "The Rose of Stamboul") (Lee Fall)—Waltz, Markels' Orchestra 10	
Indiana Lullaby (Don Kendall)—Waltz, Markels' Orchestra 10	
INSTRUMENTAL RECORD	
4601 Schubert's Medley of Waltzes (Schubert)—Instrumental—Paul Eisler's Instrumental Quartet 10	
Spring Song (Mendelssohn)—Instrumental, Paul Eisler's Instrumental Quartet 10	
SACRED RECORD	
4603 Abide With Me (W. H. Monk)—Contralto-Baritone Duet, with Orch., Helen Clark-Joseph Phillips 10	
Flee as a Bird (Mrs. M. S. B. Dana)—Baritone, with Orch., Joseph Phillips 10	
DESCRIPTIVE RECORD	
4602 Carnival Night (Ring-Hager)—Tenor-Male Trio, with Orch., Byron Harlan-Crescent Trio 10	
Under the Mulberry Tree (Ring-Hager)—Tenor-Male Trio, with Orch., Byron Harlan-Crescent Trio 10	
VOCAL RECORDS	
4588 A'abamy Mammy (Neville Fleeson-Albert Von Tilzer)—Contralto, with Orch., Vaughn De Leath 10	
Can't Feel Jolly Blues (Booker T. Brown-Washington Lee)—Contralto, with Orch., Vaughn De Leath 10	
4589 Waikiki, I Hear You Calling Me (From "Make It Snappy") (Bert Kalmar-Harry Ruby)—Tenor, with Orch., Billy Jones 10	
Lovesick Blues (Cliff Friend-Irving Mills)—Contralto, with Orch., Elsie Clark 10	
4590 Pick Me Up and Lay Me Down in Dear Old Dixieland (Bert Kalmar-Harry Ruby)—Contralto, with Orch., Sophie Tucker 10	
Jig Walk (Henry Cleamer-Will Vodery)—Contralto, with Orch., Sophie Tucker 10	
4597 Oogie-Oogie Wa-Wa (G. Clarke-E. Leslie-A. Godtler)—Contralto, with Orch., Elsie Clark 10	
Maybe You Think You're Fooling Baby (Grant Clarke-Violinsky)—Contralto, with Orch., Vaughn De Leath 10	
4600 A-Wearin' Away the Blues (R. Turk-J. R. Robinson)—Popular Colored Singer, Mamie Smith and Her Jazz Band 10	
There's Only One Man (That Satisfies Me) (Sam Gold)—Popular Colored Singer, Mamie Smith and Her Jazz Hounds 10	
4604 Mr. and Mrs. (From "The Blushing Bride") (Cyrus Wood-Sigmund Brothers)—Contralto-Baritone Duet, with Orchestra, Virginia Burt-Joseph Phillips 10	
Mo-Na-Lu (Louis Breaux)—Baritone-Contralto Duet with Orchestra Hawaiian Guitar Imitation by Virginia Burt, Elliott Shaw-Virginia Burt 10	
FOR THE COLORED CATALOG	
8032 State Street Blues (Babe Thompson-Spencer Williams)—Contralto, with Orchestr., Lizzie Miles 10	
Virginia Blues (Ernie Erdman-Fred Meinken)—Contralto, with Orchestra.....Lizzie Miles 10	
8033 Roll Them Bones (Excelsior Quartet)—Colored Quartet .....Excelsior Quartet 10	
Kitchen Mechanic Blues (Excelsior Quartet)—Colored Quartet.....Excelsior Quartet 10	
IRISH SELECTIONS	
2107 Ireland Is Ireland to Me (From "Kilkenny") (F. O'Hara-J. Keirn Brennan-E. R. Ball)—Tenor, with Orchestra.....Gerald Griffin 10	
Irish Eyes of Love (From "The Heart of Paddy Whack") (J. Edward Killalea-E. R. Ball)—Tenor, with Orchestra.....Gerald Griffin 10	

GENNETT LATERAL RECORDS

4860 Calling Thee (Grosby-Gabriel)—Baritone-Contralto Duet—Orch. Acc.....Rodeheaver-Asher 10
When I Look in His Face (Gabriel)—Baritone-Contralto Duet—Orch. Acc.....Rodeheaver-Asher 10
4861 Christ Died (Abernathy)—Baritone—Orch. Acc., Homer Rodeheaver 10
All the Way to Calvary (Ackley)—Baritone with Orch. Acc.....Homer Rodeheaver 10
4862 A Banjo Song (Weeds-Homer)—Baritone—Orch. Acc.....Homer Rodeheaver 10
Golden Crown (Cantvoort-Graves)—Baritone with Orch. Acc.....Homer Rodeheaver 10
I-4863 Il Canto Del Cardellino (Mazurka) (Cam-r-lino).....Banda Siciliana 10
Uccelli in Festa (Polka) (Valente).....Banda Siciliana 10
I-4864 Pupilla (Polka) (Canoro).....Banda Siciliana 10
Visioni D'Amore (Waltz) (Canoro).....Banda Siciliana 10
4865 Father O'Flynn (Graves)—Tenor—Orch. Acc., Felix O'Day 10
Molly Brannigan—Tenor—Orch. Acc.....Felix O'Day 10
4866 Who Tied the Can on the Old Dog's Tail? (Fitzgerald)—Orch. Acc.....Byron Harlan 10
I Ain't Got Enough for to Pass Around (Branen-Johnson)—Orch. Acc.....Arthur Collins 10
4867 Those Days Are Over (Sterling-Morna-Von Tilzer)—Tenor Duet—Orch. Acc.....Harrison-Clark 10
You Can Have Every Light on Broadway (Simon-Davis)—Tenor—Orch. Acc.....Sam Ash 10
4868 Carolina Rolling Stone (Young-Squires)—Fox-trot, Bailey's Lucky Seven 10
California (Conrad-Friend)—Fox-trot, Bailey's Lucky Seven 10
4869 Black Eyed Blues (Jaxore-Kenda'l)—Fox-trot, Ladd's Black Aces 10
Musc'e Shoals Blues (Thomas)—Fox-trot—One-step Chorus .....Ladd's Black Aces 10

4870 Mister Gallagher and Mister Shean (Gallagher-Shean)—Orch. Acc.....Kaufman Bros. 10
All Over Nothing at All (Brennan-Cunningham-Rule)—Baritone—Orch. Acc.....Arthur Fields 10
4871 Oh! Sing-a-Loe (Brown-Mitchell-Poillack)—Fox-trot .....Mardi Gras Sextette 10
Rosy Posy (Romberg)—Fox-trot (From "The Blushing Bride") .....Mardi Gras Sextette 10
4872 Do It Again (Gershwin)—Fox-trot (From "The French Doll").....Bailey's Lucky Seven 10
Some Sunny Day (Berlin)—Fox-trot, Bailey's Lucky Seven 10
4873 Some Sunny Day (Berlin)—Baritone—Orch. Acc.....Arthur Fields 10
My Machree's Lullaby (Johnson-Mullane-Schuster)—Tenor—Orch. Acc.....Sam Ash 10
4874 Mister Gallagher and Mister Shean (Gallagher-Shean)—Fox-trot,Nathan Glantz and His Orch.stra 10
Hortense (Donadson)—Fox-trot,Bailey's Lucky Seven 10
4875 State Street Blues (Thompson-Williams)—Fox-trot.....Nathan Glantz and His Orchestra 10
Suez (DeRose-Grofe-Pancoast)—Fox-trot, Nathan Glantz and His Orches.ra 10
4876 By the Sapphire Sea (Snyder)—Fox-trot, Hazy Natzy and His Orch.stra 10
On the Alamo (Jones)—Fox-trot, Lanin's Famous Players 10

BRUNSWICK RECORDS

5134 Just that One Hour (Wernerville-Eville)—Tenor Solo .....Theo Karle 10
If You Would Love Me (Jacobi-MacDermid)—Tenor Solo.....Theo Karle 10
5139 Evening Star from Tannhäuser (Wagner)—Violoncello Solo.....Willem Willeke 10
Mennett (Haydn)—Violoncello Solo.....Willem Willeke 10
50013 Barbieri di Siviglia—Largo al factotum (Room for the Factotum) (Act I, Scene I) (Rossini)—Baritone, in Italian.....Giuseppe Dan.se 12
Ernani—O de'verd' anni miei (Oh Bright and Fleeting Shadows) (Act III) (Verdi)—Baritone, in Italian.....Giuseppe Danise 12
5140 Gee! But I Hate to Go Home Alone (Goodwin-Hanley)—Soprano .....Dorothy Jardon 10
Wake Up, Little Girl, You're Just Dreaming (Herscher-Burke)—Soprano.....Dorothy Jardon 10
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2255 Sunflower Dance (MacClymont)—Whistler, with Orchestra .....Margaret McKee 10
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2270 In the Little Red School House—Tenor and Baritone.....Billy Jones and Ernest Hare 10
Mister Gallagher and Mister Shean (Gallagher-Shean)—Tenor and Baritone, Billy Jones and Ernest Hare 10
2267 Irish Reels—Medley—Violin and Accordion, Dan Carroll and Mario Perry 10
Irish Jigs—Medley—Accordion.....Mario Perry 10
2268 Some Sunny Day (Irving Berlin)—Novelty Vocalists .....Brox Sisters with Bennie Krueger's Orchestra 10
School House Blues from the "Music Box Revue" (Irving Berlin)—Novelty Vocalists, Brox Sisters with Krueger's Orchestra 10
5136 His Lullaby (Healy-Jacobs Bond)—Contralto, Elizabeth Lennox 10
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2266 In the Garden (Miles) With Organ, Criterion Male Quartet 10
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2273 Romany Love—Fox-trot (Zamecnik), Selvin's Orchestra 10
No Use Crying—Fox-trot (Mattullah-Hirsch), Selvin's Orchestra 10
2277 Lovey Dove—Fox-trot from "The Rose of Stamboul" (Atteridge-Romberg) Carl Fenton's Orch. 10
You Won't Be Sorry—Fox-trot (Kerr-Burnett-Marcasie) .....Carl Fenton's Orchestra 10
2271 Sun God—Fox-trot (Norman-Weber), Isham Jones' Orchestra 10
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2274 Some Sunny Day—Fox-trot (Irving Berlin), Isham Jones' Orchestra 10
Don' Bring Me Posies—Fox-trot (McCabe-Jennings-Rose).....Isham Jones' Orchestra 10
2272 Stumbling—Fox-trot (Zez Confrey), Bennie Krueger's Orchestra 10
I'm Just Wild About Harry—Fox-trot from "Shuffle Along" (Sissle-Blake), Bennie Krueger's Orchestra 10
2275 Sing Song Man—Fox-trot (Friend-Conrad)—Orchestra Arranged by Walter Haenschel, Rudy Wiedoeff's Californians 10
Little Thoughts—Fox-trot (Billings-Straight-Bargy) Orchestral Arrangement by Walter Haenschel.....Rudy Wiedoeff's Californians 10

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCALS	
20749 Smile Through Your Tears.....Lewis James 10	
Look Down, Dear Eyes.....Lewis James 10	
20751 When You and I Were Young, Maggie, Henry Burr 10	
Little Town in the Ould County Down, Henry Burr 10	
20753 Through All the World.....Vernon Dalhart 10	
I Wonder Why.....Ernest Hare 10	
INSTRUMENTAL	
20754 Minuet in G—Oboe Solo.....Bruno Lahate 10	
Villane la—Oboe Solo.....Bruno Lahate 10	
20755 Spanish Dance—Violin Solo.....Alexander Debruille 10	
Lichesfreud—Violin Solo.....Alexander Debruille 10	
NOVELTY	
20729 Tyrol.....Al Bernard-Frank Kamplain 10	
Darktown Quartet Rehearsal.....The Harmonizers 10	
SACRED	
20756 Tell Mother I'll Be There.....Peerless Quartet 10	
Where Is My Boy To-night?.....Peerless Quartet 10	
POPULAR VOCALS	
20771 Oh Sing-a-Loe.....Crescent Trio 10	
Sunshine Alley.....Charles Hart 10	
20773 Who Tied the Can on the Old Dog's Tail? Al Bernard 10	
How Is It by You, by Me It's Fine.Arthur Fields 10	
COLORED VOCALS	
20774 Who'll Drive Your Blues Away?	

Lavinia Turner and J. P. Johnson and His Harmony Seven 10	
When the Rain Turns Into Snow, Lavinia Turner and J. P. Johnson and His Harmony Seven 10	
DANCE	
20775 Do It Again (From "The French Doll")—Fox-trot.....Ernest Hussar and His Orches., Hotel Claridge, N. Y. City 10	
I'm Just Wild About Harry (From "Shuffle Along")—Fox-trot,Ernest Hussar and His Orch., Hotel Claridge, N. Y. City 10	
20776 Little Thoughts—Fox-trot.....Ernest Hussar and His Orch., Hotel Claridge, N. Y. City 10	
Lovable Eyes.....Casino Dance Orch. 10	
20777 Nola—Fox-trot .....Don Parker Trio 10	
I Like You and You Like Me—Fox-trot, Don Parker Trio 10	
20778 State Street Blues—Fox-trot....Synco Jazz Band 10	
Hot Lips—Fox-trot.....Synco Jazz Band 10	
20779 Swanee Bluebird—Fox-trot.....Wiedoeff's Orch. 10	
Rustic Ann—Fox-trot.....Wiedoeff's Orch. 10	
20780 Oogie Oogie Wa Wa—Fox-trot, Casino Dance Orch. 10	
Doodie Doodle Do—Fox-trot...Casino Dance Orch. 10	
All of these records may be obtained in both Pathé (sapphire) and Actuelle (needle-cut). The numbers shown are Pathé numbers. The Actuelle number is the same as the Pathé but prefixed with a cipher, as 020749.	

BANNER RECORDS

JULY RELEASES	
DANCE	
1064 Stumbling—Fox-trot .....Roy Collins Orch. 10	
Mighty Lak' a Rose—Fox-trot, Erdody and His Famous Orch. 10	
1065 On the Alamo—Fox-trot.....Selvin's Novelty Orch. 10	
Gray Morn—Fox-trot.....Selvin's Novelty Orch. 10	
1066 Kicky-Koo—Fox-trot.....Roy Collins Orch. 10	
No Use Crying—Fox-trot.....Roy Collins Orch. 10	
1067 Old Timer's Fox-trot—Medley...Moulin Rouge Orch. 10	
Oh Sing-a-Loe—Fox-trot.....Moulin Rouge Orch. 10	
1068 Lonesome Mamma Blues—Fox-trot, Original Memphis Five 10	
Original Memphis Five 10	
Longing for You Blues—Fox-trot, Eddie Davis Orch. 10	
1069 Song of Persia—Fox-trot.....Eddie Davis Orch. 10	
Romany Love—Fox-trot.....Eddie Davis Orch. 10	
1070 At Three O'Clock in the Morning—Waltz, Newport Society Orch. 10	
Swanee River Moon—Waltz...Newport Society Orch. 10	
POPULAR VOCAL	
1071 Oh You Beautiful Baby—Tenor Solo—Orch. Acc. Lee Knight 10	
I Certainly Must Be in Love—Tenor Solo—Orch. Acc.....Billy West 10	
LUCILLE HEGAMIN RECORD	
1072 High Brown Blues, Lucille Hegamin and Her Blue Flame Syncopators 10	
State Street Blues, Lucille Hegamin and Her Blue Flame Syncopators 10	
ACCORDION DUET	
2044 Dolores Waltz.....Santini Bros. 10	
Neapolitan Medley.....Santini Bros. 10	

AKRON MERCHANTS OPTIMISTIC

Portable Machines in Demand—F. W. Van Scoyoc to Open Business—E. E. Peak With M. O'Neil Co.—George S. Dales on Trip

AKRON, O., June 8.—Business has been "spotty" during the past month, but everyone predicts that June and July will mean added business, due to the fact that industrial conditions are still improving and money is loosening up to a considerable extent. Many shops are adding radio accessories and are featuring them side by side with their talking machine lines.

Miss Ethel Baer, manager of the talking machine section of the M. O'Neil Co., told The World this week that her section showed a good gain last month, compared to the same month a year ago. One week, she said, the improvement registered 50 per cent, but toward the last of the month business slowed down. June has opened strong and good weather is helping the trade. This department recently was enlarged to twice its normal size and the Brunswick line of talking machines and records added. The Cheney and Victor machines are also handled.

Earle Poling, of the Windsor Poling Co., exclusive Victor distributor, says special emphasis is being placed now on exploiting the sale of the Victor portable talking machine and that the store plans to use its entire June advertising appropriation for pushing sales of this product!

George S. Dales, proprietor of the Dales Victrola Parlors, predicts a revival of the talking machine trade this month and believes that the people of Akron are about ready to again turn their attention to music in the home.

F. W. VanScoyoc, for many years with the A. B. Smith Piano Co., has left the employ of this firm and will enter business for himself in the near future. For some years he was advertising manager of the company.


E. E. Peak, formerly with the J. W. Brown Piano Co., at Canton, O., and the A. B. Smith Piano Co., is now identified with the salesforce of the M. O'Neil Co.

George S. Dales, of the George S. Dales Co., Victor distributor and large piano dealer, leaves for an extended Eastern trip this week.



# Some Leading Jobbers of Talking Machines in America

**TEST IT.**   
 OUR VICTOR  
**Record Service**  
 has a reputation for efficiency.  
 Suppose you try it.  
**E. F. DROOP & SONS CO.**  
 1300 G. STREET, WASHINGTON, D. C.  
 231 N. HOWARD STREET, BALTIMORE, MD

**W. J. DYER & BRO.**  
 DYER B'LD'G, ST. PAUL, MINN.  
 NORTHWESTERN DISTRIBUTORS  
 OF THE  
**VICTOR**  
 Machines, Records and Supplies  
  
 Shipped Promptly to all  
 Points in the Northwest

**Mickel Bros. Co.**  
 Omaha, Nebraska  
 Des Moines, Iowa  
*Victor Distributors*

  
 Where Dealers May Secure  
**COLUMBIA**  
 Product

**Sherman, Clay & Co.**  
 San Francisco, Los Angeles, Portland, Seattle, Spokane  
 PACIFIC COAST DISTRIBUTORS OF  
 VICTOR PRODUCTS

The  
**Toledo Talking Machine Co.**  
 Toledo, Ohio  
*Wholesale Victor  
 Exclusively*

**Wholesale Exclusively**  
 EASTERN TALKING MACHINE CO.  
 85 Essex Street, Boston  
 VICTOR DISTRIBUTORS

Ready, Full Stocks, and Prompt Deliveries  
 from Convenient Shipping Centers  
 all over the United States.

- Distributors**
- Atlanta, Ga., Columbia Graphophone Co., 561-563 Whitehall St.
  - Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
  - Boston, Columbia Graphophone Co., 1000 Washington St.
  - Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
  - Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
  - Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
  - Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
  - Dallas, Tex., Columbia Graphophone Co., 816 North Preston St.
  - Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
  - Detroit, Mich., Columbia Graphophone Co., 115 State St.
  - Kansas City, Mo., Columbia Graphophone Co., 2008 Wyandotte St.
  - Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
  - Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
  - New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
  - New York City, Columbia Graphophone Co., 121 West 20th St.
  - Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
  - Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
  - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
  - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
  - San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
  - Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
  - Spokane, Wash., Columbia Stores Co., 161 South Post St.
  - St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
  - Tampa, Fla., Tampa Hardware Co.
- Headquarters for Canada:  
 Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.  
 Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.
- Executive Office**  
**COLUMBIA GRAPHOPHONE CO.**  
 Gotham National Bank Building New York

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# The NEW Scotford Tonearm and Superior Reproducer



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



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

## NEW CONSTRUCTION



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



STYLE NO. 1 FINISH  
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH  
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH  
All parts Plated in Nickel or Gold

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

### Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.  
Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.  
Style 3 All parts of Tonearm and Reproducer are Plated.

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

*Samples Prepaid at the Above Prices*

*Write for Our  
Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS



*Thomas A. Edison, Inc.*  
*Announces Another Addition to Its*  
*Line of Period Models*

*A William and Mary Console*



*See Pages 30 and 31 inside*

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**JOBBERs OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA  
AND BLUE AMBEROL RECORDS**

**CALIFORNIA**  
Los Angeles—Edison Phonographs,  
Ltd.  
San Francisco—Edison Phonographs,  
Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**GEORGIA**  
Atlanta—Phonographs Inc.

**ILLINOIS**  
Chicago—The Phonograph Co.  
Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co.,  
Inc.

**MASSACHUSETTS**  
Boston—Pardee-Ellenberger Co.  
Iver Johnson Sporting Goods  
Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co.  
of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW JERSEY**  
Orange—The Phonograph Corp. of  
Manhattan.

**NEW YORK**  
Albany—American Phonograph Co.  
Syracuse—Frank E. Bolway & Son,  
Inc., W. D. Andrews Co.  
(Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph  
Co.  
Pittsburgh—Buehn Phonograph Co.  
Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co.  
(Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phono-  
graph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co.,  
Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of  
Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons  
Co., Ltd.  
St. John—W. H. Thorne & Co., Ltd.  
Toronto—R. S. Williams & Sons  
Co., Ltd.  
Vancouver—Kent Piano Co., Ltd.  
Winnipeg—R. S. Williams & Sons  
Co., Ltd.  
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